

Adaptive Protection Against Web Application and DDoS Attacks



WAF

Critical protection for every business

Two types of attacks



Want *quick* money

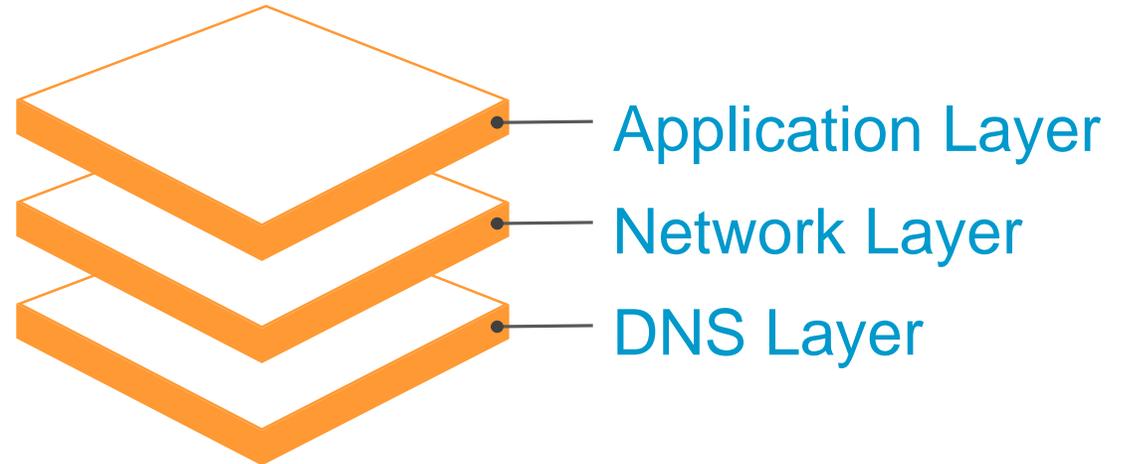
- Target many at once
- Low effort to hide
- Known methods



Want *big* money or damage

- Target a few organizations
- High effort to hide
- Unknown/new vectors

Broad attack surface



Web Application Threats

DDoS attacks on the rise

↑ **16%** layer 3&4 attacks

↑ **38%** application layer attacks

Results of DDoS attacks:

- ✓ **Flooded networks**
- ✓ **Overloaded infrastructure**
- ✓ **Distributed deployments**

