

Executive Forum



July 30 - August 1, 2012



Program Guide

www.prolexic.com

Welcome to our 1st Annual Prolexic DDoS Conference!

And of course, to beautiful Boca Raton!

It is my pleasure to host you for the next few days as we discuss critical support for your business – Building the Best DDoS Defense. You know how important it is to stay on top of increasingly complex threats against your organization. **Your revenue, reputation and resources are all at stake** when a DDoS attack occurs. Together, we will explore what's going on out there and how to bulletproof your defenses.

Our mission is to create a powerful experience for you – **important education, great networking with your peers and unparalleled access to industry experts**. Rather than asking you to sit through a series of lectures, we've designed our program to encourage your active participation. Aside from lively dialogue and debate within the sessions, we also have plenty of opportunities for you to meet and speak one-on-one with Prolexic executives and experts who are eager to hear your thoughts and experiences, as well as share Prolexic's latest news and plans.

Our **guest keynote speaker, Dave Monnier**, is a world-class security expert and evangelist for Team Cymru. He promises to share some fascinating details about the criminal underground, their motivations, and ultimately, the effect they can have on your business. Our own PLXsert team will share a plethora of information about the latest trends in global attacks and how working with Prolexic, you can build the best defense for your business.

In this conference guide, you'll find a detailed conference agenda, a site map, speaker biographies and other useful information. Be sure to stop by the information desk to schedule a **one-on-one meeting** with a member of our leadership team, sign up for our **Protected by Prolexic** program, or **enter our iPad raffle!**

I look forward to meeting all of you tonight at our **Strolling Dinner**. While you're mingling with our staff and other guests, and enjoying our Florida hospitality, don't forget to introduce yourself to the representatives from all of our functional departments, where you will be able to put faces to those names and voices you know so well.

We are all pleased you have joined us for this special event. We guarantee you'll gain insight here that you won't find anywhere else – insight that will help **guard your very valuable business revenue, reputation and resources!** So once again, welcome to Boca Raton!

Now, let's go build your best DDoS defense!

Stuart Scholly
President

Agenda

Monday, July 30, 2012

11 a.m. Information desk opens (Lobby)

1 – 6 p.m. **Afternoon Activities** (optional – at Boca Beach Club)

Enjoy the sun, sand and surf for the afternoon, compliments of Prolexic. Choose the excitement of a WaveRunner or opt for tranquility of a kayak or stand-up paddle board. Both choices come with a beach chair and umbrella of course! Additionally, a limited number of spaces are available on our fishing charter.

7 – 9 p.m. **Strolling Dinner** (Valencia)

Mingle with your fellow guests and executives while you enjoy music and refreshments. This is a great opportunity to meet the Prolexic employees who work on the front lines of your defense day-in and day-out. Representatives from Solution Architecture, Sales & Account Management, Provisioning, the Security Operations Center and R&D will be stationed throughout the room, along with members of the Prolexic executive team, to meet with you one-on-one and answer any questions you may have.



Agenda

Tuesday, July 31, 2012

- 8 a.m.** Information desk opens (Venetian Lobby)
- 8 – 9 a.m.** Breakfast (Santa Margherita)
- 9 – 9:45 a.m.** **Building Your Best Defense: Opening Remarks** (Venetian)
Stuart Scholly, President
- 9:45 – 10:45 a.m.** **What's Next with Prolexic? The Prolexic Roadmap** (Venetian)
Neal Quinn, Chief Operating Officer
- With the ever-changing nature of DDoS attacks, Prolexic continually invests in infrastructure, engineering, training and R&D to provide and maintain our market-leading defense and keep you secure. Get a sneak peek at what's coming next.
- 10:45 – 11 a.m.** Phone/e-mail break
- 11 a.m. – noon** **Application-Based Monitoring (PLXabm): Layer 7 Defense** (Venetian)
Louis Suchy, Vice President of Research and Development
- Application layer attacks are the most difficult to mitigate and are the most dangerous to your business. PLXabm, our cloud-based correlation and mitigation solution, provides real-time monitoring and detection of Layer 7 and encrypted cyber-attacks. See firsthand how PLXabm works, learn about the data it collects and get a preview of the new dashboards in the Prolexic portal.
- Noon – 12:15 p.m.** **Customer Spotlight: DDoS and Risk – A High Stakes Game** (Venetian)
Joseph Chin, Head of Infrastructure R&D at Tyche Consulting
- Historically, the online gaming industry has been a popular target for cyber-attacks. Even a few hours offline due to a DoS or DDoS denial of service attack can result in millions of dollars of revenue losses. In this customer spotlight, one of Prolexic's original customers will highlight his experiences in fighting off DDoS attacks as they've evolved over the years and share lessons learned along the way.
- 12:15 – 12:30 p.m.** Phone/e-mail break
- 12:30 – 1:30 p.m.** **Networking lunch** (Santa Margherita)

