

Fast-Growing Global Service Provider Offers A More Secure Cloud with Arbor Networks® Solutions

Gaining a competitive edge by offering DDoS protection to customers for no additional cost

Customer

Ubiquity Servers

Industry

Cloud Hosting
Infrastructure as a Service (IaaS)

The Challenge

Mitigate heightened DDoS risk to better ensure maximum availability and reliability for the client base.

The Solution

Arbor Networks® SP and TMS deployed across data centers in the U.S., Canada and Europe.

The Result

Better able to block DDoS threats; provide a safer, more reliable cloud environment; offer clients free visibility into DDoS risks; and provide mitigation strategies.

To attract and retain customers in the emerging cloud services industry, providers must offer a safe, scalable and reliable environment. But as service providers grow, it can be difficult to manually identify and monitor all potential security risks. This is a challenge that Ubiquity Servers knows all too well as a rapidly expanding company that offers dedicated servers, cloud hosting and co-location services from eight data centers. To help secure its own corporate infrastructure and that of its clients, better ensure maximum uptime and improve transparency, Ubiquity relies on the Arbor Networks® SP solution (“SP”). Ubiquity provides this comprehensive coverage free of charge to customers—a rarity in an industry driven by service fees.

As Business Grows, So Do Threats

Ubiquity Servers has enjoyed a meteoric rise since its founding in 2004. After a 2006 merger with a client, Ubiquity charged into the cloud environment, setting up its stable of data centers around the world. Today, its operations extend across the U.S., Canada and Europe.

Along with Ubiquity's success came serious threats as the business gained a strong foothold in the gaming industry—a notorious target for attackers. Company executives, including co-founder and CEO Clint Chapman, worried that distributed denial of service (DDoS) attacks could take the company and its clients offline.

“We offer our services to anyone in the world, screen the best we can and keep an eye on orders that flow in,” says Chapman. “The gaming world suffers a lot of DDoS attacks. And as we grew, we saw the frequency of those attacks rising.” Ubiquity knew that it had to deploy a security solution that would protect not only its cloud environment, but its entire client base.

“It’s our job to stay online—and keep our customers online,” he says.

DDoS Threats Require Strong Risk Detection and Mitigation

After considering several products, Ubiquity Servers chose SP to protect its expanding cloud environment. “We ended up going with Arbor because the functionality we needed was there,” says Chapman. “We run a flat network. We needed a way to pull the data from Arbor and use our internal data. The API [application programming interface] that allows us to automate this process was a key selling point.”

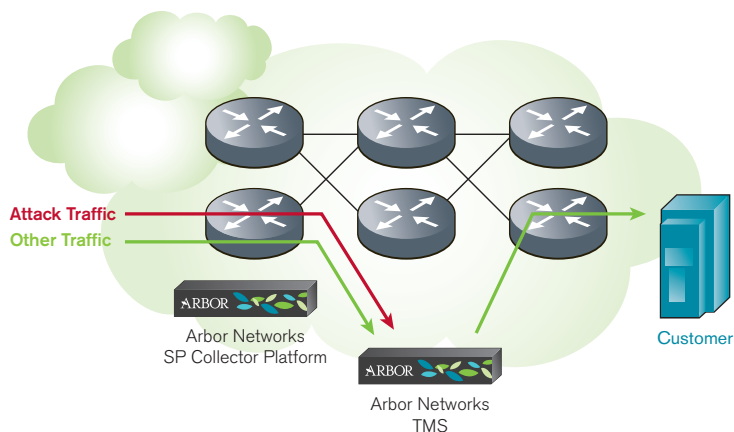
SP, which is used by a majority of the world’s leading hosting providers, proactively fends off malicious threats such as botnets, as well as volumetric DDoS attacks. At the same time, SP helps strengthen the availability and quality of Ubiquity's services.



The Security Division of NETSCOUT

“In our business, network connectivity and availability are as fundamental as electrical power. Our customers expect their data to be available, period. For something so fundamental to our business, we choose to work with the best vendors and deploy the most cutting-edge solutions. Arbor has delivered, as advertised.”

Clint Chapman, Co-Founder and CEO of Ubiquity Servers



Comprehensive threat detection and surgical mitigation

Ubiquity deployed both SP and Arbor Networks® TMS (“TMS”) to identify and mitigate DDoS attacks before they impact customers. SP monitors customers’ access points at the edge of their infrastructure, and TMS performs surgical mitigation of attack traffic using Arbor’s ATLAS® Intelligence Feed (“AIF”) subscription service. With AIF, SP customers such as Ubiquity receive automatic updates for new threats. These updates provide critical insight because botnets are constantly changing to thwart detection. AIF searches for attacks that could disrupt or impact the availability of Ubiquity’s customer data and services.

When SP identifies an attack, it sends the traffic to a TMS appliance. This appliance scrubs the attack traffic and removes the identified malicious software, while enabling remaining traffic to pass through. This means that customer-facing services remain available while Ubiquity actively works to mitigate DDoS risk.

Sharing the Threat Visibility Wealth

Too often in the cloud-hosting environment, clients that suffer DDoS attacks are simply terminated from the network and sent packing.

Thanks to its use of SP, Ubiquity Servers can better identify risks before they penetrate the network and work with clients to mitigate them. Ubiquity offers this value added service at no additional cost, which is unusual in the fee-driven provider world.

Ubiquity alerts clients when certain attack thresholds are met and helps resolve problems using data such as the attacked IP addresses. SP supplies this critical information.

“Customers mention it as a competitive advantage; they love that we watch the network for free, as other providers charge quite a bit for that service,” says Chapman.

Ubiquity considers this level of protection as “the cost of doing business” and a key ingredient in maintaining the availability and reliability that customers expect. “SP has returned our investment many times over,” says Chapman.



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