A smarter, more flexible way to manage static IP addresses

Persistent DNS is the future of business connectivity.

Internet Protocol (IP) scarcity and latency

For years, businesses have relied on public static IPv4 addresses to manage their devices. In today's mobile-first world, this legacy model faces two critical challenges.

The first is IPv4 scarcity. The industry is running out of public static IPv4 addresses – a finite resource. As connected devices continue to grow exponentially, businesses need a scalable alternative.

The second challenge is architectural bottlenecks. Public static IP uses a centralized routing model that introduces latency through unnecessary network hops. In a 5G world requiring real-time data processing, this reduces performance for critical applications.

Future-proof your IP addresses.

Verizon Persistent DNS gives you the reliability of a static IPv4 address. It also offers a near-limitless supply of addresses via a single portal. Here's how its two main abilities can work for you.

Persistent DNS provides the same stability and reachability as traditional public static IP addressing but without the limited address space or configuration complexity. It uses a Fully Qualified Domain Name (FQDN) to address each of your devices. Each FQDN is assigned when ordered by the Persistent DNS system and follows a simplified naming scheme unique to your company, making address spaces less complicated compared to traditional public static IPs that share address space with all other users worldwide. For ease of use, all of your devices can be managed within the Verizon portal.

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Key features and benefits

Low latency
Unlike legacy static IP, Persistent DNS processes data closer to the device, minimizing lag. This enables business applications that require real-time data processing.

Consistent online identity
Persistent DNS provides a permanent host name, helping ensure uninterrupted connectivity. It also simplifies network management by eliminating manual IP address configuration.

Simplified operations
Persistent DNS eliminates the manual IP reservation and assignment process. IT administrators no longer need to manually configure routers with static IPs. The network handles mapping automatically, reducing configuration errors and deployment time.

Future-ready architecture
Built for the 5G standalone core, Persistent DNS provides a smooth migration path from 4G to 5G, enabling advanced capabilities for your evolving business needs.

Why Verizon

We are on a mission to help the private sector and public agencies have the tools and services they need to thrive. Verizon has a long history as a leader in networking services, taking the latest technologies and creating new ways of communication. Our technical experts can work with you to find the right solutions for your unique needs.

- 30+ years managing complex networks worldwide

- America's most reliable network[1]

- America's best network[2]

Learn more

It's a fast, simple way to manage your IP addresses. Persistent DNS can lessen your device administration, helping free you to concentrate on what matters most. To get started, contact your Verizon Business representative or visit verizon.com/business/products/internet/persistent-dns.

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