

DDoS ATTACKS ARE SURGING

It's time to rethink protection



The new cyber arms race

As the number, frequency, and sophistication of DDoS attacks increase, companies must re-evaluate their existing approach to IT security. The changing attack landscape demands a **modernized strategy**.

Attack frequency is on the rise

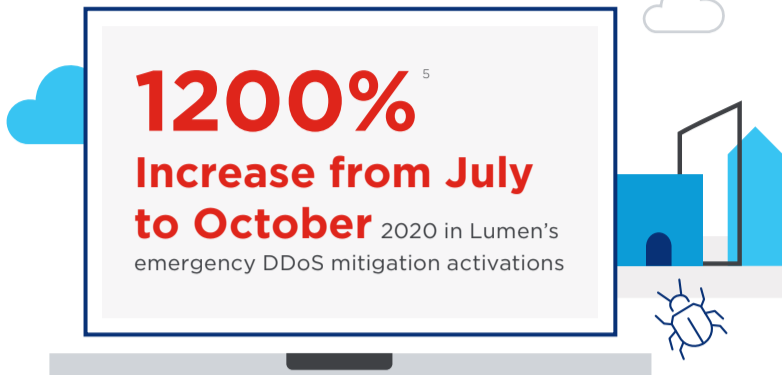
Once limited to holidays and focused primarily on industries like retail and gaming, DDoS attacks have since evolved into full-blown cyber campaigns. Every industry is now vulnerable year-round. Patterns are changing — **fast**.



DDoS attacks made up **24%**² of all external attacks on enterprises (2019)



25%⁴ Increase in DDoS attacks during the pandemic



~140

Lumen's daily volume of **DDoS mitigations** (16% increase since 2019)

929k⁴ DDoS attacks from April to May, a historic record

Severity of impact is greater than ever

DDoS attacks are more sophisticated and severe than ever. Criminal organizations and cyber criminals are launching complex extortion campaigns that often demand hundreds of thousands of dollars in ransoms.

\$20k – \$340k⁵

Range of **monetary asks** observed by the FBI

2.3 Tbps¹

Size of a single attack in 2020, the largest ever recorded

And when you begin to factor in the costs of downtime, DDoS attacks now easily produce **millions of dollars** in damages.

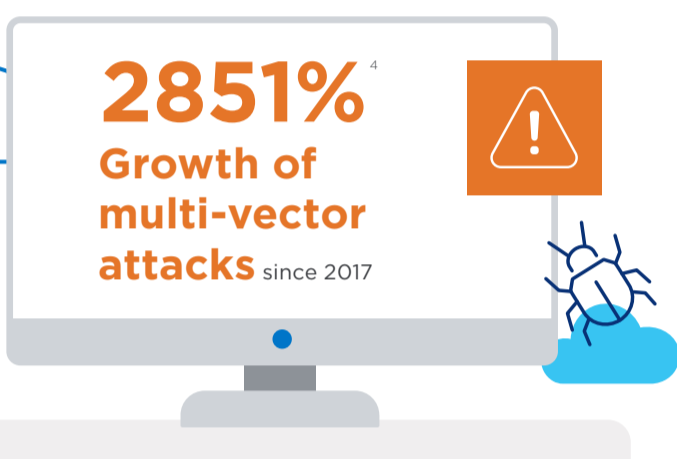
Cost of one hour of downtime:



\$100k⁷ for small businesses (<500 employees)



\$5M⁷ for large enterprises



How can you begin protecting yourself?

Don't panic. Plan.

Identify security gaps and opportunities for reducing risk, then start to establish governance and compliance programs. Some important questions to ask include:



Does your risk management program consider DDoS attacks?



Can you quantify the business impact of a DDoS attack?



Are you proactively reviewing mitigated attacks?



Do any changes to your IT environment require new protective measures?

How Lumen helps you stand up to DDoS attacks

Despite the steady rise of DDoS attacks, our comprehensive solutions provide continuous protection.

Mitigation by the numbers:



222%⁶ Three-year increase in ROI for customers using Lumen DDoS Mitigation solution



75%⁶ Lumen customers reduced response and mitigation times for DDoS attacks by over 75%



~63 C2s we remove from our network each month



~140 Average daily attacks mitigated (~43,800 each year)

Lumen helps you meet the challenges of the next generation of DDoS attacks by providing a variety of **volumetric carrier-based solutions, premises solutions, and solutions that live on the edge** — all working in concert to stop threats at every level.

Mitigation by the numbers:

15 Global scrubbing centers

120+ Tbps⁸ Global network capacity

9k+⁸ Unique autonomous system (AS) interconnects

85+ Tbps FlowSpec defense capacity

Lumen is your powerful defense

Digital threats aren't going away. As the 4th Industrial Revolution continues to drive innovation and accelerate business, attackers will continue to evolve their tactics to exploit your vulnerabilities. At every level, we remain focused on helping you take advantage of technological advancements — from the edge to the cloud — so you can protect the data and systems you rely on.

Turn up Lumen® DDoS Hyper in minutes through our digital buying experience. Learn more about advanced features like always-on service and integration with your Lumen internet connection on our [DDoS Mitigation and Application Security page](#), or by talking to your Lumen representative.



Sources

- Ars Technica, AWS said it mitigated a 2.3 Tbps DDoS attack, the largest ever, June 17, 2020.
- Forrester, The Total Economic Impact™ Of Lumen DDoS Mitigation Service, June 2020.
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- Netscout, Threat Intelligence Report: Cybercrime: Exploiting a Pandemic, 1H 2020.
- FBI, Flash Alert FLASH-MU-000132-DD, Aug. 28, 2020.
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- ITIC, Hourly Cost of Downtime Survey, June 2019.
- Telegeography, Global Internet Geography Executive Summary, 2020.