



# 9 Cool Things About Arbor Networks You Didn't Know

Arbor Networks' market leadership and influence extends far beyond our service provider roots. To learn more about the company visit: [www.arbornetworks.com](http://www.arbornetworks.com)

### 1. Did you know?

**Arbor Networks is #1 in Enterprise DDoS protection globally**

**Arbor Networks is #1 in Mobile DDoS protection globally**

**Yes, you probably knew this....**

**Arbor Networks is #1 in Carrier DDoS protection globally**

*Source: Infonetics Research: DDoS Prevention Appliance Market Outlook, December 2013*



### 2. Did you know?

**At the 2014 Centre for Secure Information Technologies conference, U.S. Department of Homeland Security's Doug Maughan, Director, Cyber Security Division, praised Arbor Networks as the best example of DDoS protection.**

### 3. Did you know?

**Arbor was one of two companies, the other being Symantec, to testify in Parliament before the House of Lords, on behalf of the European Union, on the subject of "Protecting Europe Against Large-Scale Cyber-Attacks."**



### 4. Did you know?

**Arbor Networks has successfully defended the Web properties for three Olympic Games, and multiple World Cup soccer tournaments.**

"There was a huge amount of work done by Arbor consulting engineers and developers during preparation phase of the Event, and as a result we were able to implement new features to mitigate advanced DDoS attacks and to increase our mitigation capacity twice. Due to the collaboration we have with Arbor, we were able to deliver continuous services to all of our customers during the Sochi Olympic Games."

*Rostelecom's Head of Network Security, Muslim Medzhlumov*

### 5. Did you know?

**Arbor's annual *Worldwide Infrastructure Security Report* is among the most widely read and respected in the vendor community.**

"Arbor Networks' research is utterly indispensable for anyone who wants to understand the network security landscape, how it is evolving and what the implications may be."

*Harvard University Berkman Center for Internet & Society Expert, Ethan Zuckerman*

Arbor's annual *Worldwide Infrastructure Security Report* offers a rare view into the most critical security challenges facing today's network operators. Based on survey data provided by service provider, enterprise, cloud, hosting and other network operators from around the world, this annual report provides real-world insight into the security threats that organizations face and the strategies they adopt to address them.

**To access the report, please visit:  
[www.arbornetworks.com/report](http://www.arbornetworks.com/report)**

Arbor leveraged its unique position to work with its service provider customers to create the ATLAS® Active Threat Level Analysis System—the Internet's first globally scoped threat analysis network. ATLAS delivers an unprecedented level of Internet traffic intelligence providing customers with the ability to discern what new attacks are on the horizon.

**To view ATLAS data, visit:**  
[atlas.arbornetworks.com](https://atlas.arbornetworks.com)

## 6. Did you know?

**Arbor Networks collaborated with Google Ideas to create the Digital Attack Map, a data visualization that maps global distributed denial of service (DDoS) attacks.**

This Attack Map leverages Arbor's ATLAS data, allowing users to explore historical DDoS trends in DDoS attacks, making connections to related news on any given day.

## 7. Did you know?

**Arbor was named one of 10 Brilliant DARPA Inventions, alongside the Internet itself.**

## 8. Did you know?

**Arbor's ATLAS® system is the world's largest threat intelligence platform. ATLAS infrastructure collects up to 80TB/sec of global Internet traffic.**

More than nearly 300 service providers participate in ATLAS, providing Arbor with an enormous dataset, up to 80TB/sec, that enables our security researchers to develop a unique, globally-scoped view of malicious traffic traversing backbone networks that form the Internet's core. Arbor's researchers are constantly analyzing DDoS botnet attacks. This insight is critical, as botnets are constantly changing and updating to thwart detection.

- The ATLAS Intelligence Feed delivers deep DDoS signatures in real-time to keep the data center edge protected against hundreds of botnet-fueled DDoS attack toolsets and their variants.
- ATLAS Intelligence Feed includes geo-location data and automates the identification of attacks against data center infrastructure and services from known botnets while ensuring that updates for new advanced threats are automatically delivered without software upgrades.
- The ATLAS Intelligence Feed enables customers to directly benefit from the depth and breadth of Arbor's research team.

