



## SOVA Announces Top DDoS Attack Solution for Enterprises



*Telecom Master Agent SOVA just announced it is offering a top DDoS attack solution for enterprises.*

Plains, Pa. January 17, 2017 SOVA, a leading seller of Verizon telecom solutions, just announced it is offering a cutting-edge distributed denial of service (DDoS) mitigation solution – Verizon DDoS Shield – to help businesses protect against these crippling attacks.

DDoS attacks are real and the threat is escalating in volume and complexity. In fact, newsworthy attacks are occurring almost every week. According to leading DDoS resource [ddosattacks.net](http://ddosattacks.net):

- At least five major Russian banks came under continuous DDoS attack for two days. The attack involved at least 24,000 computers in 30 countries.
- Twitter, Spotify and Amazon suffered service interruptions and outages simultaneously over several hours during a DDoS attack.
- The computer systems of two Boston hospitals were simultaneously crippled by a DDoS attack.

SOVA President and CEO Gene Esopi explained, “No one is immune to this. That’s the reality of putting your business online today. DDoS attacks are becoming more and more common. If Twitter is vulnerable, anybody is vulnerable.”

In a DDoS attack, the perpetrator infects a random army of as many as 100s of 1,000s of poorly protected computers with malware designed to target a specific network(s). This makes it impossible to prevent or stop the attack by blocking a single IP address. It is also nearly impossible to distinguish legitimate traffic from DDoS traffic. This incoming traffic overwhelms the network and either shuts it down or severely compromises it.

Verizon’s DDoS Shield detects and identifies attacks and helps prevent them from taking down the targeted site. It is a high-capacity DDoS protection service that quickly reroutes malicious traffic to help keep IT resources readily available.

The hybrid, always-on method combines a cloud-based mitigation service with a dedicated, locally deployed, fully managed MSS appliance to detect and allay initial attacks. This allows Verizon to easily move traffic from the MSS appliance to the cloud-based service if an attack is large or complex.

Organizations that tend to get hit the hardest by an attack are: financial services, health and pharmaceuticals, and the public sector. In addition to the lifetime value of lost customers, costs of a DDoS attack can include:

- Direct revenue loss—organizations that depend on the site for revenue experience the deepest pain.
- Loss of employee productivity.
- IT costs for investigation and response.

“Verizon DDoS Shield is one of the most exciting tools that SOVA offers its agents,” Esopi said. “One of the reasons it is so effective is that Verizon has enormous DDoS reservoir services—they have significant capacity for filtering DDoS attacks.”

As a valued Verizon Program member since 1994, SOVA has earned Platinum level status; agents benefit from select privileges that many telecom solution providers cannot offer. SOVA has customized programs for telecom agents, VARs, MSPs, and telesales organizations and provides customer solutions in every product category including voice and data, network, Cloud, mobility, machine-to-machine, managed internet, VoIP, and global services. SOVA’s award-winning agent program features no quotas, no minimums, no commitments; dedicated pre-sales and post-sales specialists; simplified quoting and ordering; and a state-of-the-art agent portal. SOVA is headquartered in Plains, Pa., with additional locations in Pittston, Pa.; Boston; Denver; and West Palm Beach, Fla. To learn more about SOVA’s top tier agent program, fill out the request form at <http://sova.com/contact-us> or call Angela Welby at 570-824-6800 Ext 111. To learn more about SOVA visit <http://www.sova.com> or call 570-824-6800.