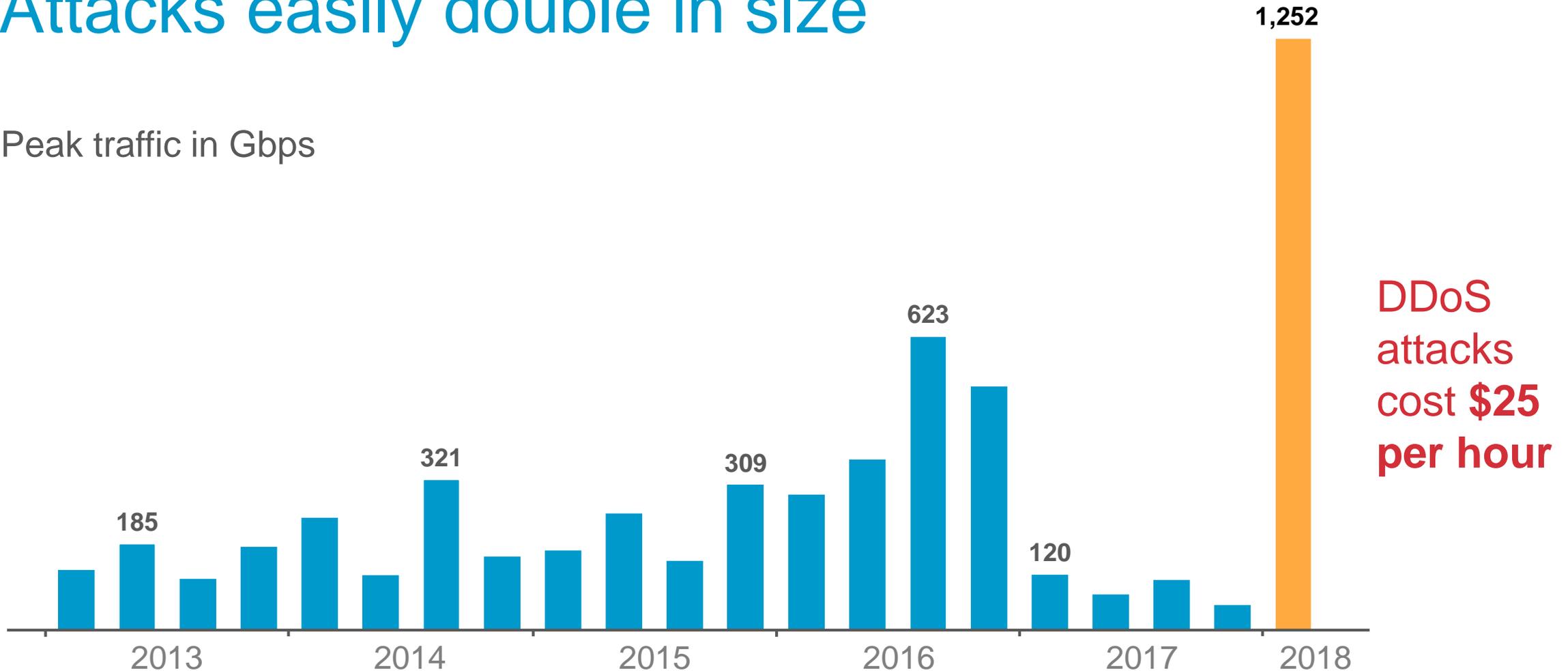


Source: SOTI DDoS Attack update Summer 2017 vs. Summer 2018

DDoS Attack Trends

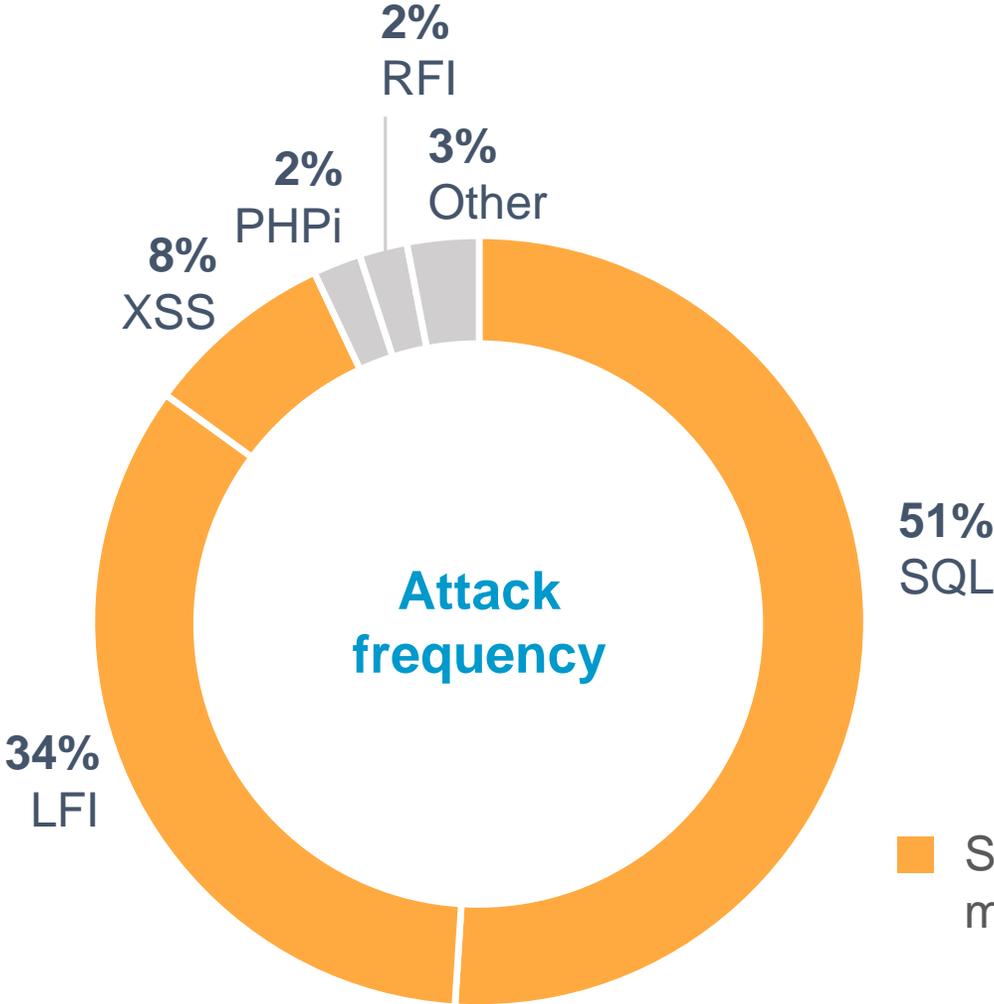
Attacks easily double in size

Peak traffic in Gbps



