THE CLOUD IS CHANGING THE ANTI-DDoS MARKET

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Cloud is to be taken seriously
HOW DID IT ALL START?

19XX

First DDoS attacks
No Cloud
No Protection
200X: DDOS MITIGATION

ON-PREMISE

ARBOR
RADWARE
NSFOCUS
RIOREY

PROXY SHIELD
“REVERSE PROXY”

BLOCKDOS
BLACK LOTUS
DRAGONARA
PROLEXIC (now Akamai)
200X: WHAT DID HOSTING VENDORS DO?
200X: WHAT DID HOSTING VENDORS DO?

HOSTING

CUSTOMER

DDoS

PROXY SHIELD
“REVERSE PROXY”
2008: CLOUD ERA BEGINS

- IaaS
- PaaS
- SaaS
HOSTING

CUSTOME
R

PROXY SHIELD CLOUD PROTECTION

DDoS

2008 AND ON...
HAPPENING JUST NOW...

2017

“CLOUD” IS CHANGING EVERYTHING
CLOUD IS GETTING PROTECTED

- Online.net
- LeaseWeb
- OVH
- Hetzner
- Amazon
- AWS

DDoS
PROTECTION IS ADOPTING CLASSIC CLOUD FUNCTIONS
DDoS protection - included by default

Low to mid-level protection - affordable

STAY COMPETITIVE, STAY IN BUSINESS
CLOUD/HOSTING MUST START OFFERING PROTECTION.
WHO NEEDS TO EVOLVE?
<table>
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<th>OPTION 1:</th>
<th>OPTION 2:</th>
<th>OPTION 3:</th>
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<td>Procure third-party hardware solution and man it.</td>
<td>Develop own solution and man it.</td>
<td>Subscribe to a service.</td>
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</table>
OPTION 1: BUY

Procure a third-party hardware solution and man it

REQUIRES:

- Large initial investment:
- Integration based on compromises and adaptation
- Additional staffing
- Keeping staff ready for evolving threat landscape
## OPTION 2: DEVELOP

**Develop own solution and man it**

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<th>TIME TO DEPLOY</th>
<th>INITIAL INVESTMENT</th>
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### REQUIRES:
- Medium-sized initial investment
- Development skill and qualification
- Long (usually) development time
- Additional staffing
- Keeping staff ready for evolving threat landscape
OPTION 3: ON-PREMISE AS A SERVICE

Subscribe to service

REQUIRES:

• Minimal initial investment: Integration aligned with your security policies
• No additional staffing
• No need to keep staff ready for evolving threat landscape

TIME TO DEPLOY
 INITIAL INVESTMENT
On-Premise DDoS Protection as a Service

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On-Premise DDoS Protection as a Service
Thank you!

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