



DDoS MANAGED SERVICE

When DDoS attacks began targeting enterprises in the early 2000s, many quickly realized they could not manage these new threats on their own. Most lacked the technical expertise to deal with the attacks and the capital investment required to fight them. Not surprisingly, they turned to their ISPs for help.

To better serve their customers, ISPs turned to Arbor to build a managed service from the ground up. As a result, Arbor has played a foundational role in the creation of the DDoS managed services market.

Arbor's Innovation

With the advent of DDoS managed services, ISPs have leveraged Arbor technology and security expertise to generate additional revenue and forge more strategic relationships with their customers, resulting in the added benefit of reduced churn. Today, more than 60-ISPs offer DDoS services powered by Arbor, protecting thousands of businesses around the world.

“Customers have high expectations for service availability and quality. That’s why we chose to work with Arbor Networks for DDoS protection. Arbor’s integrated platform enables HKT to deliver a scalable and multi-dimensional DDoS Protection Service to enterprises in the region.”

HKT, HONG KONG'S PREMIER TELECOMMUNICATIONS SERVICE PROVIDER

The need to constantly innovate in the DDoS managed services market led to the introduction of Arbor Cloud in 2013. This breakthrough offering provides service providers a turnkey, white-label platform that enables them to rapidly meet shifting market demand by launching, extending and/or enhancing DDoS managed services. And for enterprises, Arbor now offers an integrated on-premise and cloud-based DDoS protection solution, delivering best practices defense against a wide spectrum of attacks.

As evidence of Arbor Cloud's best practice hybrid defense, **Deutsche Telekom ICSS** — a strategic customer and partner — recently won the Global Telecoms Business (GTB) Innovation Award in the category "Wholesale Service Innovation." The GTB judges cited DT's DDoS Defense strategy that combines backbone, in-cloud and on-premise protection against DDoS attacks.

Significant investments in the Arbor Cloud service are ongoing. In early 2017, we announced a massive mitigation capacity expansion that transforms our infrastructure from four to 17 traffic scrubbing centers. This increases capacity levels from 1 to 8 Tbps. Arbor Cloud is also winning awards of its own, most recently being named 2017 Managed Security Solution of the Year by the Cybersecurity Breakthrough Awards.

Bottom Line

DDoS managed services are one of the fastest growing market opportunities for our customers who are well positioned to leverage Arbor solutions. More importantly, the real winners are enterprises around the world who now have access to world-class DDoS protection.

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