Price Source: [CIODIVE](#)

Web Application Threats



Well-known attack vectors:

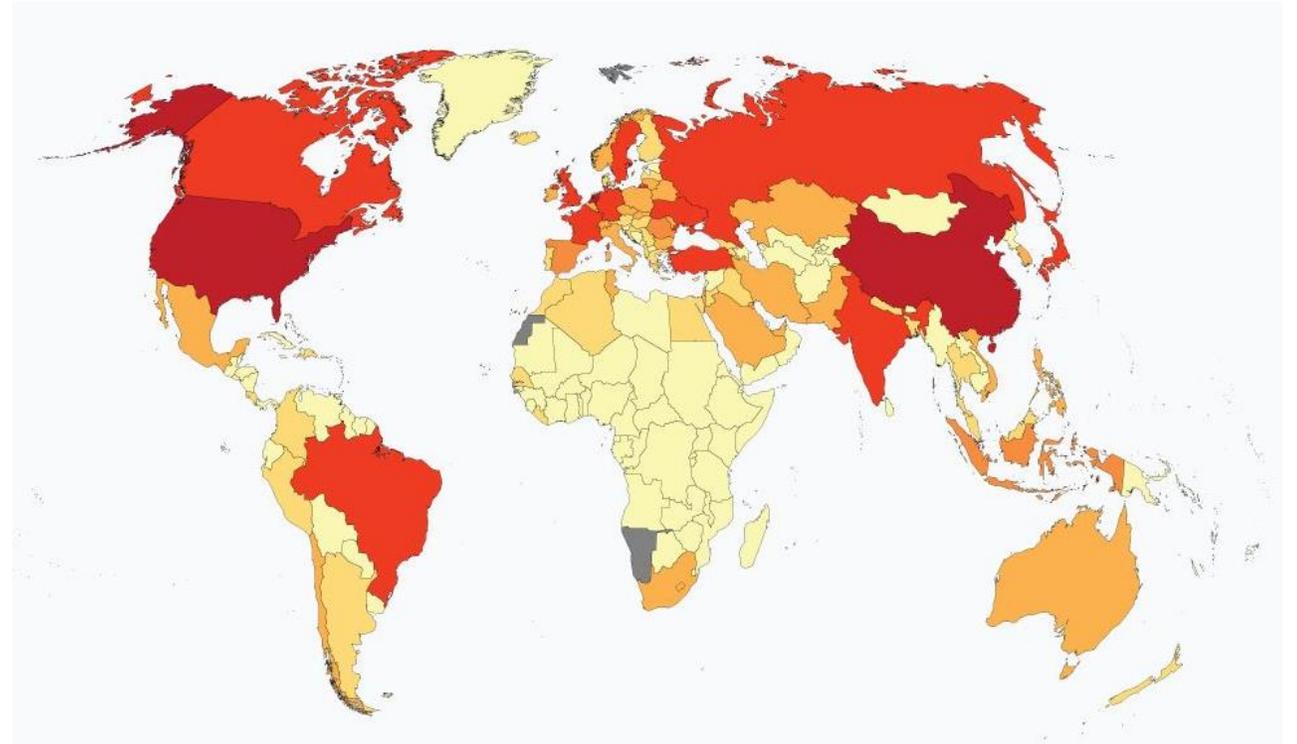
- ✓ Are frequently used
- ✓ Create background noise to hide new attacks

