

# DigiCert® UltraDNS for retail & e-commerce

Prepare your DNS before your world depends on it.

In the competitive world of retail and e-commerce, your business is defined by the experience you provide to your customers. Downtime can cost \$5600-\$8600 per minute for large retailers, and even small retailers can feel a huge impact if their e-commerce or POS goes down. To thrive, your storefront must be available 24/7, respond instantly to queries, and protect sensitive customer data. With nearly one-quarter of all cyberattacks targeting e-commerce sites, a resilient DNS foundation is no longer optional—it's a strategic necessity.

DigiCert UltraDNS provides an enterprise-grade, cloud-based authoritative DNS service that ensures your online assets remain fast, accurate, and secure, no matter the traffic volume.

Keep your site secure and your customers safe	Maximize revenue capture and reliability
Build DNS resilience with an independent control plane, multi-cloud readiness, and centralized visibility across all online channels and touchpoints.	UltraDNS eliminates downtime with a 100% availability SLA on a global IP anycast network.
✓ <b>Strengthen DNS protection:</b> Defend against DNS-based vulnerabilities and cyber threats.	✓ <b>High-traffic peak readiness:</b> Your storefront remains reachable during surges like Black Friday and Cyber Monday.
✓ <b>Improve customer experience:</b> Scale globally to enhance the shopping experience for customers worldwide.	✓ <b>Faster page loads:</b> Automatically route users to the nearest global node to minimize latency and improve conversion rates.
✓ <b>Mitigate DDoS attacks:</b> Leverage built-in protection that combines local mitigation with a global network to absorb large-scale attacks without interrupting service.	✓ <b>Domain failover:</b> Provide automatic redirection of traffic if a primary server or data center goes down.
✓ <b>Protect web apps everywhere:</b> Ensure the integrity of your internet-facing applications, regardless of where they are hosted.	✓ <b>Dual-network, redundant DNS:</b> Gain a second global anycast network with unique routing policies and network operations to eliminate a single point of failure.
✓ <b>Prevent phishing and spoofing:</b> Utilize DNSSEC to sign your DNS data, ensuring customers reach your genuine website and not a "look-alike" phishing site.	

## Global scaling and traffic management

Manage how global traffic hits your servers to optimize the shopping experience for a worldwide audience.

- **Geolocation-based routing:** Deliver region-specific pricing, inventory, and language settings to improve customer experience.
- **Intelligent load balancing:** Distribute traffic across CDNs and data centers based on real-time server health and performance.

## Improve efficiency and compliance

Deploy automation to reduce the risk of human error in critical infrastructure for your e-commerce team.

- **Automated SSL/TLS validation:** Through integration with DigiCert CertCentral®, UltraDNS automates domain control validation (DCV) and accelerates certificate issuance.
- **Eliminate browser warnings:** Ensure security certificates never expire, avoiding the "Your connection is not private" warning that erodes customer trust.

## Why leading retailers choose DigiCert UltraDNS

- **25+ years of experience:** Solutions from a provider that's trusted to manage over 9 trillion DNS queries daily.
- **Unmatched uptime:** Designed for 100% resolution availability to keep your business open around the clock.
- **Global footprint:** A massive, overprovisioned 29-node platform distributed across six continents.
- **Dedicated support:** 24/7/365 access to a team of DNS experts.

## Safeguard your business. Eliminate downtime. Protect your customer experience.

Ready to learn more about how DigiCert can secure your e-commerce? [Contact us](#).

### About DigiCert

DigiCert is a global leader in intelligent trust. We protect the digital world by ensuring the security, privacy, and authenticity of every interaction. Our AI-powered DigiCert ONE platform unifies PKI, DNS, and certificate lifecycle management, to secure infrastructure, software, devices, messages, AI content and agents. Learn why more than 100,000 organizations, including 90% of the Fortune 500, choose DigiCert to stop today's threats and prepare for a quantum-safe future at [www.digicert.com](http://www.digicert.com).

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