



CASE STUDY



www.link11.com

International Food & Beverage Company Gets “One-Stop Shop” Web Security for Dozens of Sites

Strauss Group (www.strauss-group.com) is an international Food & Beverage company with multiple businesses and dozens of brands, operating in over 20 countries across five continents. With such a diversity of businesses, web security is an important consideration.

“We have e-commerce sites, sites for employees, sites for internal operations, sites for consumers, and others,” said Shay Penini, Strauss Group’s Digital and Cyber Project Manager. “There are sites with logins and some without, some that accept payments and some that don’t, some that process vouchers and gifts... everything you can think of.”

A few years ago, the company was reconsidering its security posture. Mr. Penini said, “We had some experience with [a large web security provider], but the solution was a black box. It’s a predefined WAF; you don’t know what’s it doing, and you cannot change anything. Then we tried [another large provider], but that didn’t meet all our needs either.

“We wanted a one-stop shop, where we make one call, and they do everything for us. Whether it’s an issue with the fire-wall, or the storage, or CDN, or DNS, or whatever. We wanted one provider who would do everything.”

“We compared Link11 to several leading solutions in terms of price, support, protection, and so on. And Link11 got the highest score, so that’s what we chose.”

Shay Penini,
Strauss Group’s Digital and Cyber Project Manager

Link11 is a comprehensive, all-in-one WAAP solution that includes WAF, DDoS protection, bot management, API security, and more. While the platform is available directly, it is also available through resellers, optionally packaged with other IT services. Strauss Group heard about Link11 through Expim (a reseller which provides tailor-made solutions and managed services such as Cloud Management, NOC, Information Security and Integration), and decided to evaluate it.

Mr. Penini explained, “We asked if they had a qualified solution that would suit our business. They said they had a solution called Link11 that is being used by another customer who is very happy with them. So we tested it.

Industry

Food and beverage

Challenges

- Protecting a wide variety of web properties for dozens of brands
- Operating in a dynamic environment with brand managers asking for frequent updates and placing high demands on internal IT staff
- Coordinating across multiple service providers and vendors when changes were needed
- Finding a “done-for-you” security provider that offers customization, visibility, and other needs, and could work in a consolidated environment.

Solution

Link11 was adopted as part of a “one-stop shop” package from cloud management provider Expim.

Results

Strauss Group now enjoys fully managed “done for them” web security.

Surprises after switching

Mr. Penini described what happened as Strauss Group began to adopt Link11. “When we enabled Link11, we found that people had been molesting many of our sites. There were frequent attacks on everything from the infrastructure to plugins, credentials, spoofing, whatever you can think of. Link11 blocked these attacks and reported them, and suddenly we could see all these events that had been happening that we hadn’t known about.”

Today, Link11 continues to provide good protection. “Those attacks still occur, but they don’t get through. We recently had one on a site that normally uses two or three servers, and it grew to 100 servers to absorb the attack. We didn’t experience any interruptions. Everything works as it should.

“In fact, our company bought [a well-known security solution] to use internally, and we were told to move to it. The CISO and myself said ‘No, we don’t want it.’

“Even though we can use that other one free of charge, we’re paying money and sticking with Link11.”

Strauss Group’s experience with Link11

Mr. Penini said that his most heavily-used feature of Link11 is its reporting. (The platform provides complete traffic visibility in real time, as well as full historical logs.) He said, “That’s the first thing I do when I open my laptop in the morning—I look at the Link11 dashboards. They say that a picture is worth a thousand words, and you can see a good picture of the traffic, challenges, blocked requests, and so on. Then I dive into the reporting and the logs, looking for irrational or weird things that need a closer look. Maybe I’ll see a country that we weren’t approached from before, or an IP or vendor that has a high amount of traffic and a high rate of being blocked. Or maybe we ran a PT test, but it was done incorrectly and not whitelisted, so it got stopped by Link11’s anti-bot mechanisms.

“That happens sometimes, when we are testing software but forget to whitelist it. Link11 does a very good job by blocking everything. We prefer that it does more than we ask it to, rather than less.”

Today, Link11 protects about 50 sites for Strauss Group. “And we’re adding more every month. We’re very satisfied with Link11.”

“We went through a thoughtful and very thorough process to decide which solution we want. Link11 got the highest score, and we are very satisfied with the solution and the support that we get. We look forward to a very successful future together.”

Shay Penini,
Strauss Group’s Digital and Cyber Project Manager



Link11 Web Application and API Protection (WAAP)

Core technologies include:

Next-Gen WAF/IPS, Multilayer DDoS Protection, Precise ACL, API Security, ATO Prevention, Scraping Prevention, Advanced Human Detection and Bot Management, Unified Management Console, and Real-Time Traffic Analysis.

Added value services include:

Mobile/Native Client SDK, Layer 7 Load Balancing, Global Secured CDN, and a complete DNS solution.

