

# Securing Success

How Micro Center boosted cyber defense with smart solutions

## Micro Center

[microcenter.com](https://microcenter.com)

- Founded in 1979 in Columbus, Ohio
- Leading supplier of information technology, communications, and electronic devices
- 28 stores across major markets nationwide



### Challenges

- Needed to protect critical applications from DDoS attacks during peak times
- Previous security solution lacked real-time threat mitigation
- Reduced latency to enhance customer satisfaction for in-store pickup, which accounts for 20% of revenue

### Solutions

- [DDoS/ThreatX Bot Mitigation](#) to protect against cyberattacks
- [MPLS services](#) to enhance network efficiency and reliability
- [DIA services](#) to provide reliable, high-speed internet connectivity
- [Voice Complete®](#) to improve voice communication capabilities
- Continuous, adaptive [API security](#)

### Results

- Achieved a 97% reduction in attacks and blocked over 39 million malicious requests
- Enhanced security compliance and improved customer service, all while maintaining operations

**MICRO CENTER**

**97%**

Decrease in attacks

**39M+**

Blocked malicious requests

**30%**

Improved network performance

**LUMEN®**

## Challenge

### Keeping it personal in a digital world

Micro Center has long been a haven for tech enthusiasts, where personalized service and knowledgeable staff ensure every customer leaves delighted with the latest technology. They aim to connect their physical stores with the growing demand for online shopping, ensuring that customers receive the same level of service and expertise, whether in-store or online.

As their digital presence grew, so did cyber threats. The primary challenge was the increasing frequency and sophistication of cyberattacks targeting their digital infrastructure. With about 30% of their web traffic coming from malicious bots, they needed robust solutions to protect their digital assets and customer data.

“While we already have extensive security measures in place, attackers are quickly developing new tactics,” noted Brian Kemmerly, Senior Director of IT at Micro Center. It became clear that their existing security measures were no longer enough to combat the evolving threat landscape.

## Solution

### Smart security strategies in action

To address these concerns, Micro Center turned to Lumen for their cybersecurity expertise. With Lumen® DDoS and ThreatX Bot Mitigation services, Micro Center gained the tools needed to fend off cyberattacks and keep their online operations running smoothly. “By partnering with Lumen and ThreatX, we were able to deploy immediate protection against unforeseen, unique attacks without disruption,” said Brian Kemmerly.

This collaboration allowed Micro Center to focus on providing an exceptional customer experience, while Lumen advanced security solutions provided continuous protection against evolving threats.

Gene Fay, CEO of ThreatX, emphasized the partnership’s success: “Our partnership with Lumen has exceeded expectations, integrating modern fundamentals into application security and driving a transformative approach to API security. By enabling real-time threat mitigation, we empower businesses to stay ahead of emerging threats and provide continuous, adaptive security.”

“By partnering with Lumen and ThreatX, Micro Center protected our critical applications from DDoS attacks without impacting revenue or customers.”

— Brian Kemmerly  
Senior Director of IT, Micro Center

## Results and Future Plans

### Best of both worlds

Micro Center transformed their digital defense strategy with Lumen security solutions. During a proof-of-concept to mitigate bot traffic, a sudden cyberattack threatened their operations. Lumen quickly blocked millions of malicious requests, keeping Micro Center’s online services running smoothly. This successful defense saved Micro Center thousands of dollars and prevented disruptions, safeguarding their revenue and critical applications during peak times.

The collaboration proved revolutionary. “Our partnership with Lumen and ThreatX has gone beyond day-to-day business; they are a critical extension of our security mitigation team,” Brian remarked. This enhanced security allowed Micro Center to open new stores and expand their services nationwide, confident in their digital protection. With secure digital assets, Micro Center offers an effortless shopping experience, combining in-store interaction with online convenience.

### Lumen Solution Set

- [DDoS Mitigation | Web Application Security](#)
- [MPLS IP VPN](#)
- [Dedicated Internet Access](#)
- [Voice Complete®](#)
- [Adaptive Network Security](#)

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