- 1:30 – 2:30 p.m.** **The Underground Economy: They Work Hard for Your Money** (Venetian)
Keynote Address: Dave Monnier, Security Evangelist & Fellow at Team Cymru
- Gone are the days when lone hackers broke into your network for sport. Today, hacking is a thriving criminal business where a crippling DDoS attack can be aimed at your servers – or your competitors' – on demand. It's simply a matter of cash. Mr. Monnier will explain the inner workings of this underground economy and how it could affect your business.
- 2:30 – 2:45 p.m.** **Customer Spotlight: Free Speech, Democracy and Hacktivism in Action** (Venetian)
Tord Lundström, Chief Technology Officer at VirtualRoad.org
- VirtualRoad.org provides a safe online presence for independent news media and human rights organizations in countries whose regimes forbid freedom of expression. But this makes them – and their clients – prime targets for politically motivated cyber attacks – often coming from within the government regimes themselves. In this customer spotlight, Mr. Lundström will share his DDoS war stories in the battle for free speech and the technology and services he's adopted to provide a voice for democracy.
- 2:45 – 3 p.m.** Phone/e-mail break
- 3 – 5 p.m.** **Defending Against DDoS Attacks: Strategies for the Network, Transport and Application Layers** (Venetian)
Jay Coley, Director, Solutions Architecture
- During this how-to interactive session, we'll discuss the strategies and tactics you can leverage to help keep malicious actors at bay. We'll share tips and best practices for engineering your applications and configuring your router deployments to effectively reduce your vulnerability to attacks.
- 5 – 5:30 p.m.** Free Time
- 5:30 p.m.** Bus departs to downtown Delray Beach for Deluxe River Cruise
- 6 – 9 p.m.** Dinner/River Cruise on the Lady Atlantic (optional)
- Join us for a relaxing Intracoastal Waterway dinner cruise aboard the Lady Atlantic while enjoying your favorite beverage and an elegant meal on a two-hour narrated tour past some of the area's most beautiful mansions. See a variety of marine life in its natural habitat and learn a little about the area's rich history.

Agenda

Wednesday, August 1, 2012

- 8 a.m.** Information desk opens (Venetian Lobby)
- 8 – 9 a.m.** Breakfast (Santa Margherita)
- 9 – 10 a.m.** **Global Attack Reports: Enemy Intelligence** (Venetian)
David Fernandez, Information Security Manager, PLXsert

