

Protecting Commercial Data Centers And **Their Customers**

Data center and colocation providers battle the rising DDoS threat

The data center business is surging...

+17%

Total Inventory across top markets grew by 17% in 2021 650%

Workloads grew 650% from 2010 to 2019

-1.6% Vacancy Rates are falling in prin are falling in primary markets-down to 1.6% in Silicon Valley

\$58B

Total Industry Revenue projected to reach \$58.28 billion in 2025

... but so are DDoS attacks

2.6x Tracked **DDoS Weapons** have increased 2.6x in two years

3.45 **TeraBits Per Second**

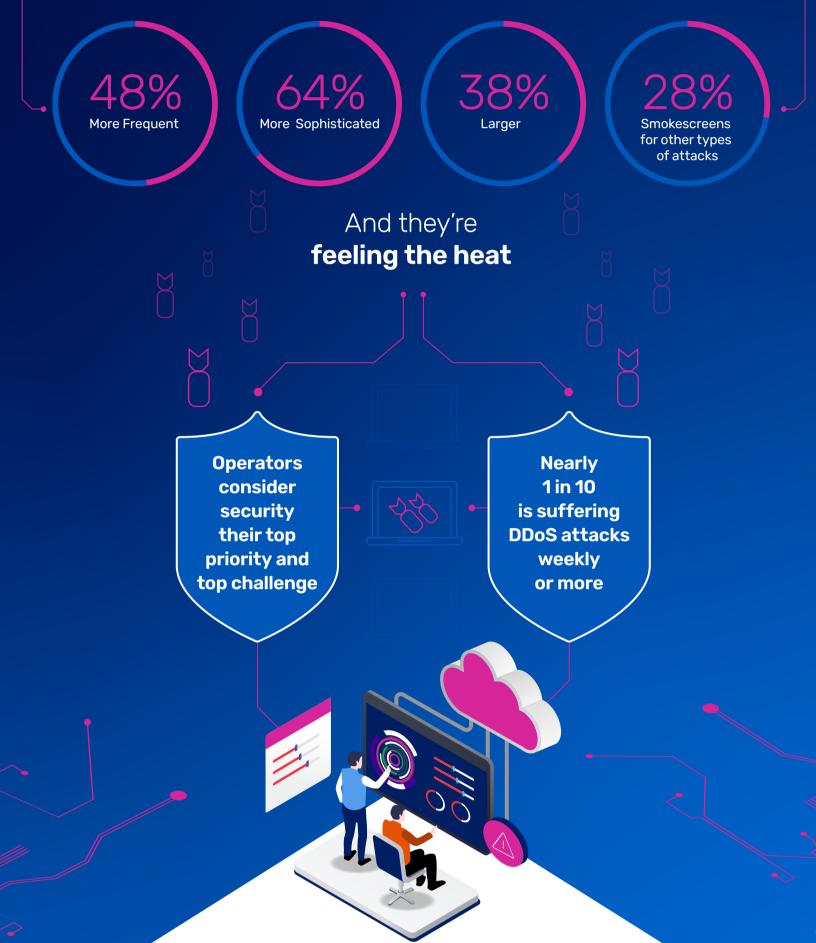
DDoS Attack on Microsoft Azure. November 2021



Seconds

A single compromised server can spearhead an attack.

Commercial data center operators report seeing DDoS attacks that are:



Downtime costs are rising \$1 million+ per incident for 1 in 4 operators

And they're not even the top concern operators cite about DDoS attacks



Business Loss Customer Attrition





Service Levels



Brand and **Reputation Damage**

Operators are counting on DDoS protection vendors to protect their business



- Fast detection and mitigation
- Traffic benchmarking and anomaly detection
- Packet-level filtering
- Threat intelligence
- Upstream scrubbing

But their solutions aren't getting the job done





24% Can't scale

38% Planning to reevaluate their solutionin the coming year





And fewer than 2 in 5 offer their customers any DDoS protection at all

Basic DDoS Protection offered at no charge

26% **Enhanced DDoS Protection** offered for a fee

No DDoS Protection currently offered

Take Action Against the **Rising DDoS Threat**

Learn more-including one provider's success protecting both its own environment and its customers—in the A10 Networks-Gatepoint Research survey report, "DDoS Protection Trends among Data Center and Colocation Providers."

Download the Report



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