



Akamai Shields Leading Retailer from DDoS Attacks During Critical Holiday Shopping Period – and Protects \$10 Million in Revenues

The Situation

During the three-day period following Cyber Monday a top 500 Internet retailer that generates just under \$100,000 per hour during peak holidays was the victim of both stand-alone and highly coordinated Distributed Denial of Service (DDoS) attacks. The attacks were clearly deliberate and aimed to hit the retailer when it hurt the most. “Hackers are increasingly targeting merchants with sophisticated attacks that are often motivated by financial gain, competitive motivations, or political objectives,” says Ted Julian, principal analyst at Yankee Group. “The attacks are particularly detrimental for e-retailers, since every minute a site is down can mean thousands of dollars in lost revenue.”

The Challenge

The internationally coordinated DDoS attack was initially launched from botnets in Southeast Asia. However, the attack source shifted to botnets in South America and then later to botnets in the Middle East. Such geographically shifting attacks with changing attack signatures are often difficult for organizations to detect and block. In this case, the highly distributed attacks caused the retailer’s site to experience up to 10,000 times its normal daily traffic.

The Goal

The retailer needed to meet two requirements to support its objectives:

- **Maintain Online Operations:** With eCommerce serving as a primary sales channel for the company, the retailer wanted the ability to detect and mitigate attacks on its Web site as early as possible to keep their online storefront open for business.
- **Protect brand reputation:** Knowing that consumers will not tolerate a site that’s unavailable – and will quickly place their trust in another brand – the retailer needed to ensure site uptime to uphold its brand image.

Why Akamai

Tapping into Multi-Layered Defense at the Edge

As a long-time Akamai customer, the retailer was able to take advantage of its presence on the Akamai Intelligent Platform. Akamai’s pre-configured traffic alerts immediately identified the unusual origin and volume of traffic, thousands of times above normal levels. The Akamai Platform absorbed attacks surging up to 14 gigabytes per second over the three-day period. As a result, the retailer remained operational during some of the busiest shopping days of the year.

Cashing in on the Holidays

By deflecting these attacks and ensuring the retail site operated as normal, Akamai’s DDoS Defender Security Solution enabled the retailer to protect an estimated \$10 million dollars in revenues over the three-day period. Plus, because the attacks were absorbed by the Akamai Intelligent Platform, the retailer was saved from untold hours in headaches unraveling the source of the attacks and finding a way to address them. Moreover, by mitigating these attacks with ease, the platform alleviates the retailer of worrying about attacks at all. Just as important, the retailer can feel confident that its brand image remains untarnished.

INDUSTRY

Retail

SECURITY SOLUTION

Akamai DDoS Defender

KEY IMPACTS

- Mitigated attacks surging up to 14 gigabytes per second
- Prevented attacks traffic from reaching the origin server
- Remained operational during busiest shopping season
- Protected an estimated \$10 million in revenues

The Akamai Difference

Akamai® is the leading cloud platform for helping enterprises provide secure, high-performing user experiences on any device, anywhere. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com and follow @Akamai on Twitter.

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