SQL, LFI, and XSS accounted for **93%** of malicious attacks in the most recent period.

Web Application Threats

Attacks are on the rise:

- ✓ Growing in scale
- ✓ Growing in sophistication
- ✓ Originating across countries



Country	Count	Percentage
USA	238m	30%
Netherlands	94m	12%
China	56m	7%
Brazil	49m	6%
Russia	35m	4%

Source countries for web application attacks summer 2018

What Does This Mean for Your Business?



Web application attacks represent a large part of the **background noise**



It's difficult to **detect attacks** specifically targeting your business in that noise



Understand your website traffic and business for better **threat detection**

Threat from Operational Complexity

60% of security software remains unused



Top IT challenges are a lack of:

- ✓ **Business alignment**
- ✓ **Time/expertise to implement**
- ✓ **Staff to use product properly**

The Better Web Application Firewall

Not another thing to worry about



Edge security

- ✓ **Massive scale to mitigate and absorb attacks**
- ✓ **Insulates from collateral damage by attacks against other customers**
- ✓ **Removes malicious traffic from servers and networks, avoiding overprovisioning costs**
- ✓ **Prevents performance degradation from attacks consuming vital resources**
- ✓ **Delivers better end-user experience with content caching**

The Better Web Application Firewall

Not another thing to worry about

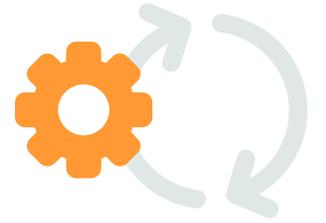


Adaptive threat protection

- ✓ **Maintains accuracy in fast changing threat landscape**
- ✓ **Data driven, best-in-industry research team**
- ✓ **Analysis of 15% to 30% of all internet traffic**
- ✓ **Continuous rule testing and tuning**
- ✓ **Automated rules designed for low false positives**
- ✓ **Special protection with custom rules**

The Better Web Application Firewall

Not another thing to worry about



Simple operation

- ✓ High degree of automation to increase operational agility and efficiency
- ✓ Automated rule updates offload your security teams
- ✓ Allows focus of resources and research on your high-value web assets
- ✓ Easy-to-read web analytics data in real time
- ✓ Dashboards support deep forensic analysis

The Better Web Application Firewall

Not another thing to worry about



Integration that fits your business needs

- ✓ **Self-service integration for vital protection**
- ✓ **Guided by experts to build a defense-in-depth solution**
- ✓ **Managed services for a complete security solution**
- ✓ **Technical and threat research support when you need it most**

The Better Web Application Firewall

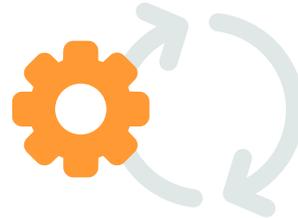
What does it mean?



