LAYER 3 CREATES NEW REVENUE STREAM WITH INNOVATIVE ON-DEMAND DDOS PREVENTION SERVICE

> " We benefit most from the high-performance hardware. A10 Thunder TPS is a purpose-built platform that works at a very high rate of speed. It also has extensive API capabilities, so it's highly programmable. Since our managed service offerings include a great deal of automation, the appliances fit into our service offering very well."
>
> **Alan Jones** | Director of Security Services, Layer 3 Communications

CASE STUDY

COMPANY

Layer 3 Communications

INDUSTRY

Service Providers

NETWORK SOLUTION

Thunder TPS

CRITICAL ISSUES

- Answer customer need for distributed denial of service (DDoS) attack prevention
- Create new revenue-generating, differentiating services
- Offer clients cost-effective DDoS defense service

RESULTS

- Launched high-performance DDoS attack prevention service
- Enabled automation with programmable APIs
- Monetized differentiated security service offering

A NEW SERVICE CALLED FOR MODERN DDOS DEFENSE

Layer 3 was seeking a cost-effective way to offer distributed denial of service (DDoS) prevention as a service to protect its customers during their most mission-critical events. As the premier provider for wired and wireless data networking, data center design and implementation, and information security in the southeastern United States, the company knew it needed a solution that would defend against the most sophisticated threats at a price-point low enough to appeal to clients, but high enough to return an attractive margin. After an extensive search, Layer 3 chose A10 Thunder TPS®. Alan Jones, Layer 3's director of security services, talks about the company's decision and the results it has seen so far.

ANSWERING THE CLIENT CALL

Layer 3's government and education clients needed an affordable high-speed solution to prevent DDoS attacks and targeted malware campaigns against their networks, especially during critical periods.

The existing market for DDoS prevention was not meeting the exact needs of Layer 3's clients. Customers were charged for an annual license whether they used DDoS prevention one time or one hundred times. "That all-or-nothing model isn't cost-effective," said Jones. "It wasn't the answer we wanted to give our clients."

Layer 3's clients required on-demand DDoS prevention they could spin up during crucial timeframes without the restrictions of annual licenses or the burden of continual charges. "Our clients had very specific windows where they had to make absolutely sure their environments were available but outside of those windows, their requirements dropped precipitously," Jones said. "They wanted DDoS on demand."

UPTIME IS IMPERATIVE

Any time a client has an online component to their service, uptime is critical. Without it, there's no ability to generate revenue. For example, a DDoS attack against an educational client during an online testing period would be crippling and costly, because educational institutions rely on test results to ensure funding. "If educational clients can't provide access to online testing services during scheduled windows, they lose real dollars," said Jones. Other clients had the same need. Layer 3 recognized that if it could ensure uptime on demand, it could meet the needs of existing clients and attract new ones.

COST-EFFICIENT PROTECTION

Layer 3 began researching DDoS defense solutions to place into its own data centers in order to offer DDoS prevention services to its clients. Since this was a wholly new service offering for Layer 3, the company researched several DDoS defense vendors and solutions with strict criteria in mind..

The company needed a security solution that would be cost-efficient, but also high-performance and effective. The solution had to be purpose-built, but also customizable and programmable through APIs. It also had to ensure uptime during crucial periods, such as online testing windows.

'A NO-BRAINER'

Layer 3 chose A10 Thunder TPS 4435 appliances to offer DDoS prevention to its clients as a service. "Once we sat down with the A10 team and looked at the cost per gigabit defended in conjunction the effectiveness of the technology, it was really a no-brainer for us," Jones said.

The selection of the cost-effective and high-performance Thunder TPS solution helped Layer 3 build out an architecture that gave its clients DDoS defense on demand. "We made some creative architecture decisions and engineered this service so we can offer it to our clients when they need it. They don't have to purchase twelve months of protection if they only need it for the single month they're doing their online testing," said Jones. "Our choice of cost-competitive tools makes this possible."

DDOS DEFENSE ON DEMAND

By deploying A10 Thunder TPS to launch its on-demand DDoS prevention service, Layer 3 was able to create a competitive new revenue stream and boost client satisfaction.

Thunder TPS delivers high-speed DDoS protection purpose-built to thwart sophisticated modern multi-vector attacks and scale defenses against attacks of any size. At the same time, Thunder TPS offers extensive programmability through flexible APIs. The ability to automate DDoS defense services made Thunder TPS a straight-forward fit in the Layer 3 environment.

"We were pretty clear about what we needed, and A10 met that need squarely," Jones said. "A10 provides the engine that drives Layer 3's new service."
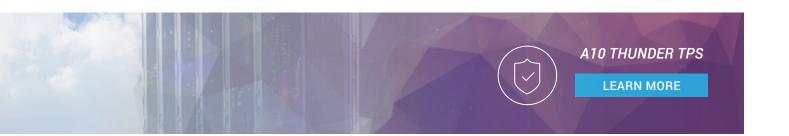
A RINGING SUCCESS

Layer 3 has found great success with its DDoS prevention service and is thrilled with its cost-competitiveness and performance, especially when compared to the rest of the market. Thunder TPS has also provides a valuable inroad into new accounts. Once a new account is won, Layer 3 can offer additional services from its portfolio, creating ongoing revenue through client stickiness.

"This has helped us establish a beachhead with clients we wouldn't have been able to do business with in the past," Jones said. "We charge for the services we provide through A10 products. If we'd gone with a competitor's solution, we couldn't do this. No other product would allow us to offer the same cost, performance, and level of threat prevention in a way that was profitable for our company."

> " *Once we sat down with the A10 team and looked at the cost per gigabit defended in conjunction with the effectiveness of the technology, it was really a no-brainer for us.*"

A10 THUNDER TPS

LEARN MORE

ABOUT LAYER 3 COMMUNICATIONS

Layer 3 Communications, LLC, is a professional services firm specializing in wired and wireless data networking, data center design and implementation, and information security. Layer 3 Communications is the premier provider for these services in the southeastern United States. Founded in 1998 by Josh Bailey and Rodney Turner, Layer 3 Communications is based on the principal that the highest levels of expertise and professionalism are the keys to ensuring happy clients. The organization, headquartered in Norcross, GA, has locations across the southeastern United States, with offices are located in Texas, Alabama, Tennessee, Georgia, Florida, and the Carolinas.

ABOUT A10 NETWORKS

A10 Networks (NYSE: ATEN) provides Reliable Security Always™ through a range of high-performance solutions that enable intelligent automation with deep machine learning to ensure business critical applications are protected, reliable and always available. Founded in 2004, A10 Networks is based in San Jose, Calif., and serves customers globally with offices worldwide.

For more information, visit: **a10networks.com** or tweet **@A10Networks**.

LEARN MORE
ABOUT A10 NETWORKS

CONTACT US
a10networks.com/contact