



Datatrend and RioRey Partner to Create the Most Powerful DDoS Protection Platform in the World

Leading technology stops DDoS attacks before they hit

New protection system leverages the power and efficiency of IBM's award winning BladeCenter platform allowing customers to focus proactively on reporting what attacks have occurred on the network and how they were properly defended instead of spending hours analyzing network data to identify a proper defense.

Smarter protection for secure infrastructure

Datatrend Technologies optimizes IT environments; putting their best-in-class data center consulting; server and storage solutions; and network infrastructure services to work for customers from a wide range of industries, including banking and financial services, health care, life sciences, manufacturing, retail, and travel and hospitality.

Recently Datatrend dedicated a practice to partnering with application solution provider, RioRey, successfully delivering an innovative bundled solution that today is the most powerful protection Distributed Denial



of Service (DDoS) platform in the world. This appliance-like bundle of software-hardware encompasses a family of smart, dedicated DDoS protection systems for safeguarding private and public Internet-connected infrastructure from distributed denial of service attacks, a leading threat to Internet and Cloud security. Now, instead of spending hours analyzing network data to identify a proper DDoS defense, customers can focus proactively on reporting what attacks have occurred on the network and how they were properly defended.

"DDoS attacks have been around for a number of years and have become the greatest online risk of a catastrophic outage that companies can face", says Dan Vertrees, Executive Vice President of Sales for RioRey. "Organizations can no longer rely solely on

traditional security measures such as firewalls and intruder detection systems. They have to plan specifically for DDoS attacks with a solution that responds automatically, and without

RIOREY
 THE DDoS SPECIALIST®

"The RioRey RG Series on IBM BladeCenter provides smarter protection for secure infrastructure and Clouds, thereby providing a connected, safer, Smarter Planet, "

Charlie Cox,
 President of Technology Infrastructure
 Solutions, Datatrend Technologies

consuming massive amounts of manpower or triggering a round-the-clock emergency.”

“RioRey already had a successful product that used their powerful algorithms to monitor threats for small businesses and smaller hosting facilities. Their customers, however, needed a much higher capacity product that could be used in larger facilities,” according to Phil Turner, Director of Business Development for Datatrend Technologies.

After reviewing solution recommendations from both HP and IBM, Datatrend, leveraging IBM technology, was the only solution provider able to architect a system that would achieve RioRey’s performance expectations. “Within a week of testing this system, RioRey had the capacity they needed,” Turner says. “This is by far the fastest product on the market. It is simple, fast, economical and completely automated.”

“This solution sits outside the

hosting environment and monitors for attack patterns. When attacks are detected, the system filters off the attack traffic but continues to let the good traffic through so the business can continue to function,” Turner explains.

The RG Series Solution

The new RG Series from RioRey combines RioRey software innovation and algorithmic expertise with the award-winning IBM BladeCenter platform to create the most powerful DDoS Protection platform in the world.

The RG10 is capable of intelligently and automatically protecting 10GB of bandwidth and processing 14.2 million packets per second, while the RG20 can protect up to 20GB of bandwidth at 28.4 million packets per second. Both use state-of-the-art instrumentation and multiple threat analysis algorithms.

IBM’s industry-leading blade architecture provides unparalleled

performance and multiple layers of redundancy for the power and cooling, as well as the control and filter modules -- giving the RG a 99.999% system availability rating. The RG can be installed in an off-ramp scrubbing center or in-line to protect the network against all major classes of DDoS attacks.

Datatrend and RioRey leveraged the IBM Industry Solution Integrator/Reseller program (an embedded systems partnering model) to develop this turnkey security appliance. Datatrend was the first IBM Industry Solution Integrator and works closely with the IBM team to further this innovative partnership, beginning



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Charlie Cox, President of Technology Infrastructure Solutions, Datatrend Technologies



with the initial enablement -- convincing RioRey to test, validate and deploy their solution on the IBM platform, where previously they had primarily deployed their solution on HP.

Datatrend also helped RioRey roll out this solution to the marketplace, with a primary focus on industries such as telecommunications, retail, hosting companies, financial services, and government agencies.