**Edge security
for scale and
performance**



**Adaptive
threat
protection**



**Simple
operation
with high
automation**



**Integration
that fits your
business
needs**

Web Application Security

Adaptive protection with more than just a firewall



Extend your security perimeter far beyond your site

Scale your defense with a cloud edge WAF

Protect against all network layer DDoS attacks

Reverse-proxy drops all traffic not on port 80 and 443

Refuse requests from countries outside your business

Geo-based blocking of IP addresses

Protect from known attackers

Positive or negative security model (black or white lists)

Protect against application layer DDoS attacks

Rate controls block traffic that acts too fast or too slow

Use best WAF rules in the industry with confidence

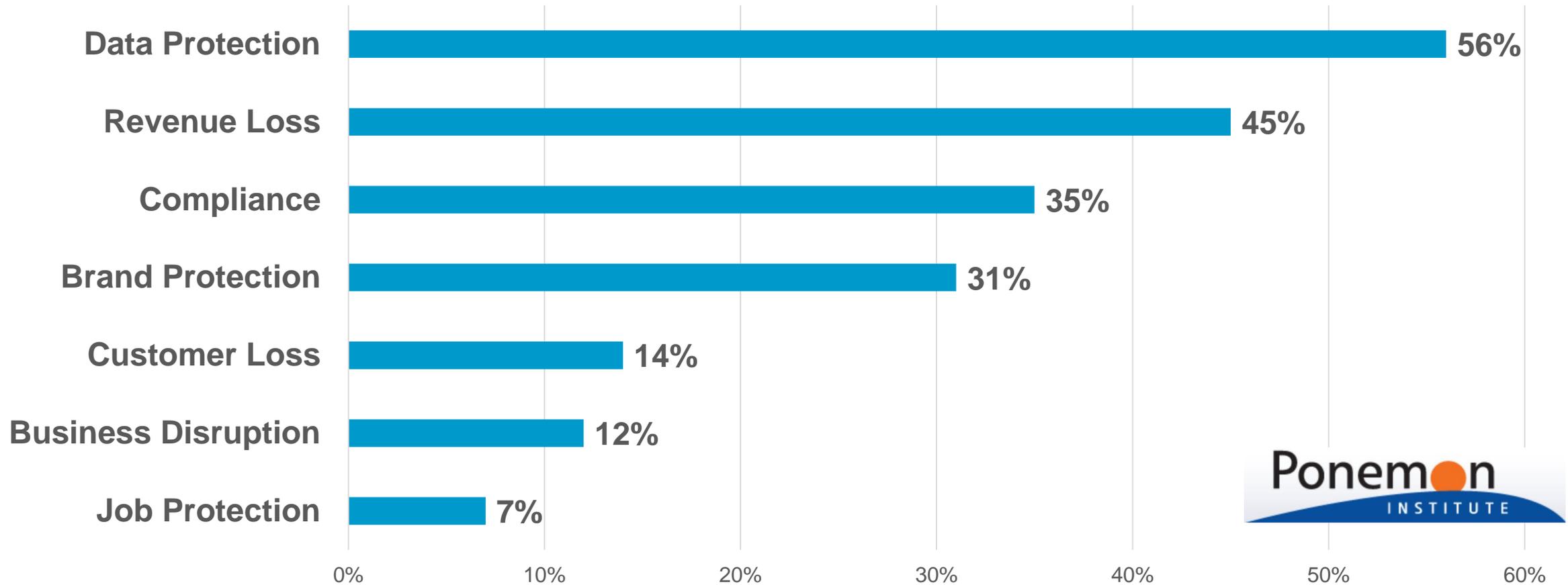
Data driven, continuously monitored and refined

Protect content servers, improving end-user experience

Dynamic and static content caching

Web Application Protection

Addressing organizations' top concerns



Source: Ponemon Report 9/17

Market Leader in Security

Named as a leader by Forrester and Gartner

Forrester Wave

Web Application Firewalls, Q2 2018



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Forrester Wave

DDoS Mitigation Solutions, Q4 2017



Gartner Magic Quadrant
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Gartner Magic Quadrant