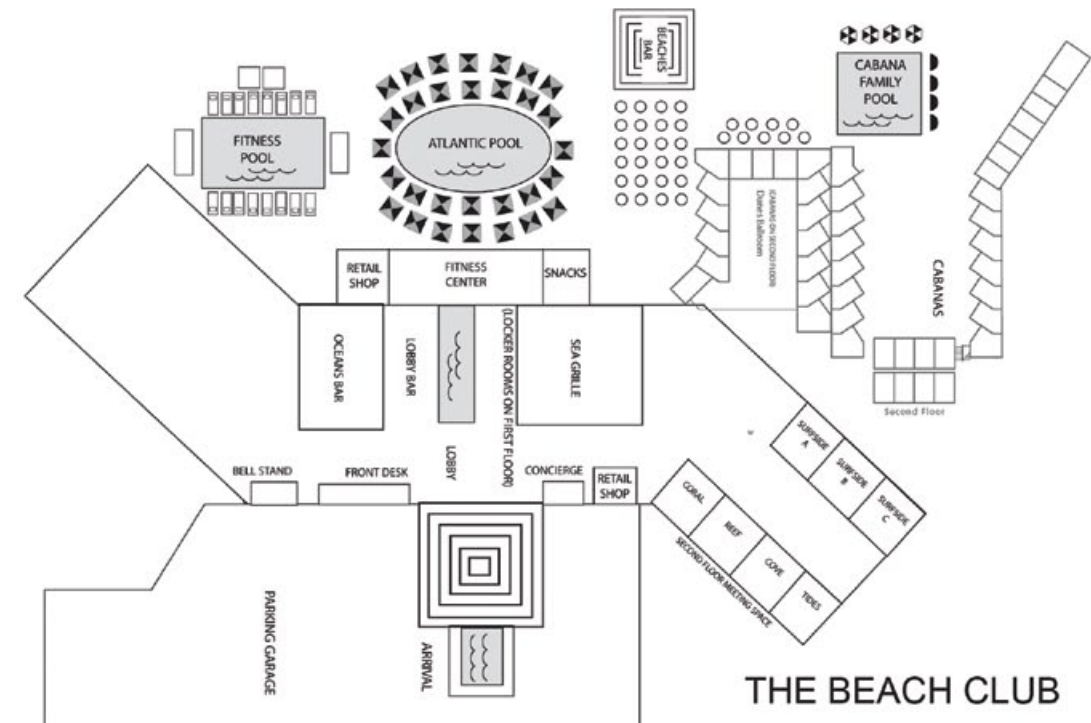
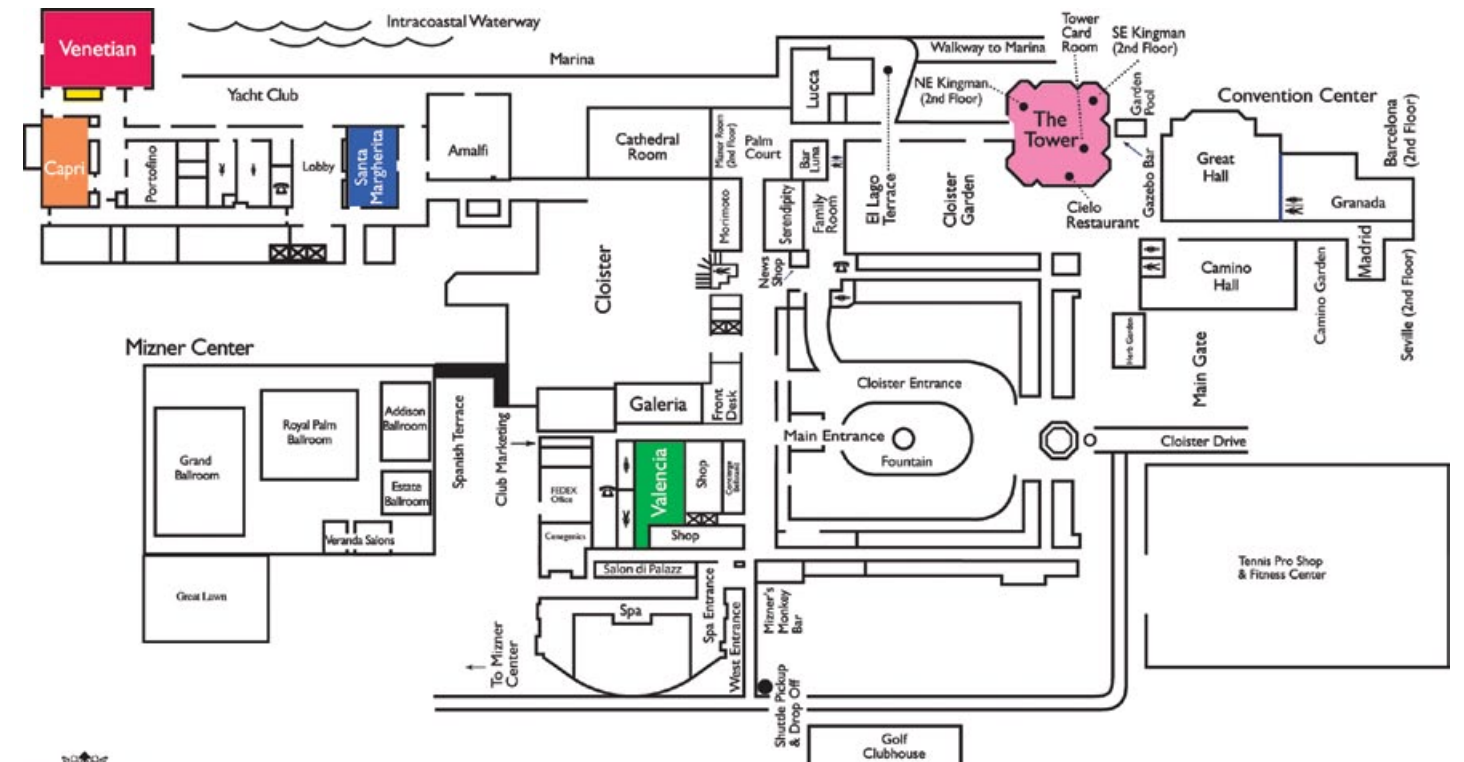
Going beyond our quarterly attack reports and periodic threat advisories, we will take a closer look at how DDoS attacks have evolved during the first half of 2012, highlight emerging trends to watch out for in the months ahead, and discuss what it could mean for your online presence.
- 10 a.m.** Checkout
- 10 – 10:30 a.m.** Phone/e-mail break
- 10:30 – 11:30 a.m.** **Plan vs. Panic: Building Your Best Defense** (Venetian)
Roger Barranco, Director, Service Delivery

