



# How eCommerce Companies Can Defend their Online Assets

- Safe, secure, effortless digital connections are the essential foundation of eCommerce.
- There's no place for fraudulent transactions or compromised customer data from web application or bot attacks. Or customers getting frozen out of your website by DDoS attacks. Or DNS attacks against critical connections and assets. Or slowdowns and abandons when traffic surges for a sale or event.
- **When 24% of cyberattacks target eCommerce**<sup>1</sup>, how do you protect your complex environment?

<sup>1</sup> Retail Cybersecurity: Threats, Statistics and Best Practices

<sup>2</sup> 2021 Data Breach Investigations Report, Verizon

<sup>3</sup> Report: 57% of all eCommerce cyberattacks are bot driven, VentureBeat

<sup>4</sup> Top Retail Cybersecurity Challenges

<sup>5</sup> Nearly Three-Quarters of Firms Suffer Downtime from DNS Attacks

<sup>6</sup> How Site Speed Impacts the Customer Journey



## Protect web apps anywhere

Web application hacking attacks made up 90% of all attacks in 2021<sup>2</sup>



## Detect and manage bots

Bots drove 57% of attacks on eCommerce sites in 2021<sup>3</sup>



## Mitigate any DDoS attack

eCommerce saw more DDoS attacks than any industry in 2021<sup>4</sup>



## Strengthen DNS security

\$942K: average cost of a DNS attack in 2022<sup>5</sup>

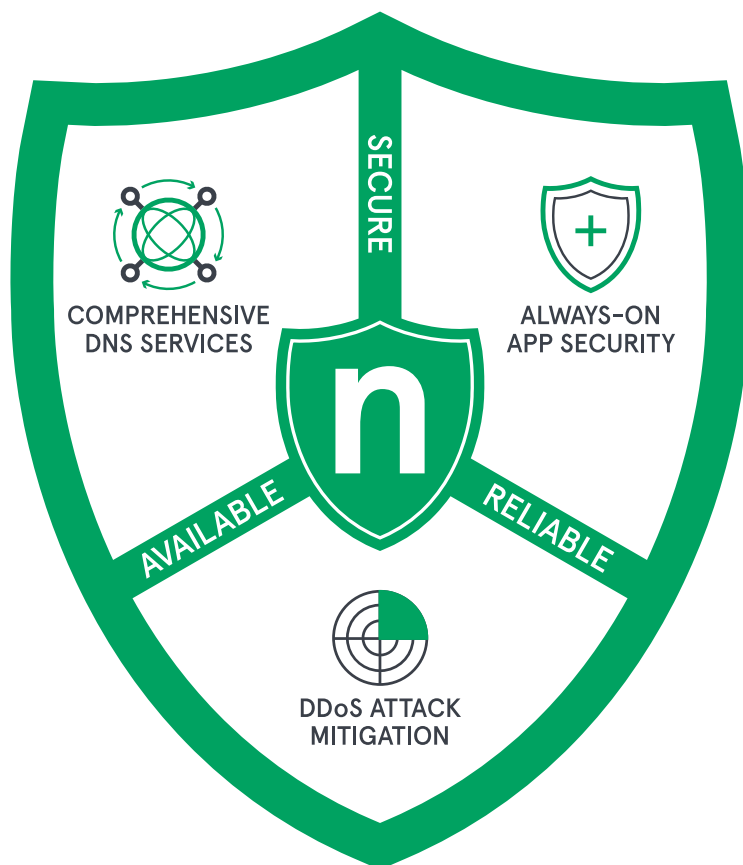


## Ensure great performance, reliable access

Bounce rates climb 4x for page loads > 3 seconds<sup>6</sup>



# Protect Your Digital Assets and Ensure Reliable, High-Performance Access with Neustar Security Services Platform



- Integrated application and network security protecting your environment.
- Web application firewall that protects apps anywhere from multiple threats.
- General bot detection and management.
- Proven DDoS protection for crucial eCommerce applications against attacks of any size, length, or complexity.
- Fast, secure, reliable DNS services.
- Managed authoritative DNS service for accurate, safe connections.
- Flexible, expert professional services.
- Service implementation and policy tuning to simplify deployment.
- Security advisory services to evaluate and improve defenses.
- Website monitoring and load testing to optimize performance.
- 24/7 Security Operations Center and expert assistance always on call.
- Technical account management services to support client success and maximize operational benefits.



