

CU Tech Talk

Free Things IT Can Do to Improve Efficiency and Member Satisfaction

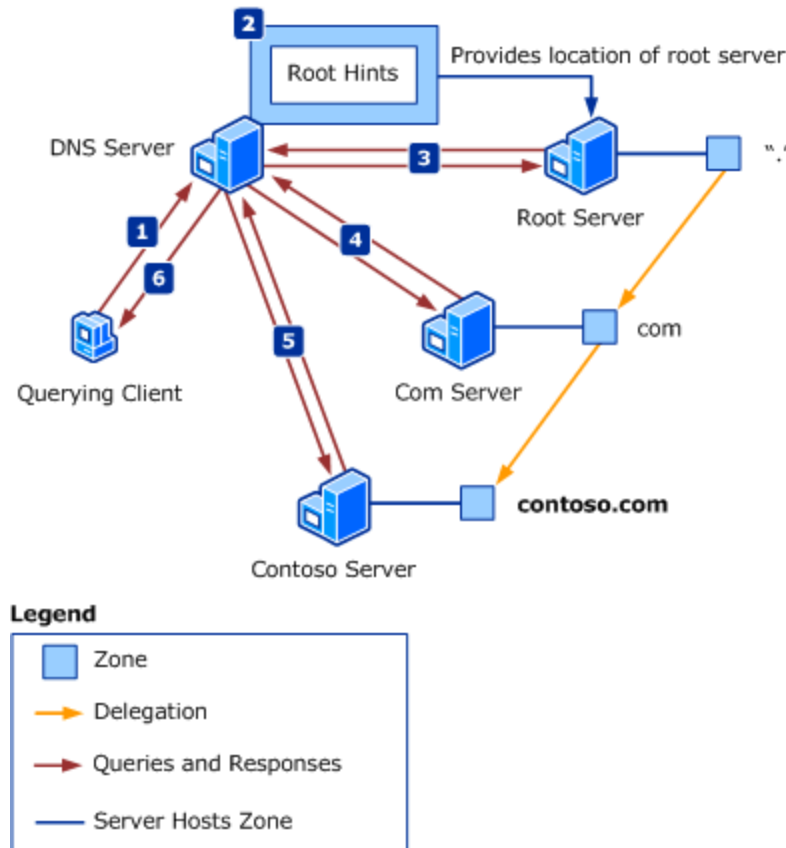
Topics

- Recursive DNS
- SPF Records
- Authoritative DNS
- Website Analytics

Recursive DNS

Recursive DNS translates [ncua.gov](https://www.ncua.gov) to
207.15.63.93

Example DNS Query



Recursive DNS Providers



[DNSAdvantage](#)
(UltraDNS)



[DynDNS](#)



[Google DNS](#)

OpenDNS

[OpenDNS](#)

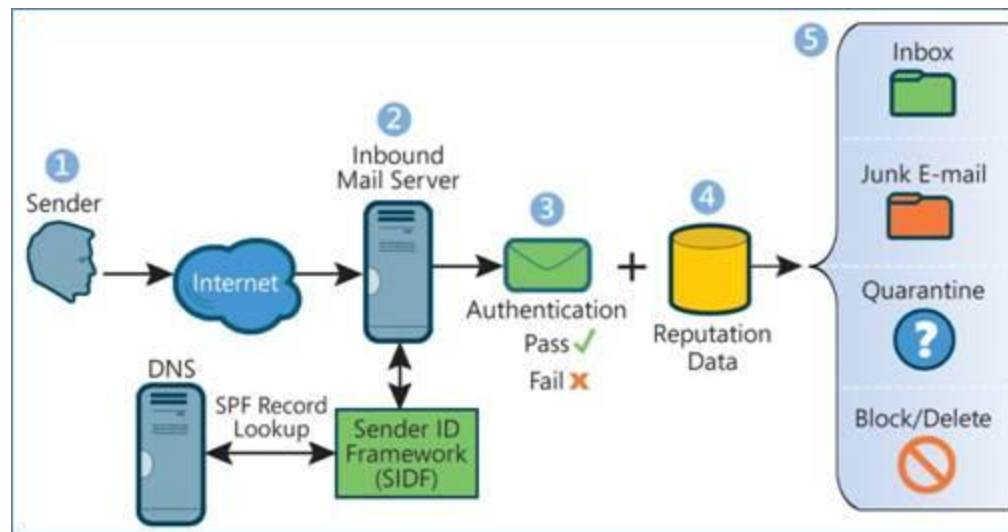
Benefits of a DNS Provider

- Most are free or very low cost
- High availability systems
- DNS Poisoning & DNSSEC