You've hired Prolexic, now what? Prolexic's team will review attack scenarios, discuss the strategies that can be used to defend against them, and provide a behind-the-scenes look at how Prolexic diagnoses attacks and creates and implements mitigation strategies in real time, even as attack signatures and tactics change. We will also discuss what you need to consider as you create or update your DDoS playbook and how to work with Prolexic before, during and after an attack.
- 11:30 a.m. – noon** **Ask Prolexic: Roundtable** (Venetian)

As our conference comes to a close, Prolexic's executive team assembles to discuss all things Prolexic, answer your most pressing questions and share practical advice as we continue to work together to build your best defense!
- Noon – 1 p.m.** **Executive luncheon and closing remarks** (Santa Margherita)
- 1:15 p.m.** Board and depart for tour of Prolexic Security Operations Center (optional)
- 2 – 2:45 p.m.** Security Operations Tour
- 3 p.m.** Buses depart for Fort Lauderdale-Hollywood International Airport (FLL) and Boca Raton Resort & Club

* Agenda subject to change.

Conference Map



Our Speakers

Guest Keynotes



Dave Monnier

Security Evangelist & Fellow at Team Cymru

Mr. Monnier is a recognized voice in the security community. He began his career performing UNIX and Linux administration in academic and high performance computing environments where he helped build some of the most powerful computational systems of their day. Subsequent to systems administration, he moved into Internet security, having served as a lead security engineer for Indiana University and later helped to launch the Research and Education Networking ISAC, part of the formal U.S. ISAC community. He joined Team Cymru in 2007 where he served as their senior engineer and later as a security evangelist. In 2010, he was granted the title of Team Cymru Fellow, the highest honor of Team Cymru.



Joseph Chin

Head of Infrastructure R&D at Tyche Consulting

Joseph Chin has been living online for more than 20 years and has been in the online gaming business since 1995. He has built networks and Internet data centers for clients around the world; from the jungles of Central America to the bustling frontiers of Asia. He currently is focused on clients in emerging markets.