## APPLICATION AND NETWORK SECURITY

# Defend Web Applications and Stop Bad Bots



Web app attacks  
up 239%<sup>5</sup>

More attacks in H1 2021 than  
in all of 2020

Web applications are absolutely critical to transact business and capture revenue. But vulnerabilities in web applications have made them a preferred vector and target for a rising tide of attacks that cripple critical functions and result in serious data losses.

Malicious bots are behind more than half of attacks on eCommerce, including inventory attacks and fraud.

**You need to be protected against both threats,** around the clock, in data centers and the cloud.

Neustar Security Services has you covered with an always-on, cloud-based Web Application Firewall (WAF) and bot management solution.

- **Flexible, proven security** with built-in configurations for OWASP and zero-day threat protection and customizable negative and positive security options.
- **Adaptable, intelligent defense** that learns from your traffic patterns to improve threat detection.
- **Sophisticated bot detection** utilizing multiple techniques to detect and classify bot traffic and apply a range of countermeasures.
- **Vendor and location agnostic** for reliable protection of all assets, wherever they are hosted.

**ULTRAWAF**

Get comprehensive cloud based protection for all web applications, regardless of location, through an easy to deploy solution with consistent rule management and unparalleled visibility into application traffic.

Defend against all threats targeting the application layer with our [always-on, cloud-based Web Application Firewall](#).

**ULTRABOT PROTECT**

UltraWAF includes dynamic bot protection that detects when a bot is accessing your applications, determines if the traffic is good and expected or malicious, and alerts you or blocks malicious bots before they impact your applications.

Counter the threats of malicious bots without impeding legitimate bots with our proven [bot management solution](#).

<sup>5</sup> [Web Application Attacks Surged 239%\\_CDNetworks.State of Web Security](#)



## APPLICATION AND NETWORK SECURITY

# Ensure Access and Prevent Threats from DDoS Attacks

DDoS (Distributed Denial of Service) attacks block user access to online assets. Cybercrooks use them to shut down your online business, disrupt the use of your business applications, extort ransom payments, or distract from other attacks and threats. They damage your reputation and cost you money.

DDoS attacks are not new. But today they are more frequent, more sophisticated, more intense, larger, and more varied than ever before. **You need an effective real-time defense** that can handle whatever an attacker throws at you.

Neustar Security Services delivers carrier-class DDoS protection using advanced automation and the largest purpose-built scrubbing network in the world.

- **Protects against even massive attacks** with 15+ Tbps of globally distributed scrubbing capacity using multiple Tier 1 network providers.
- **Instantaneous response and defense in depth** thanks to sophisticated automation driving an advanced orchestration platform with best-in-class appliances.
- **Expert 24/7 support** from senior DDoS security professionals in our Security Operations Center.
- **Flexible protection options** include always-on cloud-based defense as well as on-demand and hybrid cloud-plus-on-premise solutions.



Over 3x increase in number of attacks in 2021

Our SOC managed over 80,000 attacks in 2021

**ULTRADDOS PROTECT**

Defend all assets wherever they are deployed and ensure their availability with cloud-based DDoS protection including always-on, on-demand and hybrid options to meet your needs.

Protect cloud-based applications and any type of infrastructure asset including VPN, proxies, email, VoIP, gaming servers, routers, switches, firewalls, and other vulnerable systems.

Leverage a world-class mitigation platform and 24/7 expertise with our [proven DDoS protection solution](#).



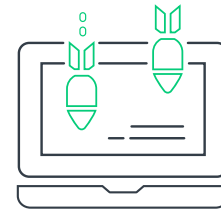
DNS SERVICES

# Improve & Ensure Online Access and Protect Assets

Your customers expect – demand, really – responsive, safe, secure online experiences and purchases as an essential part of your eCommerce brand. Since fast, reliable DNS service is the foundation of all of them, it is the gatekeeper for your brand experience. But DNS is both a target and vector for cybercrooks. And with increasingly large, complex networks that change constantly, it's become far more difficult to manage and defend DNS.

Neustar Security Services offers DNS services that include the option of a fully redundant anycast network to ensure the integrity and availability of your DNS data while protecting your customers, users, and network.

