

Network Traffic Intelligence Combined with Advanced Volumetric DDoS Protection

THE CHALLENGE: DDoS attacks are growing in size, frequency, and complexity, presenting a major threat to organizations unprepared to respond.

DDoS attacks continue to hit the front lines of network security. It's an asymmetrical war against a growing IoT army, where \$30 attacks can cost companies thousands, or be a smokescreen for something worse. False positives have historically made reliable automatic mitigation impossible in large networks, while missed attacks cause costly application and service disruption. And on-premise mitigation solutions cannot solve capacity limitations during a volumetric DDoS attack.

Kentik's network traffic intelligence platform delivers the industry's most accurate, fully automated DDoS detection, while also providing security and operations teams real-time and historical network traffic forensics across months of raw data. Cloudflare Magic Transit, on the other hand, provides best-in-class network infrastructure protection against DDoS attacks of all kinds and sizes. With data centers in 200 cities, traffic is not re-routed to centralized 'scrubbing centers' and threats are mitigated closest to the source of attack for faster mitigation and lower latency. With no hardware or software to install and maintain, the combined solution of Cloudflare Magic Transit and Kentik can be deployed quickly and requires no ongoing maintenance by operations staff.

Kentik and Cloudflare Magic Transit

The Kentik Platform inspects network traffic and detects DDoS attacks in real-time. Notification of the attack is sent to operations or security staff via one or more configured methods: email, JSON, Syslog, OpsGenie, PagerDuty, Slack, ServiceNow, or Syslog. Integrated with Cloudflare Magic Transit, Kentik signals Cloudflare to automatically shift traffic destined for the target IP into their cloud mitigation data centers. Cloudflare filters the malicious traffic and delivers only the legitimate traffic back to the end user. Mitigation actions can be fully automated, or the user can choose to require an acknowledgment from security or operations staff before the mitigation is activated.

KEY CAPABILITIES

Over 35 Tbps of DDoS mitigation capacity with Cloudflare Magic Transit

Accurate and flexible DDoS and anomaly detection

Powerful, ad-hoc forensic analytics on months to years of granular network traffic details

Easy integration via REST APIs

KEY BENEFITS

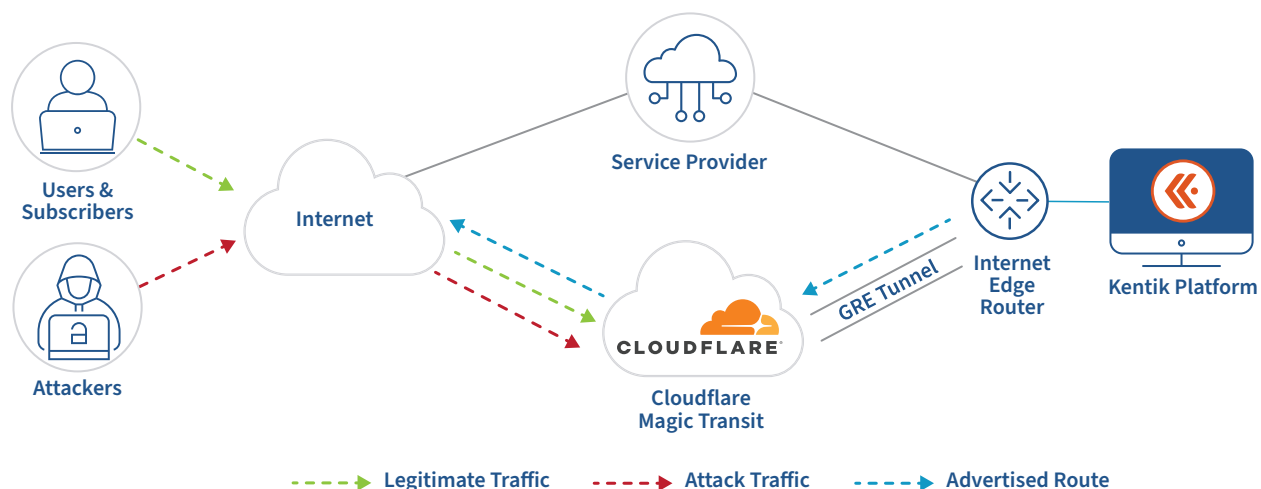
Increases operational agility with a completely cloud-native solution

Eliminates false positives and negatives

Provides a single platform for network traffic intelligence, attack detection, mitigation, and investigation

Protects against DDoS attacks with built-in performance benefits

Reduces Total Cost of Ownership (TCO)



By combining best-in-class monitoring technology with best-in-class cloud mitigation, Kentik and Cloudflare put you in control of your DDoS protection strategy. For more information, please see www.kentik.com and www.cloudflare.com.

ABOUT KENTIK

For businesses running dynamic and complex networks that exceed efficient human operational scale, Kentik® is the provider of the only AIOps platform specifically designed for network professionals. Kentik uniquely unifies diverse data streams across cloud and traditional infrastructure to produce instant insights that accelerate network team efficiency, automate issue resolution, and create new business capabilities. Kentik is based in San Francisco. Learn more at kentik.com.

ABOUT CLOUDFLARE

Cloudflare, Inc. (www.cloudflare.com / [@cloudflare](https://twitter.com/cloudflare)) is on a mission to help build a better Internet. Cloudflare's platform protects and accelerates any Internet application online without adding hardware, installing software, or changing a line of code. Internet properties powered by Cloudflare have all web traffic routed through its intelligent global network, which gets smarter with every request. As a result, they see significant improvement in performance and a decrease in spam and other attacks. Cloudflare was named to Entrepreneur Magazine's Top Company Cultures 2018 list and ranked among the World's Most Innovative Companies by Fast Company in 2019. Headquartered in San Francisco, CA, Cloudflare has offices in Austin, TX, Champaign, IL, New York, NY, San Jose, CA, Seattle, WA, Washington, D.C., Lisbon, London, Munich, Beijing, Singapore, and Sydney.