



How Effective is your DDoS Protection?

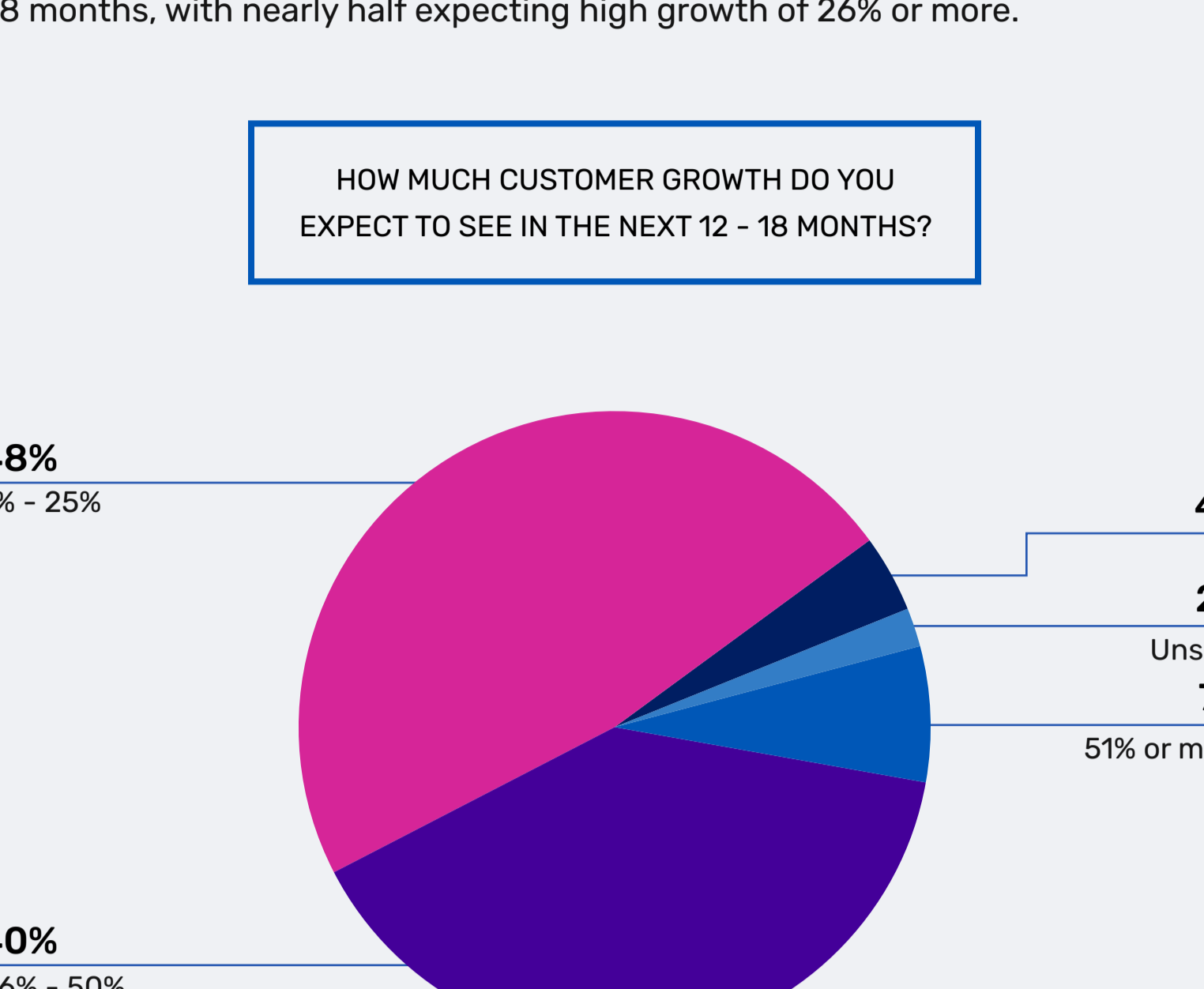
As the current threat landscape grows, organizations are finding it harder and harder to protect their critical infrastructure. Data centers, in particular, are at risk for DDoS attacks and IT teams are feeling immense pressure to secure customer data and maintain uptime. Facing aggressive goals for revenue and customer growth, many offer DDoS protection services to differentiate in the market.

