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## Neustar Launches Fully Managed Hybrid DDoS Protection Service

Nov 14, 2013

*Combination of Neustar's cloud-based DDoS mitigation network and Arbor Network's Pravail on-premise DDoS equipment helps companies mitigate cyber attacks*

STERLING, VA., Neustar, a trusted, neutral provider of real-time information services and analysis, today announced the launch of SiteProtect Always-On Hybrid, a fully managed, hybrid distributed denial-of-service (DDoS) protection service that utilizes both on-premise and cloud-based mitigation to help organizations stay one step ahead of increasingly sophisticated cyber attacks. The cyber threat landscape continues to evolve rapidly and an increase in malicious cyber attack methods is driving the need for organizations to diversify their approach to online security.

SiteProtect Always-On Hybrid combines Neustar's team of DDoS experts and global, cloud-based DDoS network with Arbor Network's Pravail DDoS appliance, offering enterprises total protection with:

- 24/7 DDoS threat management with Neustar's Security Operations team
- Remote management of on-premise Arbor Pravail appliances to combat smaller application layer attacks and cloud signaling when the appliance capacity is exceeded
- Managed redirect to Neustar's global, cloud-based mitigation network for larger more sophisticated attacks.

"DDoS mitigation requires a two-phased solution. To fully defend against these determined attackers, you will need a local short-term solution and a third-party service to provide long-term protection," writes Forrester Research principal analyst John Kindervag in a May 2013 Forrester report entitled "Develop a Two-Phased DDoS Mitigation Strategy."

SiteProtect Always-On Hybrid addresses that need for enterprises of all sizes and allows Neustar's leading security specialists to assume the responsibility of managing a DDoS attack. With more than 10 years of experience defending against DDoS attacks, Neustar's security team is dedicated to staying ahead of evolving threats and current with the latest mitigation techniques.

"The combination of Neustar's cloud-based network and Arbor's on-site appliance provides comprehensive DDoS protection that ensures our clients are protected against even the most elaborate attacks," said Alex Berry,

Senior Vice President at Neustar. “In addition, our clients will have access to an entire team of experts whose sole focus is DDoS detection and mitigation, giving them the peace of mind that threats will be identified quickly and managed effectively.”

Neustar chose Arbor, the market-leader in DDoS equipment, as part of the hybrid solution to offer its clients a best-of-breed solution.

“Arbor and Neustar have a long history of working together to help customers solve the DDoS problem. Neustar’s fully managed hybrid offering recognizes the multi-layered nature of the DDoS threat, and the critical role on-premise protection plays in modern DDoS defense,” said Arbor Networks President Colin Doherty.

The solution also offers a number of flexible deployment options, including appliance management by the customer. For more, please visit [www.security.neustar/ddos-protection/hybrid-ddos-protection](http://www.security.neustar/ddos-protection/hybrid-ddos-protection).

### **About Neustar**

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the communications services, financial services, retail, and media and advertising sectors. Neustar applies its advanced, secure technologies to help its clients promote and protect their businesses. More information is available at [www.neustar.biz](http://www.neustar.biz).