

# ACCESS DENIED

What if a cyber attack took down your web site this holiday season?

## If it happened to SpaFinder.com it could happen to you

SpaFinder.com is the leading global online resource for spa and wellness services and products. Even though **President and CEO Pete Ellis** never thought Spafinder.com would be targeted, he added Distributed Denial of Service (DDoS) protection from the site's hosting company just in case.



**Pete Ellis**  
President and CEO  
SpaFinder.com

Unfortunately, when it really counted – during a two-day attack last summer – the protection did not meet expectations. “It did nothing for us except give us false peace of mind,” says Ellis. As a result, he called Prolexic, the global leader in DDoS protection services, and SpaFinder.com was back online within minutes, ready to serve its 30,000 daily visitors.

“If someone had approached me 6 months ago without having been attacked, I would have honestly said we’re not the kind of company that would have this type of problem,” says Ellis. “The reality is that we do 20 percent of our business online, with half of it coming in the fourth quarter, and any interruption at that time would cost us millions of dollars in revenue.

So there is no doubt that once this happened it proved to me that I needed Prolexic. I would recommend its mitigation solution to any company that has an e-Commerce platform.”

### **Don't put your online revenues in jeopardy this holiday season.**

Learn how you can evaluate your risk of attack and what defensive measures you can take by downloading the white paper, “*Tis the Season for DDoS Attacks*” and the full SpaFinder.com case study, available for a limited time at [www.prolexic.com/RIS](http://www.prolexic.com/RIS)





## Are you jeopardizing fourth quarter revenues?

You are if a hosting provider, telco, ISP, content delivery network or appliance protects your business against Distributed Denial of Service (DDoS) attacks.

That's because they all consistently fail to stop complex Layer 7 and SSL attacks that target web applications and take down your site. And when they fail it's not a minor inconvenience.

It's hours or even days without a functioning e-Commerce site. It's percentages off your Q4 revenues. It's your customers going to competitors.

Only one DDoS mitigation provider stops ALL attacks: Prolexic. Download our case studies and learn how we helped e-Commerce companies get back online in minutes after their existing mitigation providers failed after three days.

If you want to better protect your e-Commerce business this holiday season, start by downloading our free executive guides/white papers.

### Reserve your copy today.



The time to plan for and deploy DDoS protection is now – and our free white paper **'Tis the Season for DDoS Attacks** will tell you what you need to know.

Also available for download:

- **The Executive Guide to DDoS – White Paper**
- **SpaFinder.com – Case Study**
- **A Global Cosmetic Retailer – Case Study**



Go to [prolexic.com/ris2](http://prolexic.com/ris2)