



Escalating DDoS Activity Requires More Advanced Detection and Mitigation

A recent report from Neustar uncovered some startling and sobering statistics:

- Small-scale Distributed Denial of Service (DDoS) attacks are becoming more frequent and sophisticated
- When asked if they would notice these smaller attacks, 72% of CTOs, CISOs and Directors of Security from the Neustar International Security Council (NISC) answered very unlikely, somewhat unlikely or only somewhat likely to notice

Any business with a strategic online presence is at risk. And while DDoS detection and mitigation technologies have been around for many years, DDoS attackers have gotten more sophisticated, and network traffic has increased substantially. These new realities require a new class of solutions that are built for today's threats and environments.

Protecting your organization against DDoS attacks requires two critical capabilities. First, you need to detect the attack fast, and then you need to stop it in its tracks – all without disrupting your regular business operations. Riverbed and Neustar have partnered to allow joint customers to do just that.



Detect, Investigate, Respond

Riverbed® SteelCentral™ NetProfiler Advanced Security Module transforms network data into cybersecurity intelligence, providing essential visibility and forensics for broad threat detection, investigation, and mitigation. For joint customers of the Advanced Security Module and the Neustar DDoS protection service, when a DDoS attack is detected by the SteelCentral NetProfiler Advance Security Module, it automatically notifies Neustar. Neustar's SOC is alerted and pulls the customer's affected traffic into mitigation.

The SteelCentral NetProfiler Advance Security dashboard and the Neustar customer portal can show you exactly what is happening throughout the process. The growing sophistication and targeting of DDoS attacks makes it increasingly difficult to distinguish good traffic from bad. Using full-fidelity network flow analytics, it delivers the crucial insights and empirical evidence to detect and investigate advanced persistent threats that bypass typical preventative measures as well as those that originate inside the network. With the Advanced Security Module, you can accurately assess the severity and scope of security incidents and quickly initiate mitigation actions to reduce the likelihood that attackers get the data they want. It determines exactly which kind of DDoS attack is happening, providing Neustar with fast and accurate intelligence so "scrubbing" can begin as close to the time of attack as possible and you can be confident that good, filtered traffic will be allowed back onto your network.

Mitigation for All Types of Attacks

Once a threat is detected, SteelCentral NetProfiler leverages the use Neustar OpenHybrid API to signal intelligence to the cloud-based Neustar DDoS protection service – SiteProtect NG – to ensure fast restoration of a customer’s online services. When Neustar receives an alert from the Advanced Security Module, Neustar redirects traffic to the scrubbing center and begins mitigating the threat.

When under an attack, Neustar can do both BGP and DNS based redirection. DNS redirect requires a manual change by the customer to point to their DNS ‘A record’ for the affected application to the SiteProtect NG proxy VIPs.

DNS redirection is quick, easy and effective with customized mitigation and support from our frontline experts. And you’re back up and running in no time – helping your organization sustain normal business operations.

Solution Components

Riverbed Delivers:

- Powerful network behavior analysis that uses machine- learning algorithms to pinpoint traffic on the network that is unusual, interesting, or possibly malicious
- Threat Intelligence alerts on communication with blacklisted sites so you can act quickly.
- Fast and accurate DDoS detection on a broad range of attacks so you can make informed mitigation decisions and end interruptions sooner.
- Real-time and forensic visibility so you can immediately detect and alert on intruders, attacks, and exfiltration and then go back and perform full post-breach analysis or threat hunting

Neustar Delivers:

- Operational expertise in DDoS mitigation, network availability and threat intelligence with a track record of an Authoritative DNS resolution infrastructure for over 20 years
- Robust, scalable, and globally distributed mitigation in the cloud
 - Proprietary and proven mitigation technology for mitigating large volumetric and complex application layer attacks
 - Neustar SiteProtect NG offers 11.8+ Tbps of DDoS mitigation – the largest dedicated data scrubbing network in the world

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For more information, visit www.home.neustar or www.riverbed.com.

About Riverbed

Riverbed®, The Digital Performance Company™, enables organizations to maximize digital performance across every aspect of their business, allowing customers to rethink possible. Riverbed’s unified and integrated Digital Performance Platform™ brings together a powerful combination of Digital Experience, Cloud Networking and Cloud Edge solutions that provides a modern IT architecture for the digital enterprise, delivering new levels of operational agility and dramatically accelerating business performance and outcomes. At more than \$1 billion in annual revenue, Riverbed’s 30,000+ customers include 98% of the Fortune 100 and 100% of the Forbes Global 100. Learn more at riverbed.com.

About Neustar

Neustar is an information services and technology company and a leader in identity resolution providing the data and technology that enables trusted connections between companies and people at the moments that matter most. Neustar offers industry-leading solutions in Marketing, Risk, Communications, Security and Registry that responsibly connect data on people, devices and locations, continuously corroborated through billions of transactions. Neustar serves more than 8,000 clients worldwide, including 60 of the Fortune 100. Learn how your company can benefit from the power of trusted connections here: www.home.neustar.