

DigiCert UltraDNS: Retail & eCommerce readiness checklist

Is your DNS infrastructure ready to support always-on retail experiences? Use this checklist to identify gaps in availability, performance, security, and scalability—especially ahead of peak traffic events.

1. Always-on readiness

Infrastructure built for global retail needs to stay resilient under constant demand and unexpected disruptions.

- Do you have a 100% DNS availability SLA backed by a globally distributed Anycast network?
- Can your DNS infrastructure handle extreme traffic spikes during peak events like Black Friday and Cyber Monday?
- Is your DNS control plane isolated from application and infrastructure dependencies?
- Is your DNS traffic distributed across multiple geographic regions to maintain availability during localized outages?

2. Speed at scale

Every millisecond of latency impacts conversion rates, cart abandonment, and overall customer satisfaction.

- Are users automatically routed to the nearest available DNS node to minimize latency?
- Can you deliver region-specific experiences (pricing, language, inventory) based on user location?
- Do you have intelligent traffic steering or load balancing based on real-time performance and health?
- Are you able to maintain fast, consistent DNS resolution times globally during high-traffic periods?

3. Protect the transaction

Retail environments are prime targets for attacks that disrupt service or redirect customers. Are protections in place to mitigate large-scale DDoS attacks without impacting availability?

- Have you implemented DNSSEC to prevent DNS spoofing and ensure users reach your legitimate domain?
- Can you ensure users are directed only to your genuine domain—not fraudulent or spoofed destinations?
- Are certificate validation and domain control processes automated to reduce manual risk?
- Do you have safeguards in place to prevent expired certificates and browser security warnings?

4. Support growth without risk

As your digital footprint expands, DNS operations have to scale without increasing complexity or risk. Can you manage DNS across multiple cloud providers and environments from a centralized platform?

- Do you have automation in place to reduce manual configuration errors in DNS management?
- Are your internet-facing applications protected against DNS-based vulnerabilities?
- Do you have access to 24/7 expert support for critical DNS issues?

Are you ready for peak demand?

If you couldn't confidently check every box on this list, your DNS infrastructure may be putting availability, performance, and customer trust at risk.

DigiCert UltraDNS is designed to help retail and eCommerce organizations meet these requirements with global scale, built-in security, and high-performance DNS resolution. [Get the solution sheet](#) to see how.

About DigiCert

DigiCert is a global leader in intelligent trust, securing people, data, and devices with AI-powered solutions built to stop threats today and prepare for a quantum-safe future.

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