Web Application Firewalls, Aug 2018



Web Application Protector

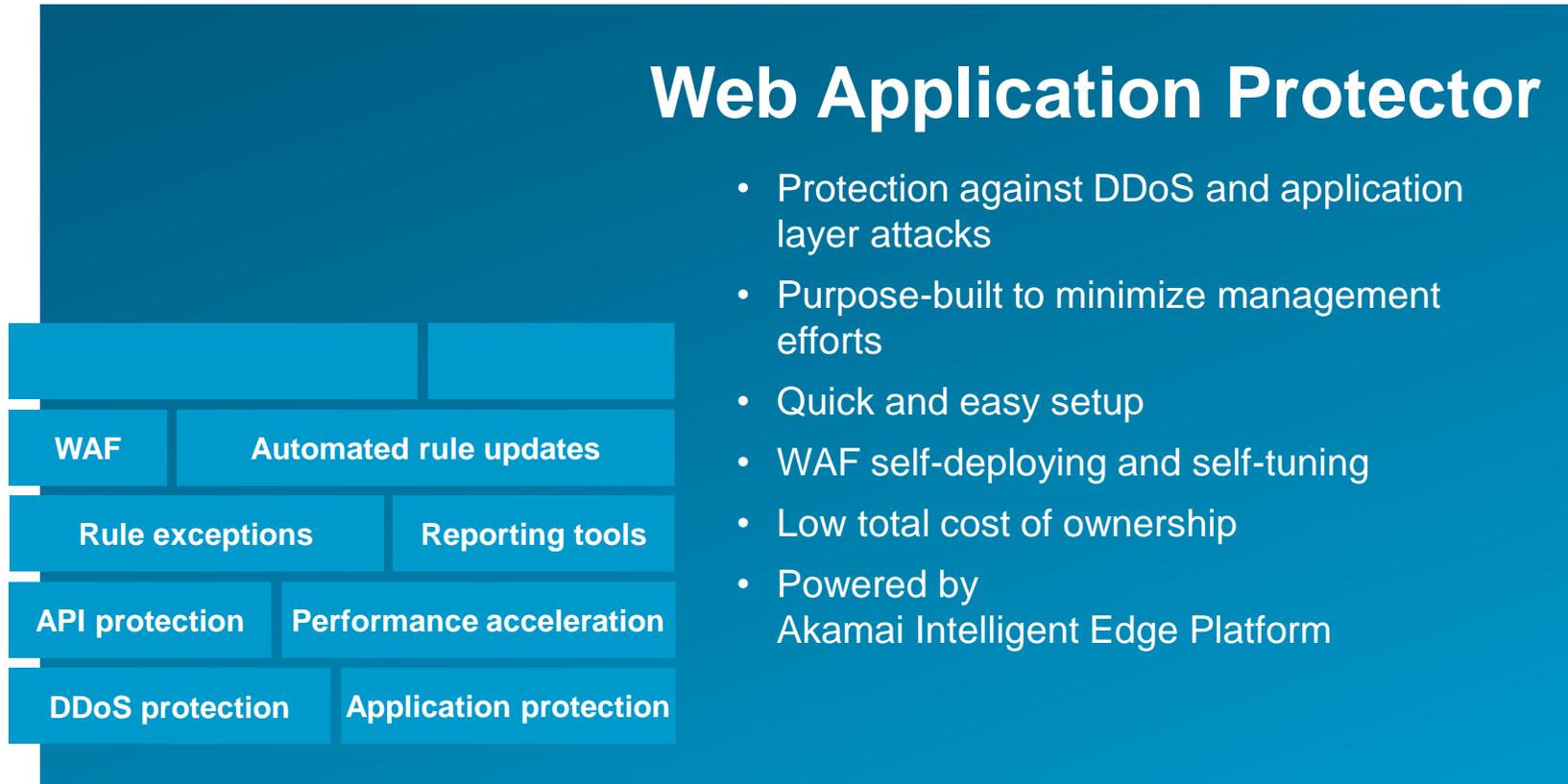
Simplifying application security

Attacks



Web Application Protector

- Protection against DDoS and application layer attacks
- Purpose-built to minimize management efforts
- Quick and easy setup
- WAF self-deploying and self-tuning
- Low total cost of ownership
- Powered by Akamai Intelligent Edge Platform



Your site

*Protection with
operational
simplicity.*

Web Application Protector



