



## Prolexic Fights Off DDoS Attack to Keep Daily e-Commerce Deals Flowing for GoNabit

GoNabit is a UAE-based group buying company that sources exciting products and services from local small and medium-sized businesses at great discounts, enabling its subscribers (Nabbers) to take advantage of group buying. Launched in 2010, GoNabit pledges to find its subscribers something cool to do in their local area every day with exclusive discount incentives. Each activity or deal requires a minimum number of people so businesses gain access to greater numbers of new customers.

In August, GoNabit's technical team noticed a sudden increase in web site traffic. It was so noticeable that they instantly knew the traffic was not due to a surge of genuine requests. Malicious traffic was tying up system resources and bandwidth, and as a result, legitimate customers were finding it increasingly difficult to access the website.

"At such an early stage of developing our business in a region that has yet to fully embrace home-grown e-Commerce, any loss of accessibility to our site is a potential disaster," says Sohrab Jahanbani, chief operating officer at GoNabit. "It's not just the lost business, it's the perception of our reliability that's on the line."

While GoNabit was completely unprepared for such an unprecedented volume of traffic, its directors were determined to keep the web site with its signature daily offers and updates accessible to "Nabbers." In addition, GoNabit's management made every effort to inform customers what was happening.

"It was difficult to communicate exactly what was happening during the attack as customers had little to no access to our site," Sohrab says. "However we were able to respond to individual queries via social media. We had to make it clear that the intended target was not our source code or customer details, but rather an attempt to inhibit our trading and damage our business."

When the attack started, Sohrab contacted several of the largest hosting partners in the U.S for help. GoNabit migrated to the two companies that claimed to have DDoS mitigation tools that would stop the attack. When neither company could mitigate the attack, GoNabit turned to Prolexic Technologies.

"One after another the hosting partners stated that the attack was too complex for their mitigation tools and that there was nothing more they could do," Sohrab says. "We had already begun to research who the leaders in DDoS mitigation were and, after talking to many engineers, Prolexic was the name that kept coming up."



### > Company under attack

A leading UAE-based e-Commerce "daily deal" web site

### > Type of DDoS attack

Encrypted Layer 7 attacks from multiple geographic locations

### > Prolexic mitigation strategy

Use Prolexic's proprietary tools and real-time monitoring techniques to block attack

### > Time to mitigation

Two hours



"We can mitigate all DDoS attacks, generally within minutes from when traffic is properly routed through our 'in the cloud' network."

## Prolexic's mitigation strategy

GoNabit contacted Prolexic via Prolexic's online emergency form and got an immediate response. After GoNabit's traffic started flowing through one of Prolexic's globally distributed scrubbing centers, Prolexic's 24/7 Security Operations Center (SOC) team was able to mitigate the attack and provide full accessibility of the site to customers within two hours.

Prolexic's technicians identified the malicious traffic as a Layer 7 attack with both GET flood and SYN flood characteristics. For the next week after Prolexic's intervention, the attackers continued to target the GoNabit site with variations on the attacks. However, Prolexic's skilled SOC engineers were monitoring the site's traffic in real-time and could immediately thwart any new attacks with Prolexic's proprietary Layer 7 mitigation tools. Prolexic technicians were also able to identify the locations and sizes of the botnets, ranging from as few as 95 to 11,900 machines in Asia, Africa, South America, Australia, and the U.S.

"We mitigate hundreds of attacks each week and while this attack type was a hybrid that we hadn't seen previously, we have the tools, the technology, and the processes at our fingertips to effectively adapt our protection," says Dan Goetz, Prolexic's director of service delivery. "We can mitigate all DDoS attacks, generally within minutes from when traffic is properly routed through our 'in the cloud' network."

## Staying protected with Prolexic

GoNabit now receives ongoing protection from Prolexic's mitigation service to ensure it does not lose any more uptime due to malicious attacks.

Now that GoNabit is back up and running with its coveted daily deals, the company's management is sold on the value of Prolexic's high level of DDoS protection against increasingly sinister online attacks.

"The DDoS attack on GoNabit was a malicious sabotage of our business and a very serious cyber crime," says Dan Stuart, chief executive officer and co-founder of GoNabit. "We have no idea who launched the attack, but as a young e-commerce business that relies 100 percent on the availability of our online storefront, the attack prevented us from trading, and no doubt this was the intention of whoever perpetrated the attack."

"I had my doubts about whether we would be able to find a solution to the attack we were experiencing," Sohrab says. "We were so impressed by the way Prolexic handled the whole situation and how proactive they were!"



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. Six of the world's ten largest banks and the leading companies in e-Commerce, 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. For more information, visit [www.preventia.co.uk](http://www.preventia.co.uk) or call us on 01273 83 33 00