BOOSTING CLIENT RELATIONSHIPS

REDUCING RISK THROUGH WEB APPLICATION SECURITY

When bfw Advertising designers and developers create websites and applications, they offer ongoing support, maintenance and updates. "We're a unique agency in that we have in-house web talent which we believe is an important part of delivering top-notch service to our clients," says Bill Henkel, Senior Manager of Interactive Media. When managing a site for a client, bfw Advertising works with its long-time hosting and IT infrastructure provider, Rackspace.

Rackspace is known as the managed cloud specialist, bringing technical expertise and Fanatical Support® to the hundreds of thousands of business customers it works with. "By utilizing Rackspace, we get to focus on building great websites and applications, and they focus on the infrastructure needed to run those applications."

Rackspace itself has a broad product portfolio that allows its customers to run applications where they perform best—whether on the public cloud, private cloud, dedicated servers, or a combination of platforms. Recently, Rackspace approached bfw Advertising and suggested moving its infrastructure to the Rackspace Public Cloud®, both to take advantage of new functionality and to reduce costs, while still remaining in a fully managed environment.

Moving to the public cloud had an additional advantage—it gave bfw Advertising an opportunity to take a fresh look at security technology that could further protect its customers' websites and applications.

ABOUT

For more than 25 years, bfw Advertising has served clients around the world in industries ranging from aerospace to healthcare to travel & leisure. In addition to being a full service advertising agency, bfw Advertising also includes a strong interactive department that offers website design and development. In-house Microsoft certified web developers build websites, intranets, extranets, applications, and more for multiple clients.

SOLUTIONS

ALERT LOGIC® ENTERPRISE

WAF, Managed intrusion detection and vulnerability scanning network system, and application layer monitoring for cloud, on-premise or hybrid environments

REDUCING RISK BY SECURING WEB APPLICATIONS WITH ALERT LOGIC

One of the first technologies that Rackspace suggested bfw Advertising evaluate for protecting its customers' websites and applications in the public cloud was a Web Application Firewall (WAF). A WAF examines web traffic, looking for suspicious activity and filtering out bad traffic, based on rules set by the user or by the WAF itself, which learns normal website behavior over time and blocks abnormal behavior.

Rackspace suggested several WAFs designed to work within the Rackspace Public Cloud. Henkel quickly zeroed in on Alert Logic offerings that include a web application firewall. "We appreciated the technical expertise of the Alert Logic WAF and team, but an even bigger impact on our decision was that they really gave us the white glove treatment," said Henkel.

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> **- Bill Henkel, Senior Manager of Interactive Media**

Alert Logic delivers web application firewall capabilities much like Rackspace delivers IT infrastructure—fully managed. A challenge with traditional WAFs is tuning. An improperly tuned WAF block legitimate traffic, and because tuning a WAF requires a unique combination of knowledge about applications, security and the WAF itself, they are notoriously difficult to tune. Alert Logic's WAF comes with tuning included. Experts in the Alert Logic Security Operations Center (SOC) aggressively monitor and tune customer environments 24/7, so that customers get all the benefits of a WAF as well as a certified security expert to manage it for them.

After Alert Logic and Rackspace got web application firewall capabilities up-and-running for bfw Advertising, Henkel started working with the Alert Logic SOC team to add customers' websites into the learning engine." The Alert Logic Web application firewall needs to learn the unique attributes of each customer website that we manage, and the Alert Logic team is expertly guiding me through the process," said Henkel.

BENEFITS OF SECURE WEB APPLICATIONS

For bfw Advertising, the biggest benefit is peace of mind. He knows that his team is building security into the web projects they're delivering to clients, which means their clients' sites will be secure. At a more tactical level, he also recognizes that by working with reputable companies like Rackspace and Alert Logic and listing them on the proposals they deliver to potential clients, they're submitting stronger proposals and increasing their chance of increasing their business. More important to Henkel though is the benefit to their clients. "For many of the organizations that we build websites and applications for, the website is their business," said Henkel. "By delivering a secure product, we're reducing the risk that our clients will lose business in the event of a web attack."

For agencies delivering similar services as bfw Advertising, Henkel highly recommends Rackspace and Alert Logic. "While there are lots of places you can go to host your website or applications, few can compare with the superior reliability and amazing support from Rackspace." When looking for vendors to help in new situations like public cloud security, Henkel suggests looking for recommendations from other partners that you trust. And finally, he recommends looking for a vendor who's truly interested in your business. "There's a difference between being interested in your business to make a buck versus being interested in your business to understand it and help it grow," said Henkel. "Look for companies that can be long-term partners that will grow as they help your business grow."

ABOUT RACKSPACE

Rackspace (NYSE: RAX) is the #1 managed cloud company. Its technical expertise and Fanatical Support® allow companies to tap the power of the cloud without the pain of hiring experts in dozens of complex technologies. Rackspace is also the leader in hybrid cloud, giving each customer the best fit for its unique needs — whether on single or multi-tenant servers, or a combination of those platforms. Rackspace is the founder of OpenStack®, the open-source operating system for the cloud. Based in San Antonio, Rackspace serves more than 200,000 business customers from data centers on four continents. It ranks #29 on Fortune's list of 100 Best Companies to Work For. www.rackspace.com