

Keeping the Lights on Ensuring Service Availability with Confidence



The Oh Sh*t Scenario

Picture this: You're right in the middle of a peak operation hour, everything's running smoothly, and then bam! Your network hits a wall.



This isn't just a minor glitch; it's a sophisticated network resource exhaustion—subtly undermining your workflow, customer confidence, and yes, your financial results as well.



Whether you're keeping websites up, ensuring smooth internet connectivity, or safeguarding corporate networks, this scenario is getting all too familiar.

Let's be honest, it's a headache no one needs, highlighting the ever-growing importance of bulletproof network defenses.

Feeling the Pinch

Downtime isn't just a technical inconvenience. It's a direct hit to your bottom line and brand. When services falter, even briefly, the immediate effects can be startling, and then bam! Your network hits a wall.



\$16,000/min

LARGE ENTERPRISE

Managing and minimizing downtime a crucial strategic priority for businesses.

In 2019, Facebook had a 14-hour downtime costing them nearly \$90 million.*



\$300,000/hr

COST OF DOWNTIME

Companies with frequent downtime have 16x higher costs than those who don't**

[Find Your Solution](#)



341%

ATTACK INCREASE

Specific impact varies widely among industries.

Since the start of the pandemic DDoS attacks alone have cost businesses around \$30K/hr***

*<https://www.pingdom.com/outages/average-cost-of-downtime-per-industry/>

**<https://trilio.io/resources/cost-of-downtime/>

***<https://www.zayo.com/resources/network-outage-downtime-can-impact-business/>

The repercussions of downtime extend well beyond the immediate financial losses.

They also include longer-term impacts on productivity, customer trust, and brand reputation. This makes managing and minimizing downtime a crucial strategic priority for businesses, especially in an era where digital presence and operations are critical to success.

Let's Unpack the **Fallout**

Consequences of downtime extend beyond immediate financial losses. This affects every aspect of a business from revenue and brand reputation to operational efficiency and legal standing.



Loss of revenue:

The most direct impact of downtime is undoubtedly revenue loss. When online services falter or e-commerce transactions are interrupted, the cost isn't just theoretical. Research highlights staggering figures, with businesses bleeding anywhere from thousands to hundreds of thousands of dollars for each hour of downtime.



Damage to brand reputation:

Service interruptions can leave a lasting scar on your brand's reputation, shaking customer trust to its core. The perception of incompetence or negligence can lead to customer churn and a damaging ripple effect of negative publicity. Rebuilding trust and brand equity isn't just costly; it's a painstaking journey that can divert focus and resources away from growth initiatives.



Operational disruption:

The chaos unleashed by network disruptions isn't confined to your online presence. Critical operations—from communication systems to supply chain management—can grind to a halt. The diversion of IT resources to manage these emergencies translates into increased operational costs, reduced efficiency across the board, and potential penalties from missed deadlines or contractual breaches.



Legal and compliance risks:

In the event of a DDoS attack leading to downtime, the inability to access critical data, such as health records or bank accounts, can have serious legal and compliance consequences. Failure to maintain uninterrupted access can result in legal actions, substantial fines, and regulatory penalties, undermining trust and causing lasting harm to your financial health and market reputation.



Mitigation and recovery costs:

Consider the high costs and complexities of downtime recovery. While investing in cybersecurity might seem daunting, it's negligible compared to potential losses from being unprotected. By proactively safeguarding

This demands a comprehensive defense and resilience strategy to reduce the risk of an attack and recover from such incidents effectively.

The Path to **Uninterrupted Service**

Let's discuss a topic crucial yet often overlooked. Business continuity and service availability. Imagine having a guardian for your network, one that doesn't just react when problems arise but maintains a constant vigilance, ready to stop potential threats before they impact your operations.



This isn't just any defense solution; it's like having a hands-free, automatic sentinel standing guard. The beauty of this system is its simplicity and ease of integration. Picture onboarding a system that's as straightforward as flipping a switch, and just like that, you're not only protected but also positioned to extend this protection to your customers. This isn't merely a value-add service; it's a trust-building, brand-preserving, revenue-generating powerhouse.

Now, let's understand what it means to have a partner in network protection. We're not talking about a transactional relationship here but a true partnership. As your business evolves, so do the threats you face. What you need is a protector that scales with you, adapting to tomorrow's risks and threats without skipping a beat. It's about ensuring that as you grow, your defense capabilities grow with you, seamlessly handling whatever new challenges come your way.

