



LOS ANGELES DEDICATED FINDS 'PEACE OF MIND' IN DEALING WITH DDoS ATTACKS, WITH THE CORERO SMARTWALL® THREAT DEFENSE SYSTEM

SUMMARY

INDUSTRY

Cloud and infrastructure hosting

CHALLENGE

Prevent Los Angeles Dedicated clients, especially gaming companies, from experiencing service disruption and downtime as a result of frequent DDoS attacks

SOLUTION

Corero SmartWall® Threat Defense System (TDS) with SecureWatch® Analytics

RESULTS

Despite significant, disruptive daily DDoS attacks, LA Dedicated has not been offline due to a DDoS attack since installing Corero SmartWall TDS

KEY BENEFITS

- Attacks effectively blocked automatically
- Complete visibility into attack traffic
- Eliminated downtime due to attacks
- Ease of setup and use
- New revenue opportunity

Los Angeles Dedicated (LAD) provides dedicated and cloud server hosting in Los Angeles, California. LAD supplies enterprise-grade dedicated servers to resellers, virtual private server (VPS) and shared hosts, cloud hosts, gamers, and other clients that conduct their business online. Los Angeles Dedicated caters to the dynamic needs of the hosting industry.

CHALLENGE

LA Dedicated is a cloud and Infrastructure-as-a-Service provider. A considerable portion of LAD's business involves providing dedicated servers and infrastructure to gaming clients. With gaming industry companies being prime targets for DDoS attacks, LAD is most concerned about its network being impacted by the rapid escalation of the DDoS attack landscape. Having even one of its customers targeted by a significant DDoS attack could cut off network connectivity to all of LAD's customers—and this type of collateral damage is completely unacceptable. LAD's customers have an expectation of having their business online 24x7, and this is the level of service LAD aims to deliver.

LAD did experience some attacks that it was not able to fend off using homegrown means, and this resulted in service outages that cost them a few customer contracts. The company's president and CEO, Robby Hicks, vowed this would not happen again. He initiated a search for a dedicated DDoS solution that could protect LA Dedicated's systems and all of the company's customers while under duress from attacks.

"We were trying to mitigate the attacks on our own, but it wasn't working very well," says Hicks. He describes having a number of servers just going through and scrubbing the traffic with some pretty cheap DDoS recognition equipment. "It wasn't really able to handle any high packet per second attacks, or even detect the attacks very quickly. By the time these servers would detect an attack, the lines would already be flooded so it would be way too late. By that time I would be in my car driving over to the data center so I could get things back online. I'd have to call our Internet provider to have them clear the pipes upstream. It all took a lot of time and was a real headache, and customers were feeling the impact."

LA Dedicated needed a tried and true solution designed to mitigate these DDoS attacks. Hicks consulted an online forum where the operators of hosting providers similar to LA Dedicated routinely discuss hardware and software solutions they evaluate and use.

Cloud based anti-DDoS solutions were quickly discounted as an option, as the time from attack detection to mitigation would still leave some level of downtime for LAD customers—which is not an option. He found a recommendation for the Corero First Line of Defense DDoS protection. Hicks decided to evaluate the Corero SmartWall® Threat Defense System (TDS) appliance as well as other products on his list of potential solutions. He contacted Corero and received an evaluation unit the very next day. “I couldn’t believe how quickly Corero responded to my request to test their product,” says Hicks. “I had other on-premises units I wanted to test but I decided to try the Corero box first.”

THE SOLUTION

The SmartWall Network Threat Defense System is an intelligent, purpose-built DDoS protection appliance that inspects traffic, detects threats and blocks attacks in real time. It’s optimized for the needs of hosting providers and is deployed at the network edge, to protect their business, and that of their customers. SmartWall TDS is capable of mitigating a wide range of DDoS attacks while maintaining full service connectivity and availability to avoid degrading the delivery of legitimate traffic.

The day that Hicks received the evaluation unit, he took it to his data center and plugged it in. He got on the phone with a Corero engineer who helped Hicks configure the appliance. Everything was installed and fully configured in less than four hours. “The Corero solution worked for us from the moment we installed it,” says Hicks. “I didn’t even evaluate any of the other solutions in my lab because the Corero box does everything we need it to do.”

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- Robby Hicks
President and CEO, Los Angeles Dedicated

LAD capitalized on the benefits of the Corero SecureWatch® Analytics to take advantage of the alerting capabilities so that Hicks gets notified via email when attacks are occurring. “The Corero system works automatically to block attacks, but I wanted to be alerted by email when an attack hits various threshold levels that we’ve set,” says Hicks. “Our company provides a base level of DDoS protection for all of our clients, but we offer a premium level service when attacks exceed a predetermined threshold. When I get an alert about a large-scale attack, I can either block the traffic going to that client or go into the premium level of service, which our clients contract for.” This process provides LA Dedicated with another stream of revenue while still offering a high level of DDoS protection to the companies that need it most.

It’s critically important to LAD that the Corero appliance is an on-premises solution. “We are using premium networks and delivering gaming networks,” says Hicks. “

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THE RESULTS

“I call our Corero SmartWall TDS, ‘The Beast’ because it just handles everything we throw at it,” says Hicks. LA Dedicated continues to get pounded with attacks every day but they have no impact anymore. “We haven’t had any downtime since we installed this device. We have pretty much eliminated the DDoS problem for our company.”

He expects his company will have a full return on its investment soon. LA Dedicated has plans to offer the premium level DDoS protection to all its customers. “The gaming customers have the higher level service already because it’s so important to their business,” Hicks says. “We think this service will be a competitive differentiator for us and help us attract other clients that are looking for a hosting service. We can offer a very stable environment now that we don’t worry about DDoS attacks anymore.”

The best thing about having Corero on the job for LA Dedicated? “It gives us peace of mind,” says Hicks.

ABOUT CORERO NETWORK SECURITY

Corero Network Security, an organization’s First Line of Defense® against DDoS attacks and cyber threats, is a pioneer in global network security. Corero products and services provide Online Enterprises, Service Providers, Hosting Providers and Managed Security Service Providers with an additional layer of security capable of inspecting Internet traffic and enforcing real-time access and monitoring policies designed to match the needs of the protected business. Corero technology enhances any defense-in-depth security architecture with a scalable, flexible and responsive defense against DDoS attacks and cyber threats before they reach the targeted IT infrastructure allowing online services to perform as intended. For more information, visit www.corero.com.

Corporate Headquarters
1 Cabot Road
Hudson, MA 01749 USA
Phone: +1.978.212.1500
Web: www.corero.com

EMEA Headquarters
Regus House, Highbridge, Oxford Road
Uxbridge, England
UB8 1HR, UK
Phone: +44.0.1895.876579