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“With a real-time view of potential Internet threats we can make more informed network management and security decisions. Because ATLAS aggregates data from so many ISPs all over the world, we are given actionable intelligence that not only provides us with a competitive advantage but allows us to fight back against botnets, denial of service attacks and other malicious Internet activity.”

*TELUS CSO of Business Transformation Technology Operations, Ken Haertling*

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Groundbreaking research at the University of Michigan that was commercialized with the help of a DARPA grant formed the basis for Arbor Networks in 2000. Research has always been at the heart of what we do. Arbor Networks has leveraged its research capabilities to pioneer numerous innovative initiatives designed to provide data and insight that enable our customers to make more informed decisions about securing mission-critical, IP-based infrastructure.

## 9. Did you know?

**Arbor has always been about research and innovation.**

### **INNOVATION:** [Security Analytics Functionality](#)


“Pravail Security Analytics has broken new ground in security analytics functionality. The ability to replay captured traffic (looping) through an updated engine provides retroactive forensics that takes advantage of new intelligence as it becomes available. That, and the enhanced graphical data mining capability sets Arbor’s Pravail Security Analytics apart.”

*IT Harvest Founder, Richard Stiennon*

### **INNOVATION:** [Security Product Focused on Availability Threats to Enterprise Data Centers](#)

“Arbor Pravail APS provides what other perimeter-based security devices cannot, and that is the ability to proactively protect against DDoS attacks. Given the threat complexity and the business impact of DDoS, a full-spectrum solution is required. A common response by many administrators to the challenges of DDoS is the belief that their firewall and IPS infrastructure will protect them from attack. Unfortunately, this is not true. Firewalls and IPS devices, while critical to network protection, are not adequate to protect against complex DDoS attacks.”

*Frost & Sullivan Enterprise Security Analyst, Richard Martinez*

F R O S T  S U L L I V A N

### **INNOVATION:** [ATLAS Data and Fingerprints](#)

“Delivering an excellent customer experience to our big business and public sector customers is our number one priority bar none. The ATLAS Initiative is a world first—but more importantly, it gives us the most comprehensive threat intelligence on the market today and provides a nice cherry on top of our managed security services offering.”

*Cable & Wireless Security Expert, Graham Smith*

### **INNOVATION:** [Protecting Our Customers Lifeblood: Availability of Services](#)

“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.”

*Ubiquity Servers Co-Founder and CEO, Clint Chapman*

Arbor has always been about research and innovation.

**INNOVATION:** [Integrated Threat Detection and Surgical Mitigation](#)

“The cloud model can only succeed if businesses are convinced that their data is secure and their services will be available. The unique capabilities of the Peakflow® platform combine network-wide visibility, application insight and security, enabling service providers and data center operators to maintain service availability even during sophisticated application-layer attacks. This type of layered approach to infrastructure security is exactly what is required given today's increasingly complex threat landscape. Without the ability to mitigate only the attack traffic, network operators are forced to complete the attack for the attackers, shutting down services for not just the intended victim, but for others using the same cloud-based infrastructure.”

*Stratecast Vice President of Research, Michael Suby*

**INNOVATION:** [On-Premise and In-Cloud DDoS Defense](#)

“Arbor is leveraging their unmatched service provider footprint, experience, and relationships to deliver innovative DDoS mitigation solutions. They are enabling providers an opportunity to grow revenue by efficiently launching or scaling cloud-based DDoS services while simultaneously offering enterprises a solution that integrates on-premise and cloud-based DDoS protection. They've been the market leader for a decade and innovative moves like this will help them keep the lead.”

*Infonetix Research Principal Analyst, Jeff Wilson*



**INNOVATION:** [ASERT Delivers World-Class DDoS and Malware Research with Security Analysts that Represent Some of the Best in the Industry](#)

The Arbor Security Engineering & Response Team (ASERT) delivers world-class network security research and analysis for the benefit of today's enterprise and network operators. Malware research featured on the ASERT blog has included such topics as Point-of-Sale malware that became the focus of a widespread data breach affecting major retailers across the country and a DDoS tool that was leveraged in the takedown of the Healthcare.gov Web site.



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