And then there's the human element—the specialists. Imagine having a team of network protection experts on call, 24/7. No more getting lost in a maze of customer support or being passed around from one agent to another. Instead, you get direct access to specialists who know the ins and outs of your defense strategy, ready to jump into action at a moment's notice.

Service interruptions can spell disaster and having a robust network protection solution isn't just a technical necessity; it's a cornerstone of business resilience. This solution isn't just a part of defense; it's a growth enabler, a revenue generator, and a brand protector, all rolled into one. It's about not just surviving but thriving through digital challenges, with uninterrupted service as your unwavering promise to your customers. Let's make continuity and service availability more than just goals—let's make them your reality.

That's the kind of proactive protection we're advocating—a network defense solution that's not reactive, but preemptively protective.

A Whole New Era of **Service Availability**

You might be wondering, “What’s this transformative solution?” Introducing Corero SmartWall ONE™. This purpose-built DDoS protection solution is meticulously designed to ensure your network remains operational, offering unmatched visibility and sophisticated alerting systems.



See everything; miss nothing:

Our advanced data analytics provide a crystal-clear picture of network activity, making it super easy to spot and understand potential DDoS threats. You get all the details you need, minus the headache.



Proactive and quick response:

Our system is always vigilant, blocking both massive, headline-making DDoS attacks and the sneaky, smaller ones that other systems might miss.



Sorting the good from the bad, accurately and automatically:

We'll halt malicious traffic stemming from a DDoS attack in its tracks, stopping it cold before it has a chance to disrupt your operations. And the cherry on top? We do all this seamlessly, ensuring your services run without a hiccup.



Proactive defense:

Our solution incorporates a human-powered, AI-assisted intelligence feed that proactively identifies and defends against emerging threats before they launch their first attack. This preemptive approach ensures your network remains secure and operational, safeguarding against potential disruptions before they occur.



Cut costs, not corners:

Our automated defenses mean you spend less time and money dealing with network disruptions. SmartWall ONE keeps things running so smoothly, you'll wonder why you'd ever consider anything less



Redirect and grow:

With SmartWall ONE's defense, free your team to focus on business growth. Reallocate resources from security to innovation and strategic projects, enhancing your competitive stance.



Set it and forget it protection:

We handle network threats automatically, keeping everything connected and moving without you having to lift a finger.



On-prem or hybrid protection:

Enhance your cloud-only solution with our highly accurate, real-time, on-premises protection. Our hybrid protection is so seamless, you won't even know it's there.



Flexible to fit your needs:

No matter the deployment, SmartWall ONE molds to fit your setup. Physical, virtual, inline, or out of band—we've got you covered, ensuring threats are stopped before they can do any damage.



Amplify your profits and your services:

With SmartWall ONE, you can offer top-tier, real-time network protection as a service. Enhance your revenue streams while securing your customers' operations against disruptions, all without affecting their legitimate traffic.

When paired with the unparalleled support and intelligence of Corero SecureWatch security services and insights from our Threat Research Team, you get a formidable combination that sets a new standard in network protection.

Reclaim Peace of Mind with **Corero**

The stakes couldn't be higher. Downtime is far more than a minor setback; it represents a critical blow to your revenue, brand reputation, and operational efficiency. However, within these formidable challenges lies a beacon of hope—a solution designed not just to defend against the tempest of network attacks but to also transform these adversities into avenues for growth, trust enhancement, and increased revenue.



SmartWall ONE is the cornerstone of this approach

Offering more than just survival—it ensures your business thrives. This proactive, efficient protection seamlessly integrates with your existing setup, whether it's an on-prem or a hybrid model.



SmartWall ONE is equipped with real-time monitoring and predictive technology

Empowering it to identify and neutralize threats before they even reach your network. This advanced capability not only enhances your security but also simplifies your operational landscape by reducing the need for multiple tools.



With SmartWall ONE, you gain a comprehensive view of your network's health through a single, robust platform

Eliminating the complexity and cost associated with managing many security tools.



For your business, SmartWall ONE presents a unique opportunity to fortify your operations and expand your capabilities

Converting network defense into a compelling value proposition that enhances profitability and customer satisfaction. priority for businesses, especially in an era where digital presence and operations are critical to success.

[Speak with a Specialist](#)

Corero stands ready to support you in not just safeguarding your operations, but in redefining the standards of resilient service delivery.