CLOUD & IT SERVICES

Equinix enables cloud-based provider of DDoS solutions to expand global footprint

"Nexusguard is expanding its global reach with fast service provisioning, excellent performance, low cost and connections to most Tier 1 and Tier 2 carriers. Equinix was the ideal fit for us."

Chi Chi Chen, Chief Strategy Officer, Nexusguard

Overview/Executive Summary

Cyberattacks have become a fact of life for modern businesses. The most common is the Distributed Denial of Service (DDoS) variety, which is aimed at bringing down a service by overwhelming it with traffic from multiple sources.

The security service providers protecting companies from these attacks need a strong technology infrastructure that can support the traffic, location, and compliance requirements in the market.

With its experience and global footprint, Equinix is proving to be a leading choice. In fact, since 2008 it has been helping Nexusguard – a global DDoS player with a strong presence in the Asia Pacific region – to safeguard customers and realize its growth ambitions with speed and ease.

Business Challenge

When Nexusguard was founded in 2008, a significant cyberattack was considered to be when an enterprise was flooded with 1Gbps of malicious data. Today, attacks have exploded in both frequency and potency, and can hammer defenses with hundreds of Gbps of data in a single incident.

To meaningfully combat DDoS attacks, cloud-based providers must take a two-pronged approach. One tool is proximity: that is, being as close as possible to the origin of the attack. The other is to maintain sufficient carrier access and bandwidth to provide reliable service during an attack. By working with Equinix, Nexusguard can provide both capabilities to its customers.

Solution

With a proven, industry-leading uptime record of more than 99.9999%, each Equinix International Business Exchange™ (IBX®) data center is equipped with a fully Uninterruptible Power Supply (UPS), backup systems, and N+1 or greater redundancy.

This level of performance has enabled Nexusguard to securely and efficiently set up Points-of-Presence (PoPs), which the organization refers to as "scrubbing centers," in critical locations across the globe. The first two locations, in Hong Kong and San Jose, California, were soon joined by others, and today there are eight Nexusguard scrubbing centers across US, Europe and Asia, four of which are located in Equinix data centers.

Customer Profile

A cloud-based pioneer in DDoS protection, Nexusguard's customers include governments, multinational corporations, financial services organizations, including ecommerce players such as retail sites and payment gateways. In other words, any organization that depends on the Internet for any part of its operations can benefit with Nexusguard services.

Headquarters

San Francisco, CA
nexusguard.com

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Connectivity to multiple carriers is an important evaluation criterion for Nexusguard, and its IBX-based scrubbing centers currently have access to multiple Top-Tier global networks, including Level-3, GTT, NTT, Cogent and Teliasonera. However, volume alone is not the most critical factor. Quality is also a vital component.

"There are many carriers in the market, yet only a few are capable of supporting our business model, which calls for very high traffic volumes and low latency and packet-loss rates. Equinix delivers carrier density as well as connections to Tier 1 and Tier 2 telecommunications providers." said Chi Chi Chen, Chief Strategy Officer for Nexusguard

Many of Nexusguard's customers are in highly-regulated industries – such as banks, insurance companies as well as governments – compliance with regulatory standards, such as the Payment Card Industry Data Security Standard (PCI DSS) and ISO/IEC 27001 are "must haves."

"Industry compliance is yet another area where Equinix excels. Our services are required to comply with many regulatory standards, and Equinix checks all the boxes within their facilities," said Chen.

Enabling Business Growth

Nexusguard's business has grown across the board – in footprint, headcount and, most importantly, customers. Already strong in North Asia and America, it is now expanding into ASEAN and Latin America.

A major factor for the US market is connectivity. As a key point for all of the carriers in the US, Equinix provides the quality and reliability that Nexusguard and its customers depend on to protect their online presence. "Equinix has played a key role in enabling Nexusguard to hit the ground running in the US market, and achieve some incredible results," Chen said.

Nexusguard has also been impressed with what it describes as Equinix's extraordinary customer management skills.

"Feedback from the engineers in our infrastructure team, which works with Equinix around the world to set up and manage our points-of-presence (POP), has been excellent. Response times to any service request are very fast and the quality of the service delivered is extremely high. The result is that we can rely on Equinix to help us to roll out in a market very quickly, and provide the superior service our customers expect," said Chen.

Nexusguard is committed to leveraging the Equinix Cloud Exchange (ECX) as its backbone infrastructure. "We definitely see value in Equinix Cloud Exchange. It is a great way for Nexusguard to connect to other peers around the Internet and we see a lot of synergy there," said Chen.

Cloud providers already connected to ECX can partner with Nexusguard to deliver a complete cloud-hosted solution to businesses. In addition, businesses hosted in Equinix that are also using the Equinix Cloud Exchange, can find a solution from other ecosystem members.

"There is plenty of complementary potential in the Equinix and Nexusguard business models. As the number of members of the Equinix Cloud Exchange grows, the opportunity for Nexusguard will also grow. Frankly, I haven't seen other vendors offering anything similar to ECX. It's unique," Chen said.