



**“IT’S SMART TO BE PROACTIVE:
OUR ONLINE REVENUES ARE EVERYTHING.
NEUSTAR DELIVERS THE PROTECTION WE NEED.”**



**NEUSTAR MANAGED DNS AND
DDOS PROTECTION DEFEND:**

3X ANNUAL SALES GROWTH

All of it online

**2ND FASTEST-GROWING ONLINE
RETAILER**

In Internet Retailer’s Top 500 Guide

**CYBER MONDAY TRANSACTIONS
IN THE HIGH SIX FIGURES**

AWESOME BRAND BUZZ

Martha Stewart mentions them on TV,
Kim Kardashian tweets about their deals

**THIS CLIENT RATES THEIR
SERVICE:**

On a scale of 1 to 5, with 5 being the
highest...

5 - OVERALL SATISFACTION

5 - EFFECTIVENESS OF SERVICE

5 - EASE OF USE

5 - SUPPORT AND CUSTOMER SERVICE

“Our business is growing by leaps and bounds,” says Keith Bussey, CTO for nomorerack.com, the online retailer famous for its flash sales with deep discounts on clothing, jewelry, electronics and more.

“Our online revenues and brand image are well worth protecting.”

**“AN OUTAGE ON A PEAK SALES DAY WOULD BE EXTREMELY
COSTLY.”**

“I’d used Neustar managed DNS in a previous job, so we switched to Neustar here to ensure a fast, reliable experience. For extra protection, we added Neustar SiteProtect to be ready for DDoS attacks should they ever happen.”

“We haven’t been DDoS-attacked, but it’s smart to be proactive,” says Keith. “Plenty of retailers have been hit - so why not be ready? It’s good to have a solution in place already.”

In the event of an attack, Keith’s team would get early alerts via Neustar monitoring and detection. Neustar would instantly launch mitigation with DNS redirection, sending nomorerack.com’s traffic through Neustar’s SiteProtect cloud, filtering out malicious traffic while clean traffic proceeds as normal.

“NEUSTAR’S SERVICE IS GREAT—WE SET IT AND FORGET IT.”

“I read recently that the DNS platform we used to use has since failed for another business,” says Keith. “It was only for 15 minutes, but for us that would have been painful. Since switching to Neustar, we’ve had one hundred percent uptime. Our business counts on it and Neustar has delivered.”