Mr. Chin experienced his first DDoS attack (for ransom) in 2003 and has lived them with them daily ever since. He has experience with in-house infrastructure (e.g. - Riverhead, load balancers, big Internet pipes, reverse proxies, CDN), but as attacks became more frequent, bigger in scale, and more sophisticated (e.g.- targeted application layer attacks), he turned to the mitigation services of dedicated providers such as Prolexic to provide ongoing protection and mitigation.



Tord Lundström

Chief Technology Officer at VirtualRoad.org

Tord Lundström has spent the last 20 years using information technologies to promote social change. Thanks to the firsthand experience of building secure communications infrastructure in closed countries for grassroots organizations, civil society and independent media, Mr. Lundström co-founded Virtualroad.org in 2009. The organization provides security services for online news media and civil society organizations working in Human Rights restricted conditions.

The main goal of Virtualroad.org is to provide advance technical support to organizations that are constantly suffering circumvention, surveillance and denial of service. During the last three years, he has crossed paths with 10 cyber armies and 50,000 zombies.

Prolexic Speakers



Stuart Scholly

President

Mr. Scholly joined Prolexic in 2011 and brings more than 20 years of technology and product management experience. Prior to joining Prolexic, he was chief operating officer at Physicians Interactive. He has also held senior leadership positions in product management and business development at Allscripts. Mr. Scholly won the 2010 Spotlight Award from the Illinois Technology Association, awarded to the CTO/ CIO for leadership and outstanding contributions in the application of information technology. He received an MBA from the Kellogg School of Management and a Bachelors of Science Degree in Economics and English from the University of Wisconsin – Madison.



Neal Quinn

Chief Operating Officer

Mr. Quinn brings 14 years of experience in networking, Internet backbone design, and managed services to Prolexic. Prior to joining Prolexic in 2008, he launched his own consulting firm serving businesses and public sector teams in the U.K. and U.S. and before that, he served as network architect for Globix Corporation. He has a Bachelor of Arts Degree in Physics from Johns Hopkins University and is a Cisco Certified Internetwork Expert.



Louis Suchy

Vice President of Research and Development

Mr. Suchy has more than 10 years of experience in software architecture and technology engineering. Prior to Prolexic, he was executive director of Development for Kaplan Higher Education. He has a degree in Information Systems Management and an MBA from Kaplan University.

Our Speakers

Prolexic Speakers (cont'd)



Jay Coley

Director, Solutions Architecture

Mr. Coley has more than 20 years Network Engineering and IT experience in both the military and commercial high-tech companies. He joined Prolexic in 2006 and has held senior positions in Network Engineering, Pre-Sales and Solutions Architecture. Prior to Prolexic, he worked for NTT and XchangePoint as an IP backbone network engineer. In the past, he has also held leadership positions in the U.S. Military and holds several industry-recognized engineering certifications. In addition, Mr. Coley holds a bachelor's degree in Computing and Information Technology (HONS) and a British Computing Society Diploma from the Open University, United Kingdom.



David Fernandez

Information Security Manager

Mr. Fernandez has a decade of experience in information security. He began his career in the Networking Security Operations and Engineering division for a Microsoft partner, specializing in IP faxing solutions. In 2006, he started working as a security engineer for a firm that develops security devices to mitigate illegal content distribution from P2P networks. In 2008, he joined Prolexic as a Senior Mitigation Engineer, working as part of the operational DDoS mitigation team, and specializing in the identification and mitigation of the largest and most sophisticated DDoS attacks in the world. In his current role leading the Security Engineering and Response Team (PLXsert), his responsibilities include security engineering, digital forensics, cyber-threat research and evolving DDoS mitigation techniques.



Roger Barranco

Director of Service Delivery

Mr. Barranco has significant experience running technical and operational departments globally servicing tier one customers in mission critical environments. Certified in Information Security and formally educated in the field of Computer Electronics (TTI), he headed service delivery departments for several corporations including Xerox's Retail Computing Division and CyberGuard Corporation (McAfee/Intel) with responsibility for Technical Support, Customer Service, Customer Training, Sales Engineering, Product Quality Escalations, Operational Logistics and Maintenance Renewals. Before joining Prolexic, he was the CTO and VP of Operations for Host.net, a mid-sized ISP with global cloud, transit and transport services. He also ran his own company, Computer Processing Technologies, which provided electronic medical claim processing services to physicians.

