

## Strengthened security and streamlined operations for a leading provider of engagement and monetization solutions for digital publishers

### About the Client

Headquartered in the USA, the client is a technology company that helps publishers maximize engagement and monetization

Engages with over 2 billion online visitors from all walks of life

Drives engagement with tools and widgets such as content polls, quizzes, commenting platforms, trivia, and more

### Business Needs | Minimize service disruptions

The client wanted Cybage's expert team to address its cybersecurity challenges and minimize the increasing DDoS and bot attacks targeting the organization's web infrastructure

Leverage the team's expertise to minimize service disruptions for the client and ensure maximum uptime of the website during critical business hours

Provide the client with robust infrastructure to ensure the protection of sensitive customer information

Handle high traffic volumes for the client during peak times, ensuring scalable security throughout

Ensure the applied security measures don't impact the experience of legitimate users

### Solutions | Fortifying security with WAF



Cybage's team started by evaluating the existing infrastructure and threat landscape

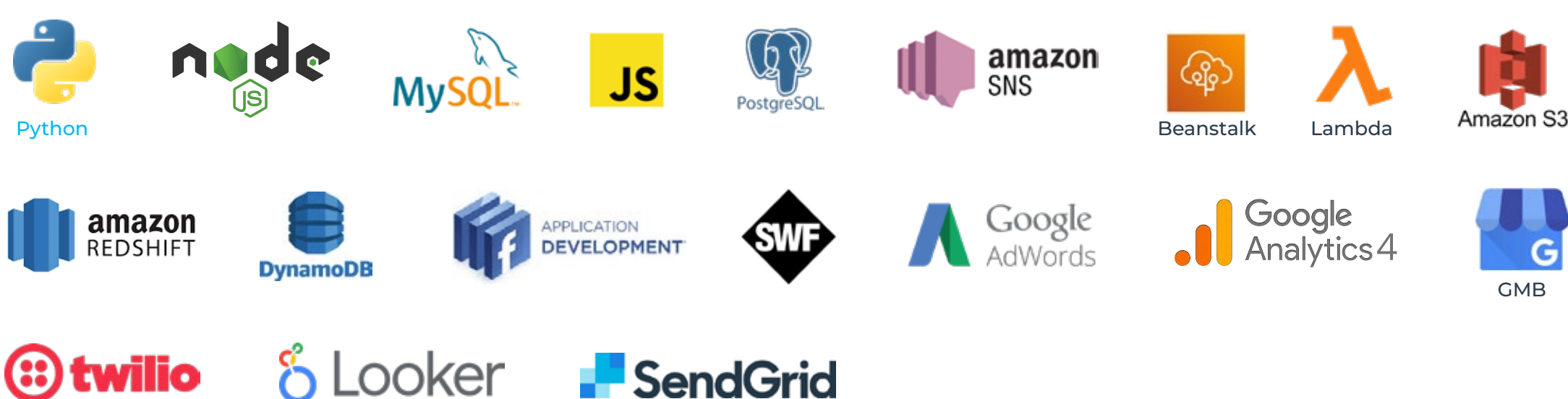
Subsequently, the team implemented an ALB for WAF integration

For the WAF rule implementation, the team deployed custom rules to block malicious traffic (e.g., DDoS, XSS, SQLi)

Carried out real-time traffic tracking and log evaluation to drive system optimization

Followed the efforts by continuously improving and fine-tuning WAF rules to minimize false positives and improve accuracy

### Technology Stack



### Business Impact | Enhanced security and operational efficiency

As a result of Cybage's solutions, **DDoS and bot attacks on the client's website reduced drastically**

The team **ensured maximum uptime** for the client's website, even during high-traffic periods

Cybage's team prioritized customer trust and implemented robust security protocols that **improved customer trust and minimized legal exposure**, ultimately resulting in **significant cost savings**

Cybage's team utilized its automation expertise to **minimize security risks** and **ensure better utilization of time and resources, driving operational efficiency**

## Cybage Media & Advertising Services



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**Delivering robust security and uninterrupted uptime with tailored expertise**

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