Gartner Peer Insights and A10 Networks surveyed 300 technology decision-makers at data center or colocation providers to understand how effective their current DDoS protection solutions are, what challenges they face, and how they plan to address them.

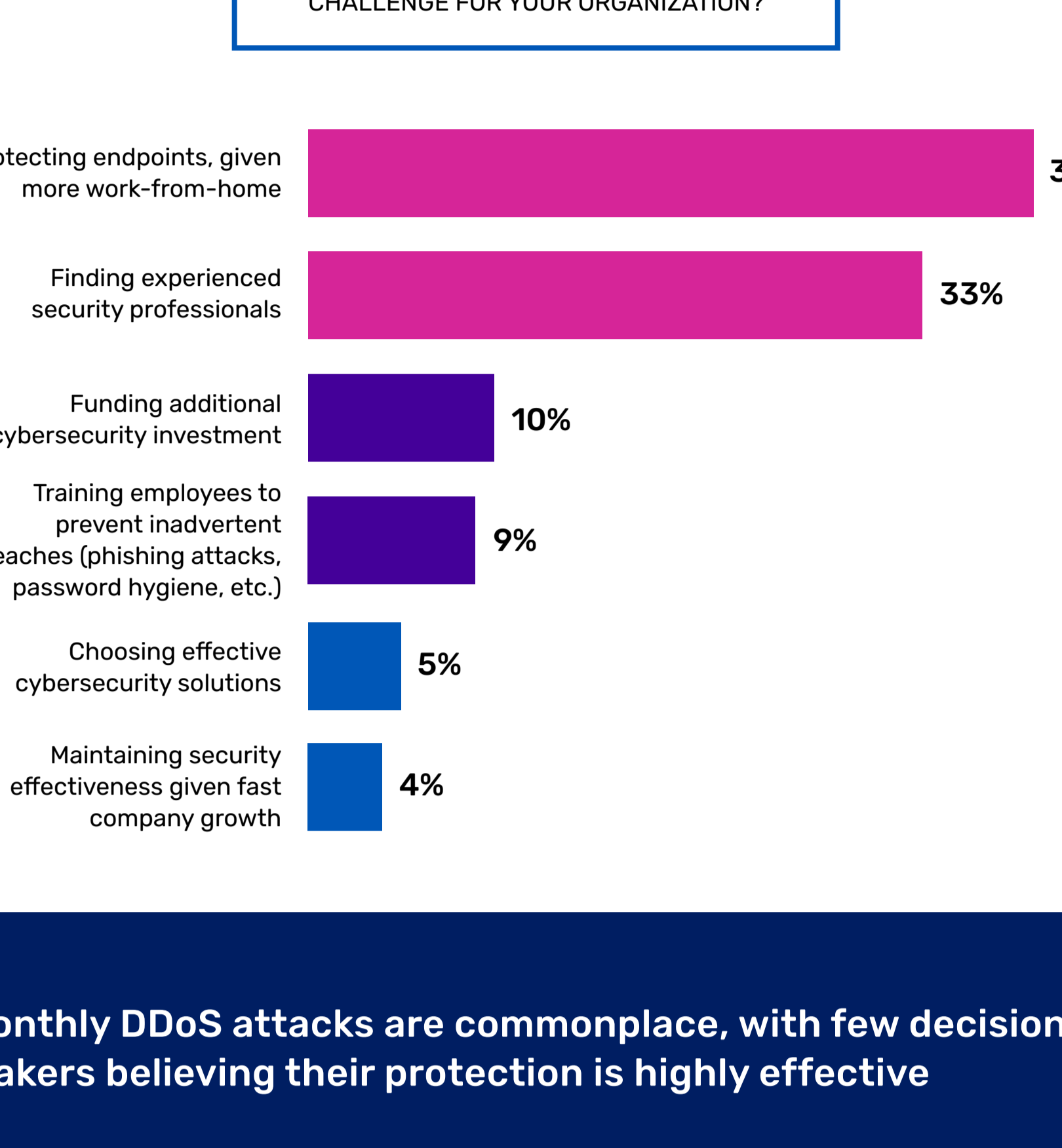
Respondents: 300 technology decision-makers

While data centers strive for more revenue and anticipate customer growth, cybersecurity challenges remain present

More than half (62%) of respondents have revenue growth goals as their top business objective, with 41% most of those focusing on growth from new sources.