Special Events



Monday, July 30

Close out the first day at our Strolling Dinner in the Valencia room

Meet and greet your hosts, your peers and the industry's top DDoS experts while enjoying the fantastic food from the Boca Raton Resort's kitchen: Rich Italian pastas, Five-Pepper Tenderloin at the carving station, fresh sushi and a delectable array of desserts. Refuel after your afternoon in the sun!



Tuesday, July 31

See the Sights of Boca Raton from the Intracoastal

Come to our River Boat Dinner Cruise on the Lady Atlantic. Get to know the nature, the sights and a bit of history while dining on Coconut Shrimp, Blackened Mahi Mahi, Chicken Piccata, Prime Rib, Stuffed Shrimp and so much more.



Wednesday, August 1

Tour the Prolexic Security Operations Center (SOC)

See first-hand the state-of-the-art defense system in place to ensure your business is prepared with the best possible defenses. A shuttle bus will take you from the Boca Raton Resort to Prolexic's SOC in Hollywood, FL, then bring you back to the hotel or drop you off at the Fort Lauderdale Airport.

Helpful Information

Prolexic Information Desk

On Monday, the information desk will be located in the hallway outside the main lobby. On Tuesday and Wednesday, the information desk will be located outside Venetian, our main meeting room. If you have any questions, would like to arrange a meeting with our executive team or your account manager, wish to purchase additional tickets for our special events, or need other assistance, stop by the information desk first!

Information Desk Hours

Monday: 11 a.m. – 6 p.m.
Tuesday: 8 a.m. – 5 p.m.
Wednesday: 8 a.m. – 1:00 p.m.

Security

As you know, we take security very seriously at Prolexic. For that reason, we ask that you keep your conference badge and photo ID with you at all times; you may be asked for identification to enter the conference area. Additionally, photographs, video recordings and audio recordings are prohibited during conference sessions and events. And while we strongly encourage you to make connections with other guests, an attendee list will not be distributed – it is up to you to share contact information with one another at your discretion. We thank you for your understanding and cooperation on this important matter.

One-on-One Meetings

This event offers the perfect opportunity to meet one-on-one with your account manager and members of the Prolexic executive leadership team. Stop by the information desk to schedule time with your Prolexic team. Meetings are subject to a first-come, first served basis, so please sign up early!

Airport Travel Information

On Wednesday afternoon, after the tour of Prolexic's Security Operations Center, the bus will make a stop at Fort Lauderdale Airport. Drop off time will be approximately 3:30 p.m. This will be the only drop-off available via the Prolexic shuttle.

Alternative travel information you can consider booking individually, if you are not departing for the airport after the Security Operations Center Tour:

A1A Limo – Private car service

Phone: +1 (561) 622 2222
Web: www.a1alimo.com
Rates: Town car, up to four people
Boca Resort to FLL Airport: US\$87.48
Boca Resort to MIA: US\$147.39

Payment: American Express, Diners Club, Discover, MasterCard, Visa

Notes: 24-hour notice recommended; US\$10 surcharge for international flights

Yellow Cab

Phone: +1 (561) 395 3221
or contact the Boca Raton Resort Concierge
Fare to/from Fort Lauderdale Airport:
approximately US\$85.00, not including gratuity

Payment: Cash, American Express, MasterCard, Visa

Notes: 24-hour notice recommended

Go Shuttle (Shared Van Service – up to 8 passenger drop-offs)

Phone: +1 (877) 544 4646
E-mail: info@goairportshuttle.com
Web: <https://goairportshuttle.com>

Payment: Cash, American Express, MasterCard, Visa

Notes: 24-hour notice to book online for US\$25.30 rate (Credit Cards accepted) or you can pay cash to driver.

