

# Data Cleansing Experts Enhance Disaster Response Measures



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Consumer data specialists Tracesmart, renowned for helping both business and the consumer to [trace people](#), have partnered with NeuStar to employ their UltraDNS service. Utilizing UltraDNS will greatly improve connection reliability from their [Tracesmart Corporate](#) and consumer services to their datacentres. The move forms part of the company's disaster recovery program and their continued commitment to service quality and dependability.

Well regarded worldwide, NeuStar currently works with the likes of Tesco, SalesForce, Forbes, Oracle and My Space. With a reputation for technical superiority and service reliability, NeuStar's UltraDNS service was the ideal choice for Tracesmart as it employs an external domain name system spanning continents and housed in 6 data centres, ensuring continuous availability and speed. Using UltraDNS, Tracesmart will now be able to interchange between their datacentres much faster - a benefit that is of great importance for disaster recovery planning.



As part of the company's larger business continuity plan, the UltraDNS implementation means that in the highly unlikely event that Tracesmart's core data centre fails due to a natural or human-induced disaster, the company can quickly switch to their backup datacentre. Discussing how their new approach will negate the impact of external physical catastrophes, Tracesmart's Technical Director, Paul Weathersby, commented,

"The new UltraDNS service will enable us to have a standby response to any possible disaster that impacts upon our primary datacentre. The new service will divert service traffic to our reserve datacentre; which means our consumer and business clients should experience as little service degradation as possible."

The new implementation also adds further reliability to Tracesmart's services, such as their [identity checks](#) service, AML, which is used for [anti-money laundering](#) purposes. Additionally, the employment of the UltraDNS service will benefit Tracesmart's internal functions, as it means their corporate specialist staff will still have access to the various datasets needed for manual tracing and [data cleansing](#) in the event of the company's core datacentre failing. From a customer standpoint→ this will further benefit Tracesmart's corporate clients as it means their projects would have little or no additional delay in turnaround.

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