95% of respondents expect to see customer growth in their business in the next 12 - 18 months, with nearly half expecting high growth of 26% or more.

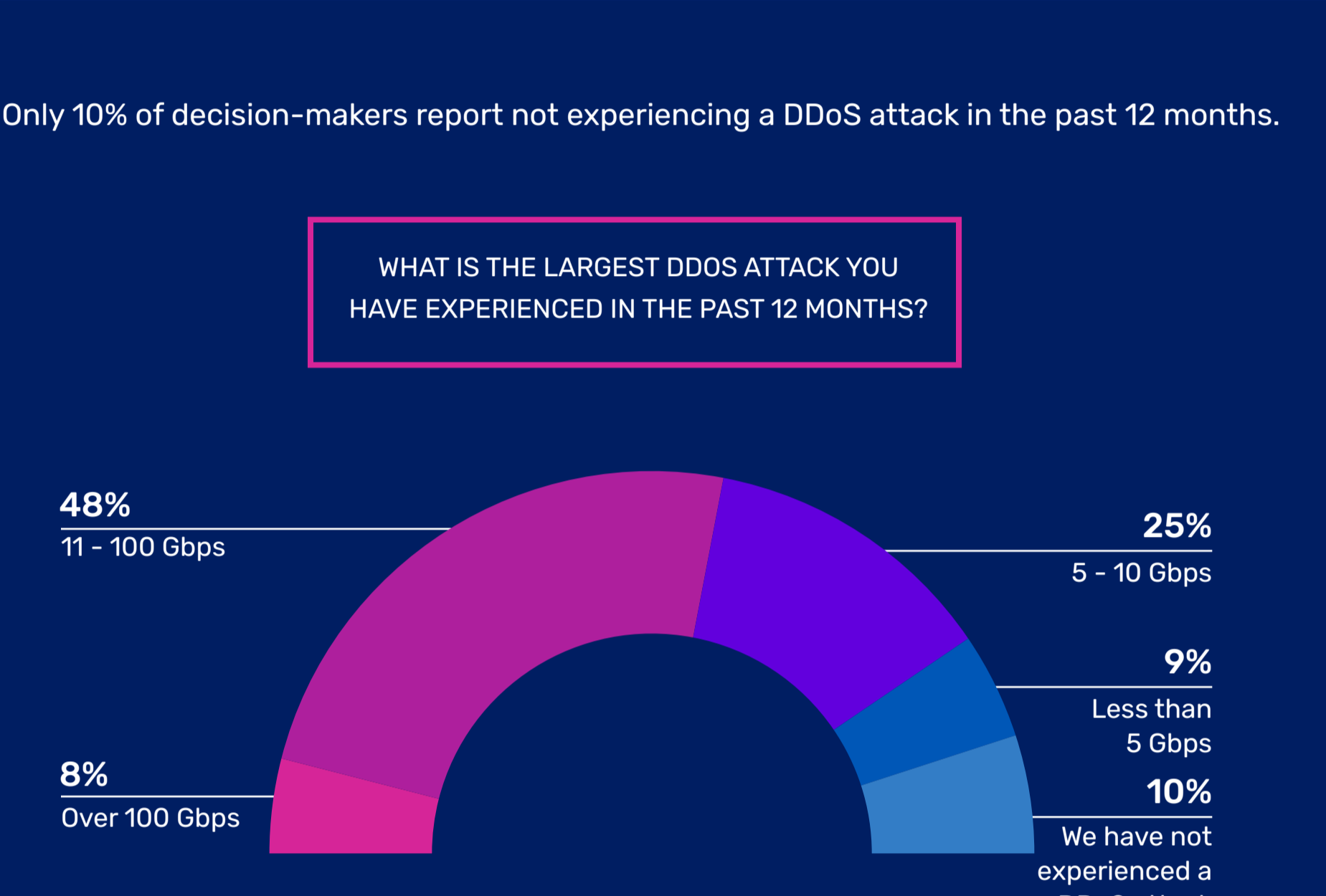


Protecting endpoints in a work-from-home environment is the top cybersecurity challenge for 39% of IT and security leaders, followed closely by finding experienced security professionals (33%).