Forum Evaluations and the Prolexic Technical Survey

We are always striving to offer our customers the best possible service and experience. Please help us serve you better by providing your feedback! Please return your evaluations and survey to the Prolexic Information Desk by 1:00 p.m. Wednesday. Each completed form earns you at least one ticket for our iPad drawing!

Attire

Business casual attire is appropriate for meals, conference sessions and evening activities.

Questions?

Please contact Alex Rodriguez, conference coordinator at +1 (305) 903 0475 or via e-mail at arodriguez@prolexic.com or Michael E. Donner, SVP, Chief Marketing Officer at +1 (561) 542 7930 or mdonner@prolexic.com.



Protected by Prolexic

Distributed Denial of Service (DDoS) attacks continue to make headlines as cyber criminals succeed at bringing down the sites of some of the world's biggest online brands. You can't help but wonder, "Will my site will be next?"

By partnering with Prolexic and attending this conference, you've already taken the first steps in stopping DDoS attacks. The next step is to tell the world that you're Protected by Prolexic, the world's leader in DDoS mitigation services.

Why Protected by Prolexic?

This exclusive program leverages Prolexic's reputation as the gold standard in DDoS mitigation, and shows customers, competitors, and would-be cyber attackers that your web site is impervious to DDoS attacks:

- Provide peace of mind for your customers that a DDoS attack won't bring down the site they depend on for important transactions such as shopping, accessing entertainment services, account management, membership services, and more

- Leverage the Prolexic name as a selling point to build confidence and trust among new and existing customers and business partners
- Demonstrate a competitive advantage over online businesses that do not have Prolexic protection
- Warn potential cyber attackers that they will not succeed in a DDoS attack against your site – regardless of the size or complexity of the attack – making your site less vulnerable to attempted attacks

Participation is Easy!

Just agree to provide a case study profiling your experience using Prolexic's services and agree to provide a testimonial to an industry analyst. (Don't worry, we'll interview you and draft the materials. You just review, edit and approve!)

Sign Up for Protected by Prolexic Today

Stop by the Prolexic Information Desk for more details or email protected@prolexic.com.

Executive Leadership Team

The Prolexic executive leadership team will be available throughout the conference to meet with you and answer your questions. Please say hello and introduce yourself! To schedule a one-on-one meeting with any of our executives, please visit the Prolexic Information Desk.



Scott Hammack

Chief Executive Officer

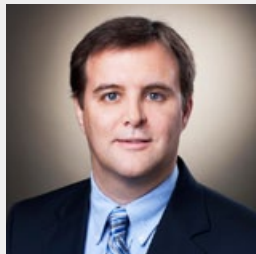
Mr. Hammack joined Prolexic in 2011 and brings a wealth of experience managing and growing start-up and publicly held companies. Most recently he was CEO of e-dmz, which was acquired by Quest Software in 2011. Previously, he has served as CEO of Cyberguard Corporation, which was acquired by Secure Computing in 2004, and CEO of MasterChart, Inc., which was purchased by Allscripts in 2001. He is a graduate of Northwestern University with a degree in biomedical engineering.



Stuart Scholly

President

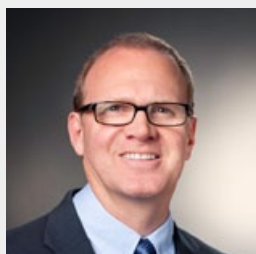
Mr. Scholly joined Prolexic in 2011 and brings more than 20 years of technology and product management experience. Prior to joining Prolexic, he was chief operating officer at Physicians Interactive. He has also held senior leadership positions in product management and business development at Allscripts. He won the 2010 Spotlight Award from the Illinois Technology Association, awarded to the CTO/CIO for leadership and outstanding contributions in the application of information technology. He received an MBA from the Kellogg School of Management and a Bachelors of Science Degree in Economics and English from the University of Wisconsin – Madison.



Greg Burns

Vice President of Sales Operations

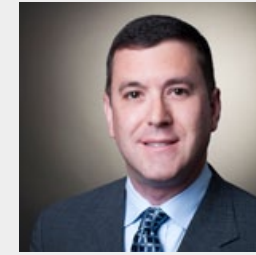
Mr. Burns joined Prolexic in September 2008. Previously he held senior management positions in service and technology-related businesses, including Rain Bird Corporation where he was responsible for starting and growing a new business division. He has a degree in Engineering from Lafayette College and an MBA from The University of Notre Dame.