- **Fast reliable query responses** through a high-performance, fault-tolerant infrastructure, deployed across 30 locations worldwide for lightning-fast response regardless of location.
- **Outstanding security protections** including robust, easy-to-manage DNSSEC and DDoS protection for reliable authoritative DNS availability.
- **Advanced traffic management** including load balancing, geographic routing and monitored failover service.
- **Easy-to-use administrative tools** with granular access management and real-time notification of DNS changes to improve security and accuracy and prevent errors.
- **Service level network redundancy with UltraDNS<sup>2</sup>** a revolutionary dual primary authoritative DNS network managed by Neustar Security Services that provides the geographic, network level, transit, and operational redundancy necessary to meet your business continuity goals while providing a single pane of glass solution that supports all advanced features across the redundant networks.



## DNS attacks hit 72% of companies<sup>6</sup>

61% suffered multiple attacks in the 12 months ending Q4 2021

### ULTRADNS

Ensure fast, safe, reliable access to your digital resources for customers and users anywhere in the world with our enterprise-grade, cloud-based authoritative DNS service.

Get security and reliability you can count on – and 24/7 support – with the [original enterprise DNS service](#).

### ULTRADNS<sup>2</sup>

UltraDNS<sup>2</sup> provides greater certainty in business continuity with a separate 18-node global network added to the original UltraDNS network, sharing a common set of advanced features.

Ensure business continuity with the highest degree of network, provider, and operational redundancy with [UltraDNS<sup>2</sup>](#).

<sup>6</sup> 72% of Organizations Hit by DNS Attacks in the Past Year, HelpNetSecurity



PROFESSIONAL SERVICES AND WEBSITE PERFORMANCE SOLUTIONS

# Improve Network Security and Web Performance



Conversions drop 4.42% per second of load time<sup>7</sup>

And bounce rates increase 32% for 3-second page loads vs. 1 second

Customers don't have much patience with delays, and even less when personal data is lost or threatened.

But ensuring your security practices are optimized to reduce risks and improve performance – and your website tuned to minimize delays – is an enormous challenge with a large, complex eCommerce infrastructure supporting secure transactions in a constant state of change. And it's not like you have staff members sitting around with nothing to do.

Fortunately, you can leverage the expert professional security services and turnkey website performance management solutions from Neustar Security Services.

- **Strengthened, improved network security** through security and vulnerability assessments, risk mitigation evaluations, DNS configuration audits, and more.
- **Improved global website performance** from detailed, granular performance insights based on privacy-compliant user data and synthetic monitoring data.
- **Unmatched expertise whenever you need it**, sharing insights and best practices to improve staff expertise while freeing internal teams for essential work.
- **A partner you can trust** with seasoned, experienced professionals focused on your success using certified tools and processes.

### PROFESSIONAL SERVICES

Assess and strengthen your security posture, identify and prioritize vulnerabilities, and benchmark performance whenever you need to with [expert security advisory services](#).

### PERFORMANCE MONITORING

Find and fix the widest range of website performance issues with 24/7 monitoring around the globe, both inside and outside the firewall, with [website performance solutions](#).

### WEB LOAD TESTING

Launch new sites and applications with confidence by load testing for bandwidth limitations, error rates, server CPU limitations, and more with [proactive load testing](#).

<sup>7</sup> How Performance Really Impacts Website Conversion Rate, Durja.com





# WHY NEUSTAR SECURITY SERVICES?

**Security:** Day in and day out, our solutions have proven themselves against some of the largest and most complex threats and attacks on record.

**Availability and reliability:** Our global platforms are highly redundant and significantly overprovisioned to ensure reliable resolution of queries and protection against unforeseen events.

**Ability to scale:** Our global infrastructure is provisioned for 10x volume over current steady-state levels, with a highly adaptable edge node design; our solutions scale effortlessly.

**Experience:** Our security experts draw on more than 20 years of corporate experience, and are committed to staying ahead of the curve.





# About Neustar Security Services

The world's top brands depend on Neustar Security Services to safeguard their digital infrastructure and online presence. Neustar Security Services offers a suite of cloud-delivered services that are always secure, reliable, and available and enable global businesses to thrive online. The company's Ultra Secure suite of solutions protects organizations' networks and applications against risks and downtime, ensuring that businesses and their customers enjoy exceptional [and uninterrupted] interactions all day, every day. Delivering the industry's best performance and always-on service, Neustar Security Services' mission-critical security portfolio provides best-in-class DNS, application and network security including DDoS, WAF and Bot management to its global 5000 customers and beyond.

Learn more about how Neustar Security Services can support your business needs. Find more information at:

[neustarsecurityservices.com](https://neustarsecurityservices.com)



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