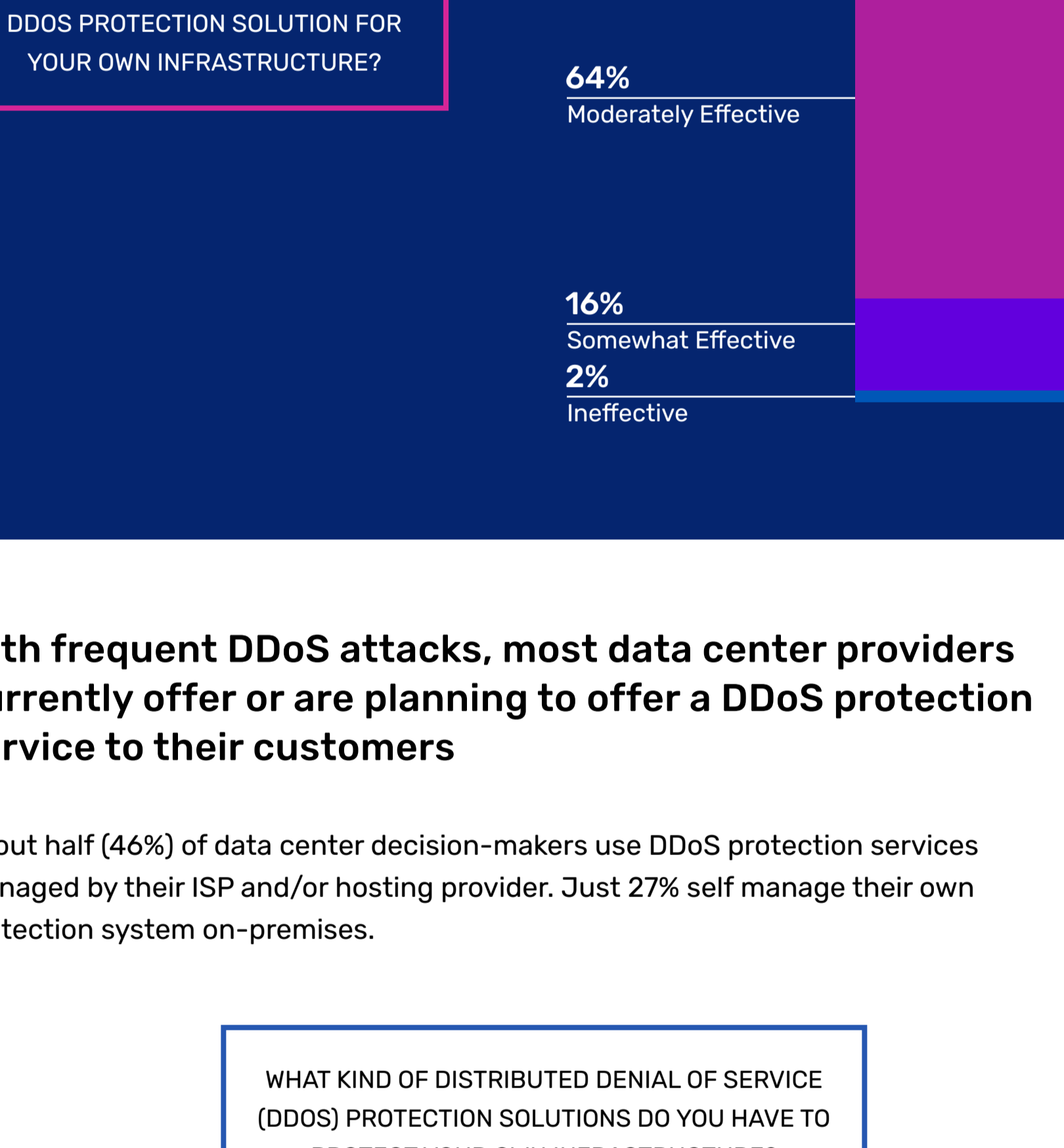


Monthly DDoS attacks are commonplace, with few decision-makers believing their protection is highly effective

