

OB Design Mounts a Successful Defense Against DDoS Attacks with the Arbor Networks® APS

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Mr Mark Tsai, MIS manager of the Information Division at OB Design



Mr Mark Tsai, MIS manager of the Information Division at OB Design (left) and Mr Alex Chin, Country Manager of Taiwan, Arbor Networks (right)

Ensuring Smooth Operations and Business Continuity

OB Design is setting the pace for both style and success in Taiwan's fast-changing fashion industry. In addition to delivering “new fashion every day and surprise every moment,” the online retailer makes shopping fun and affordable for female consumers. This winning combination has skyrocketed the company's annual turnover to TWD 3 billion in 2015—positioning it as the #1 online fashion retailer for women in the country.

Incorporated in 2003, OB Design initially used a content service provider's online auction platform. By 2007, however, the company had developed its own independent platform and system to manage cash flow, product launch, delivery and other business processes. Such innovation has fueled performance by driving market awareness and expansion. But this success has also made the company a target for competitors.

Coping with Waves of Malicious Traffic

According to Mark Tsai, MIS manager of the Information Division at OB Design, invalid traffic began flowing into the company's network during the peak hours between 8 p.m. and 12 a.m. every night—increasing server workload. Because this traffic appeared legal, the company added more hosts to keep pace with the growing network demand. When it became clear that the increased traffic was not generating a corresponding rise in orders, OB Design realized it was under attack by hackers. Executives directed the Information Division to investigate the issue and stop the invasion.



The Security Division of NETSCOUT

Initially Tsai focused his team on reviewing the traffic history of each previous day, searching for suspicious IP traffic, and building a blacklist for the firewall. But this proved too time-consuming to deal with the escalating emergency. What's more, today's cybercriminals can use the IP addresses in a firewall blacklist as springboards to broaden their attacks. Yet blocking access to those IP addresses can affect the shopping process, leading to customer complaints or even financial losses. Tsai decided to take a smarter approach by conducting a one-year test to evaluate how well various commercial solutions guard against DDoS attacks.

Identifying Threats and Increasing Efficiency with APS

During the product evaluation process, Tsai discovered that the defense capabilities of some solutions were ineffective—even to the point of identifying the data exchange inside the company's hosts as DDoS. Other solutions provided a tighter defense but supported a limited number of concurrent sessions. After a detailed comparison, OB Design chose Arbor Networks® APS for its ability to accurately identify threats and filter unclean traffic.

More importantly, a unique feature—"stateless" attack detection and filtering—allows APS to remain functional during today's low-volume yet pervasive attacks that can overwhelm stateful devices, such as IPS and firewalls. With the increase in bandwidth demands as business continues to grow, APS gives OB Design the flexibility to increase the appliance's throughputs by simply activating a new license key without the need for hardware replacement.

Since implementing APS, OB Design has eliminated the frequent addition of servers and reduced the number of hosts. This has delivered significant benefits, like lower costs and higher operational efficiency. It has also freed the Information Division from routine and time-consuming troubleshooting tasks—enabling it to focus on innovation and R&D that can drive the company's continued growth and take performance to new heights.



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