

# Lumen Raises its DDoS Mitigation Game with Tiered Scrubbing Architecture and New On-Demand Option

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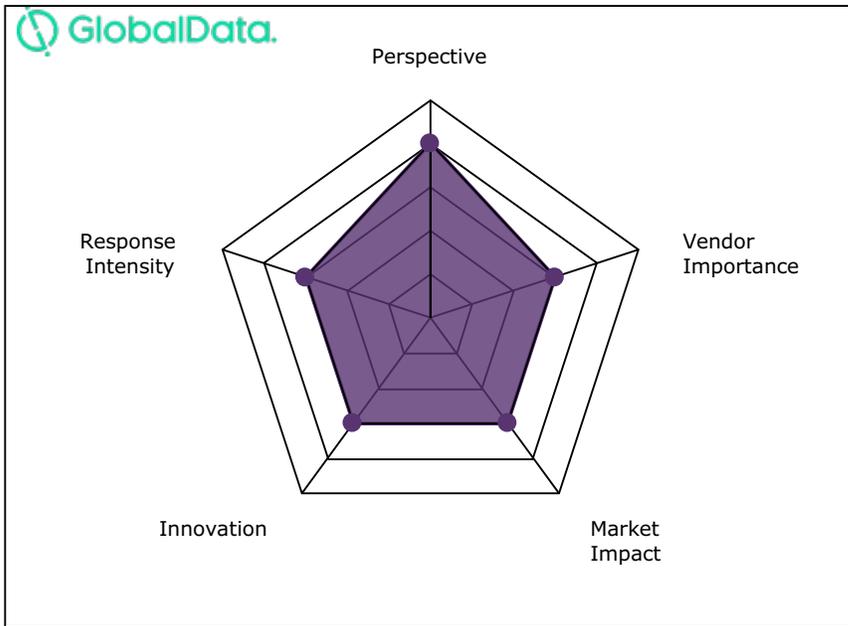
**INTELLIGENCE ALERT**

**REPORT SUMMARY**

Lumen is adding compelling new features to its DDoS mitigation services portfolio. Included among these is a multi-tiered scrubbing architecture and the integration of advanced threat detection.

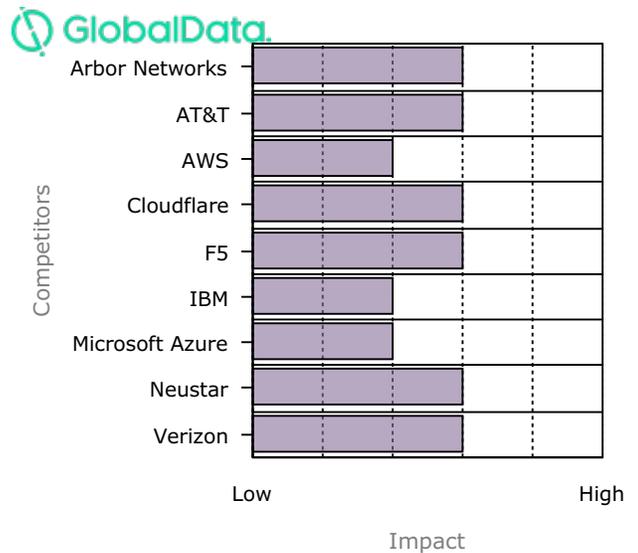
**QUICK TAKE**

**Event Rating**



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**Competitive Impact**



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**Competitive Positives**

- Adds a trio of new capabilities, reinforcing Lumen’s continued investment in cybersecurity as a point of differentiation
- DDoS 2.0 incorporates Rapid Threat Defense, a software-based automated detection and response service that identifies and deflects malicious traffic based in part on threat intelligence derived from Lumen’s Black Lotus Labs research team
- DDoS 2.0 also leverages a three-tiered scrubbing architecture which forwards the largest attacks to a scrubbing facility with the most capacity to ensure optimal application uptime
- Hyper DDoS, launched last week, allows mid-sized and small enterprise clients to order and provision mitigation services through an online portal

## Competitive Concerns

- While the additions to the DDoS mitigation service should appeal to clients, Lumen is competing in a crowded space with some rivals having greater brand awareness in security
- The Lumen name change may confuse some prospects who think Lumen is an entirely new company which could impede its marketing efforts

## EVENT SUMMARY

October 28, 2020 - Lumen Technologies is announcing significant upgrades to its DDoS Mitigation Service. These new features – which can now be activated on demand – help customers better protect their essential web-facing assets and applications, and reduce the risk of collateral damage during attacks.

## ANALYTICAL SUMMARY

### Perspective



- Positive on Lumen's addition of new features for its DDoS Mitigation service because the enhancements streamline the provisioning process and make the solution more effective and efficient in averting attacks. The Rapid Threat Defense technology, which is incorporated into its DDoS 2.0 mitigation service should improve the service's ability to identify new attack types. Lumen's scrubbing architecture will allow customers to access critical applications even when their infrastructure is under attack. And the introduction of DDoS Hyper with its self-service provisioning will make it simpler for mid-tier companies to be able to order and deploy DDoS mitigation Services for mid-sized businesses to order and deploy the service.

### Vendor Importance



- Moderate to Lumen, because cybersecurity is one of the areas the company is looking to distinguish itself. In the current threat environment, DDoS mitigation is particularly critical to customers but complexity is one of the barriers to entry for resource-constrained mid-sized firms. The on-demand provisioning option should appeal to these under-served businesses. The feature enhancements to its flagship DDoS 2.0 will improve the offer's effectiveness and help further distinguish Lumen's enterprise appeal.

### Market Impact



- Moderate on the DDoS mitigation services sector, because the enhancements to the Lumen solution extends the offer's appeal to the mid-market, potentially attracting new clients who may not have such a service in place. The new features should make Lumen more competitive in the space and also help strengthen its overall security position.

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