

# FLASHBOX

## DDoS PROTECTION: The Business Impact of DDoS

Protect and secure your business against DDoS attacks.



### What is DDoS?

A DDoS (distributed-denial-of-service) attack is one of the most significant and serious kinds of cybersecurity threat. A DDoS attack involves a deliberate targeting of your computer, infrastructure or application, aimed at slowing or completely halting access to your network. Unfortunately, DDoS attacks are increasingly easy to launch with toolkits readily available to purchase online. More sophisticated cyber-criminals are also increasingly deploying multi-vector 'blended' attacks, which target several parts of the network at once, or serve as a smokescreen in one area to cover a more powerful attack elsewhere.

### The Business Impact of DDoS Attacks

Last year, ZNet reported that the average DDoS attack cost businesses over \$2.5 million. According to a recent report from the cybersecurity firm Corero Network Security, individual DDoS attacks on a company cost a smaller figure of on average \$50,000 per attack in lost business and productivity, in addition to the costs involved in mitigation - both in terms of preventing the current attack and halting future ones.

Whatever the size of the short-term costs incurred by unexpected downtime, being the target of a successful DDoS attack can also cost an enterprise in the long-term. Seeing your defenses shattered can damage customer trust and confidence, and the ability of the sales team to acquire new customers in an increasingly competitive market. Ransom-driven DDoS attacks (RDoS) are also surprisingly common.

### Critical Issues and Examples



#### \$150 Can Buy a Week Long Attack

A Small organization can see its site knocked offline for a week for as little as \$150, thanks to DDoS toolkits that are readily available on the black market.



#### Over 2,000 DDoS Daily

Arbor Networks observes around 2,000 daily DDoS attacks worldwide.



#### The Threat of RDoS

Some cybergangs, such as The Armada Collective, make money just by threatening businesses with the spectre of a DDoS attack. According to CloudFlare, the Armada group made \$100 million from threats alone.



#### The Terabyte Era

Some botnets are millions of machines strong, such as that which hit GitHub in March 2018 with 1.35 Tbps of traffic, quickly knocking the platform offline. Welcome to the terabyte era of DDoS.

---

*"DDoS attacks can have an immediate and damaging impact on a company's bottom line, both in terms of lost revenue and the costs incurred in terms of manpower required to mitigate attacks."* - Corero Network Security

## Mitigating DDoS Attacks

The first step to mitigation of DDoS attacks is to know that they are happening. To identify the source and nature of a problem takes an expert eye. As for instance, application requests typically appear to be legitimate traffic, it is often only once services have become overburdened and unable to respond that this style of DDoS is detected.



Flashbox provides continuous monitoring of the traffic to your site, allowing us to detect and mitigate both volumetric and more crafty, sophisticated attacks that specifically target your application layer or critical aspects of your system infrastructure. We will also work with you to prevent any future attacks. You might need to make changes to your infrastructure or upgrade your technology, and we will ensure you have everything you need to do so in the right way.

## Why Flashbox for your Comprehensive DDoS Protection?

With proactive monitoring, precise threat assessments and timely responses, Flashbox has only one mission: to keep your data safe and secure, 365/24/7. We offer four comprehensive deployment options:

### CLOUD PROTECTION

We offer two kinds of cloud protection: DNS redirect and BGP redirect. Whether you are relocating, upgrading, or outsourcing – our team will engineer an agile and scalable data center and/or cloud solution.

### ON PREMISES PROTECTION

The best on-premises DDoS protection solutions provide real-time, 365/24/7 threat detection and in-line mitigation. There is zero latency and all kinds of DDoS threat can be accurately diagnosed and removed.

### HYBRID PROTECTION

We can help you secure the most comprehensive service, providing on-premises protection at the appliance level combined with cloud-based protection. Flashbox will help design a hybrid protection service that offers DDoS and web application protection at scale.

### PROFESSIONAL PLANNING & MANAGEMENT SERVICES

This service is for customers who want Flashbox to manage their on-premises boxes, cloud-based protection solutions and/or their hybrid package. Our team has decades of security experience.

---

## Key Benefits of Flashbox Protection

- Comprehensive DDoS Protection
- 365/24/7 Monitoring & Visibility
- Real-time Threat Detection
- Multivector Protection
- Timely Deployment
- Critical Expertise
- Fully Managed Services



## FLASHBOX NETWORKS

### CORPORATE HEADQUARTERS

660 4th Street #621  
San Francisco, CA 94107 USA

[www.flashbox.net](http://www.flashbox.net)

---

©Flashbox Networks, Inc . All rights reserved.