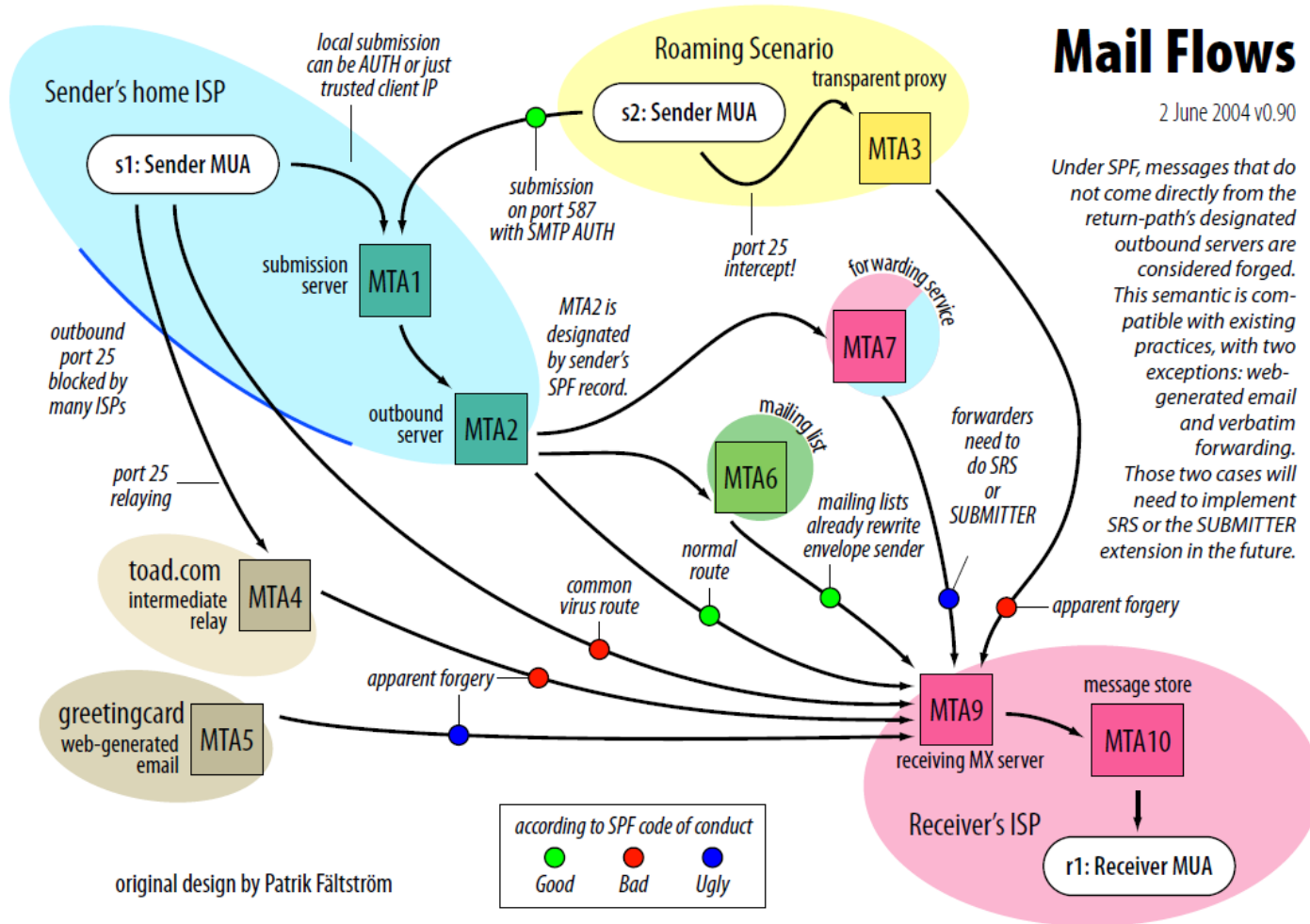
SPF Records

an e-mail validation system designed to prevent e-mail spam by addressing a common vulnerability, source address spoofing.

An SPF Query



SPF Flowchart



Mail Flows

2 June 2004 v0.90

Under SPF, messages that do not come directly from the return-path's designated outbound servers are considered forged. This semantic is compatible with existing practices, with two exceptions: web-generated email and verbatim forwarding. Those two cases will need to implement SRS or the SUBMITTER extension in the future.

SPF Example

Type	Domain Name	TTL	Record
TXT	mailchimp.com	24 hrs	v=spf1 mx include:servers.mcsv.net include:rsglab.com ip4:72.47.255.47 ~all

Record: v=spf1 mx include:servers.mcsv.net include:rsglab.com ip4:72.47.255.47 ~all

Prefix	Type	Value	Prefix Desc	Description
+	mx		Pass	Match if IP is one of the MX hosts for given domain name
+	include	servers.mcsv.net	Pass	The specified other domain is searched for an 'allow'.
+	include	rsglab.com	Pass	The specified other domain is searched for an 'allow'.
+	ip4	72.47.255.47	Pass	Match if IP is in the given range
~	all		SoftFail	Always matches. It goes at the end of your record.