Rudy Cifoelli

Senior Vice President, Sales

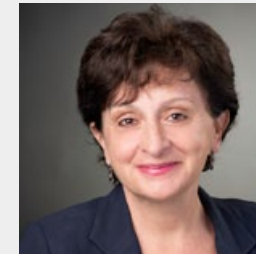
Mr. Cifoelli has more than 20 years of sales and management experience with high-tech companies. Prior to Prolexic, he was with McAfee and held several sales and executive positions including VP North American Data Protection Sales. Prior to McAfee, he was president of SafeBoot Corporation which was sold to McAfee in 2007. He is a graduate of Ferris State University and holds a Bachelor of Science Degree in Computer Information Systems.



Michael E. Donner

Senior Vice President, Chief Marketing Officer

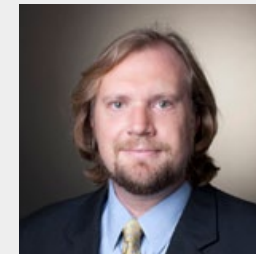
Mr. Donner has more than 20 years of marketing, inside sales and demand generation experience with high-tech companies. Prior to engaging with Prolexic, he ran a consulting company and served as the interim head of marketing for Thales e-Security, Tech Data and IntelliDOT Corporation. He has also held executive roles at Capgemini, Eclipsys Corporation and Telelogic AB. Mr. Donner has a Bachelor of Science Degree in Marketing, Management and International Business from Babson College.



Jeanne Prayther

Chief Financial Officer

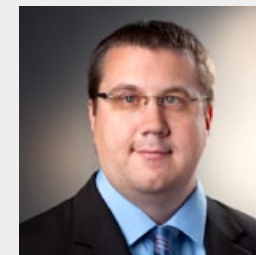
Ms. Prayther, a Certified Public Accountant (CPA), joined Prolexic in 2012 and brings more than 25 years of experience in the corporate accounting field. Most recently, she was the CFO for Maritime Telecommunications Network. She has also held executive accounting positions at various public companies including Levitt Corporation, Mastec, and Daleen Technologies. Previously, she worked at KPMG LLP for 12 years serving audit clients in the Boston and Miami offices. She graduated from Bentley College in Waltham, Massachusetts.



Neal Quinn

Chief Operating Officer

Mr. Quinn brings 14 years of experience in networking, Internet backbone design, and managed services to Prolexic. Prior to joining Prolexic in 2008, he launched his own consulting firm serving businesses and public sector teams in the U.K. and U.S and before that, he served as network architect for Globix Corporation. He has a Bachelor of Arts Degree in Physics from Johns Hopkins University and is a Cisco Certified Internetwork Expert.



Louis Suchy

Vice President of Research and Development

Mr. Suchy has more than 10 years of experience in software architecture and technology engineering. Prior to Prolexic, he was executive director of Development for Kaplan Higher Education. He has a degree in Information Systems Management and an MBA from Kaplan University.



About Prolexic:

Prolexic is the world's largest, most trusted Distributed Denial of Service (DDoS) mitigation provider. Able to absorb the largest and most complex attacks ever launched, Prolexic restores mission-critical Internet-facing infrastructures for global enterprises and government agencies within minutes. Ten of the world's largest banks and the leading companies in e-Commerce, SaaS, payment processing, travel/hospitality, gaming and other at-risk industries rely on Prolexic to protect their businesses. Founded in 2003 as the world's first in-the-cloud DDoS mitigation platform, Prolexic is headquartered in Hollywood, Florida and has scrubbing centers located in the Americas, Europe and Asia. To learn more about how Prolexic can stop DDoS attacks and protect your business, please visit www.prolexic.com, follow @Prolexic on Twitter, email sales@prolexic.com, or call +1 (954) 620 6002.