
Neustar to Build Multiple Tbps DDoS Mitigation Platform to Protect Customers from Attacks and Optimize Digital Experiences

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Platform expansion plus new service offerings will provide most comprehensive DDoS services

Sterling, VA (Sept. 30 2014) – [Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services and analytics, today announced that it is expanding its cloud-based mitigation platform and delivering new services to provide customers greater protection from malicious, constantly evolving DDoS (distributed denial-of-service) attacks. The increased investment demonstrates Neustar’s commitment to securing its customers’ online infrastructure.

Platform Expansion

[A recent Neustar survey](#) revealed 71 percent of companies reported being victim to a DDoS attack at least once in 2013, with 87 percent experiencing multiple attacks. Attack size has increased by more than 300 percent over the past five years and attacks have grown more complex and sophisticated in targeting companies’ networks and applications.

In light of these growing DDoS attacks, Neustar plans an expansion to more than 1 Terabit per second (Tbps) by Q1 2015 with plans for further significant expansion into 2016. The new platform will deliver a comprehensive and diverse DDoS mitigation solution to the market and gives Neustar the bandwidth and scrubbing capacity to detect and remove massive amounts of malicious attack traffic.

“As DDoS attacks increase in volume, size and complexity, Neustar is at the forefront of services in the field,” said Reynold Harbin, vice president of Neustar’s security services product team. “The fortification of our DDoS mitigation solution serves as the foundation for future security solutions that leverage multiple technologies and cloud providers to help balance security with performance. This investment in our platform is significant, and underscores our commitment to helping our clients protect their websites, customers, and brands.”

New Service Offerings

Neustar also launched two new services to expand its DDoS mitigation solutions to fit the needs of all organizations: Secondary DDoS Protection and Remote Management. The Secondary DDoS Protection service provides a failover or back up for times when a primary provider cannot handle attack traffic. The Remote Management service enables Neustar's [Security Operation Center](#) experts to “take over” management of in-house DDoS appliances, removing the burden of security from the customer and enabling the team of experts to focus on protection and performance.

By adding these services to the [existing on-demand, cloud mitigation](#) and fully managed hybrid service, Neustar provides one of the most comprehensive and flexible DDoS mitigation solutions in the market.

Neustar developed its DDoS capability first to protect its own [global UltraDNS network](#). After building a separate DDoS mitigation network and launching the [cloud-based service](#) in 2011, the company has continued to expand its offerings to help all companies, big and small, protect their identity and online infrastructure.

“From small e-commerce sites to multi-national brands, companies require a rock solid digital infrastructure that safeguards them from increasingly complex attacks,” Harbin said “Neustar will continue to invest in security solutions to drive performance and protect our customers.”

Analyst Quotes:

“The nature of DDoS attacks are evolving. We’ve seen the tremendous increase in attack size and volume over the past year alone, with seemingly no end in sight. Companies like Neustar continue to innovate and deliver new services to meet the needs of today’s organizations for protecting against DDoS attacks.” Christina Richmond, IDC

“All companies need DDoS protection, regardless of their size. From e-commerce sites to customer service to SaaS platforms, a company’s digital infrastructure is a critical business system that needs protection.” Jim Davis, Senior Analyst, Service Providers, for 451 Research

About Neustar

Neustar, Inc. (NYSE:NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to

privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.