The RG Series protection appliance addresses several customer concerns:

1. Protection from the growing frequency and complexity of denial of service cyber attacks and the widest variety of strategies while maintaining production traffic.
2. Rapid intervention and restoration of production operation even under attack.
3. Cost effective performance to

- allow 100% traffic protection at an affordable price.
4. Full automation of protection and management integration to minimize cost .
5. Energy efficiency and rugged design optimized for the communications environment.
6. Open platform design allowing for integration with existing systems to ease adoption and deployment.
7. A turnkey solution that speeds deployment, increases customer confidence and provides the level of security and reliability that is required for today's network traffic .

IBM BladeCenter provides the foundation for innovative protection strategy

Running powerful security software in an environment where threats are constantly changing requires a robust and intelligent platform. The integrated RG solution runs on the IBM BladeCenter system that provides the performance and throughput to meet the needs of customers of all sizes, whether one location or many, anywhere in the world.

"The IBM BladeCenter platform can handle the algorithms for present day and future threats, without requiring a forklift

upgrade later on," says Charlie Cox, President of Technology Infrastructure Solutions, Datatrend Technologies.

"IBM BladeCenter comprises fully integrated blade servers, storage and networking to help reduce management complexity and increase performance and energy efficiency while significantly reducing costs. IBM BladeCenter servers also offer modular scalability with excellent power efficiencies, pioneering cooling technologies and superior I/O performance and switches based on open technology."

The RG Series utilizes IBM's BladeCenter H & HT chassis, HS22 Blades, BNT 10GB Virtual Fabric Switching and Myri10G high speed network cards for IBM BladeCenter, exploiting the blade.org community and open fabric architecture. The RG is designed to protect Cloud, grid and other Internet-connected infrastructure from the ever growing and increasingly sophisticated denial of service attacks in a completely automated fashion with world record performance for keeping production on-line under the most severe attacks.

"The IBM platform is a rock-solid foundation upon which to

build product development and marketing strategies/activities,” Cox adds. Datatrend’s technical team and solution architects were able to provide RioRey with comprehensive design solutions, technical ingenuity, and counseling that positioned IBM BladeCenter and x86 solutions as the optimum choice to integrate and deploy their DDoS software over competitive hardware offerings.

RioRey, Datatrend, and IBM have also worked collectively on various go-to market programs and tactics. The IBM Solution Select team partners with Datatrend in a cohesive and integrated manner to deliver “Team IBM” benefits and solutions to RioRey and RioRey customers. This includes the production of an IBM Solution Brief along with additional co-marketing support.

This solution for RioRey was so successful and so unique that it has received the distinguished IBM Beacon Award Finalist designation.

A unique solution

The RioRey solution running on the IBM BladeCenter family of servers provides the performance, reliability, redundancy, and

scalability required for protecting valuable IT assets and critical Internet communications from DDoS network attacks, according to Vertrees. Instead of spending hours analyzing network data to come up with a proper DDoS defense, customers can now focus on reporting what attacks have occurred on the network and how they were properly defended.

The RG Series DDoS Protection Appliance solution is unique in the industry in that:

- The RG Series sets world record DDoS performance of up to 28.4 million packets per second while providing full, multi-algorithm threat protection – radically ahead of any competitors.
- The RG Series covers and protects from all known attack strategies, and RioRey provides rapid response adaptation to expand to new threats.
- The RG Series sets a new level of protection and price/performance by protecting from the widest range of threats with the greatest performance providing leadership price per GB or price per packet protection.
- The RG Series is a self-contained appliance that

does not require a host of supporting infrastructure to secure datacenter traffic from DDoS threats.

- The RG Series appliance sits outside the organization’s firewall – filtering ALL traffic and threats before they ever reach the firewall.
- This solution exploits RioRey’s algorithmic innovations with the proven, long-duration, robust architecture unique to IBM BladeCenter, all brought together and integrated by Datatrend Technologies’ unparalleled skills.

“The RioRey RG solution brings together the innovative capability of RioRey, the power and performance of IBM BladeCenter, and Datatrend expertise in system integration to deliver next-generation DDoS protection for a broad spectrum of customers,” says Alex Yost, Vice President and Business Line Executive, IBM System x and BladeCenter.

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