Resources

<http://s.cuinnovators.com/spf-check>

<http://s.cuinnovators.com/exchange-spf-howto>

<http://s.cuinnovators.com/complete-dns-check>

Authoritative DNS

The Domain Name System distributes the responsibility of assigning domain names and mapping those names to IP addresses by designating authoritative name servers for each domain. Authoritative name servers are assigned to be responsible for their particular domains, and in turn can assign other authoritative name servers for their sub-domains.

Authoritative DNS Providers

ULTRADNS®
A Neustar® Service

 **DynDNS.com**
by Dynamic Network Services Inc.

 **DNS**
MADE EASY

Benefits

- High availability systems
- Latency
- Redundancy
- Load Management

Website Analytics

“Knowing is half the battle.”
-Public Service Announcements, GI Joe

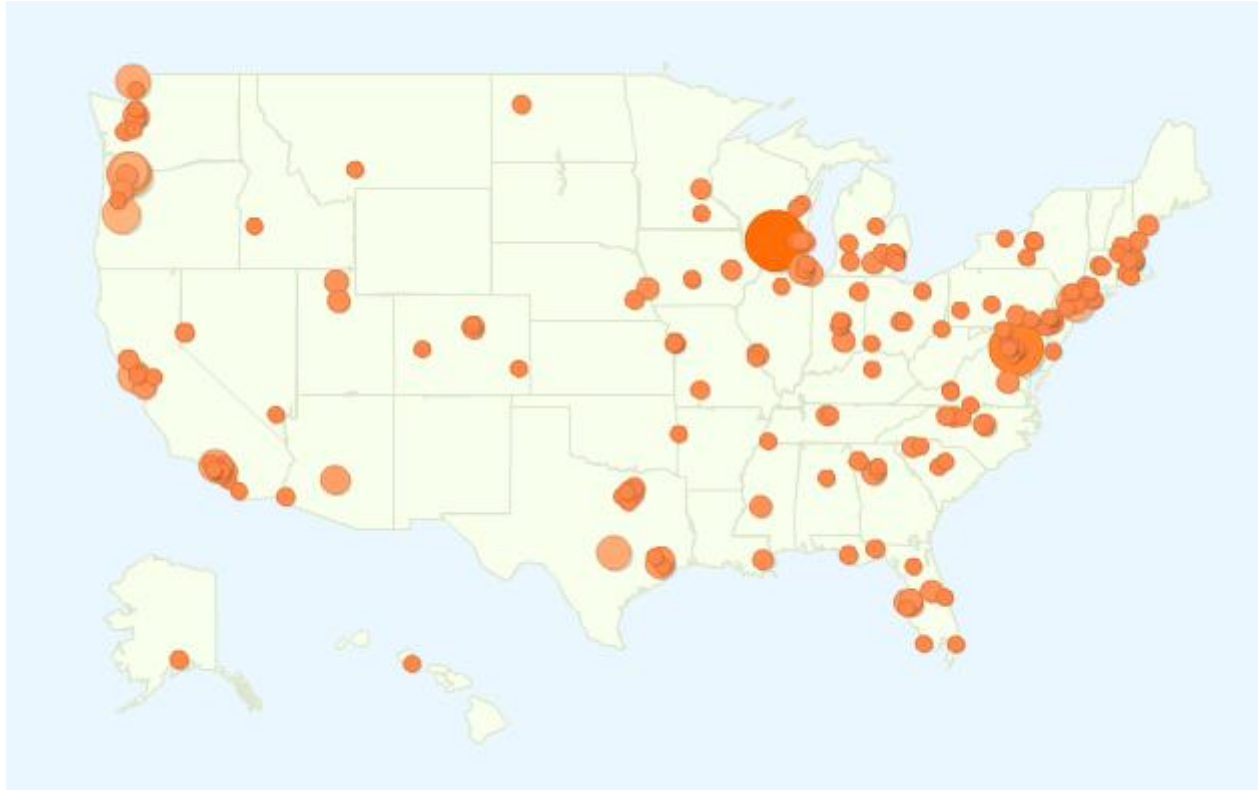
Providers

webtrends™

Google Analytics

OMNITURE™
— — —











Data



Data

1.	credit union blog
2.	credit unions on facebook
3.	cu innovators
4.	credit union facebook
5.	(content targeting)
6.	credit union blogs
7.	robbie wright
8.	cu mis
9.	blackrock federal credit union
10.	credit union innovators

1.	 1024x768
2.	 1280x1024
3.	 1280x800
4.	 1440x900
5.	 1680x1050
6.	 1920x1200
7.	 1280x768
8.	 1152x864
9.	 320x396
10.	 1920x1080

1.	 /
2.	 /blog/
3.	 /blog/unemployment-in-credit-unions/
4.	 /blog/the-best-potatoes/
5.	 /blog/mica-leggett-consulting-company/
6.	 /blog/credit-unions-on-facebook/
7.	 /contact-us/
8.	 /blog/missed-social-media-opportunities/
9.	 /blog/topics/action-items/
10.	 /conference-services/speaking/

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