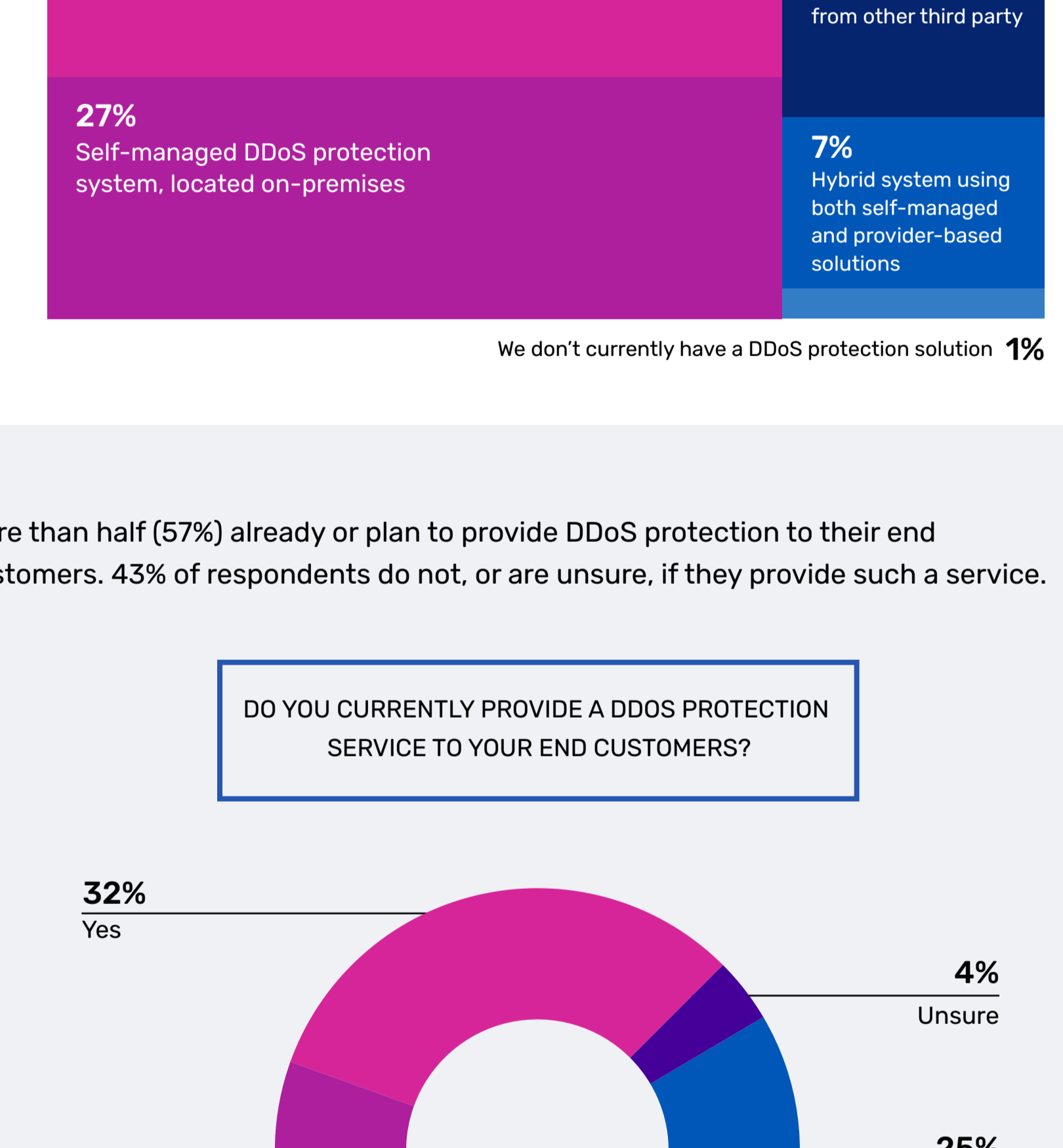
78% of data center decision-makers report experiencing targeted DDoS attacks at least monthly.



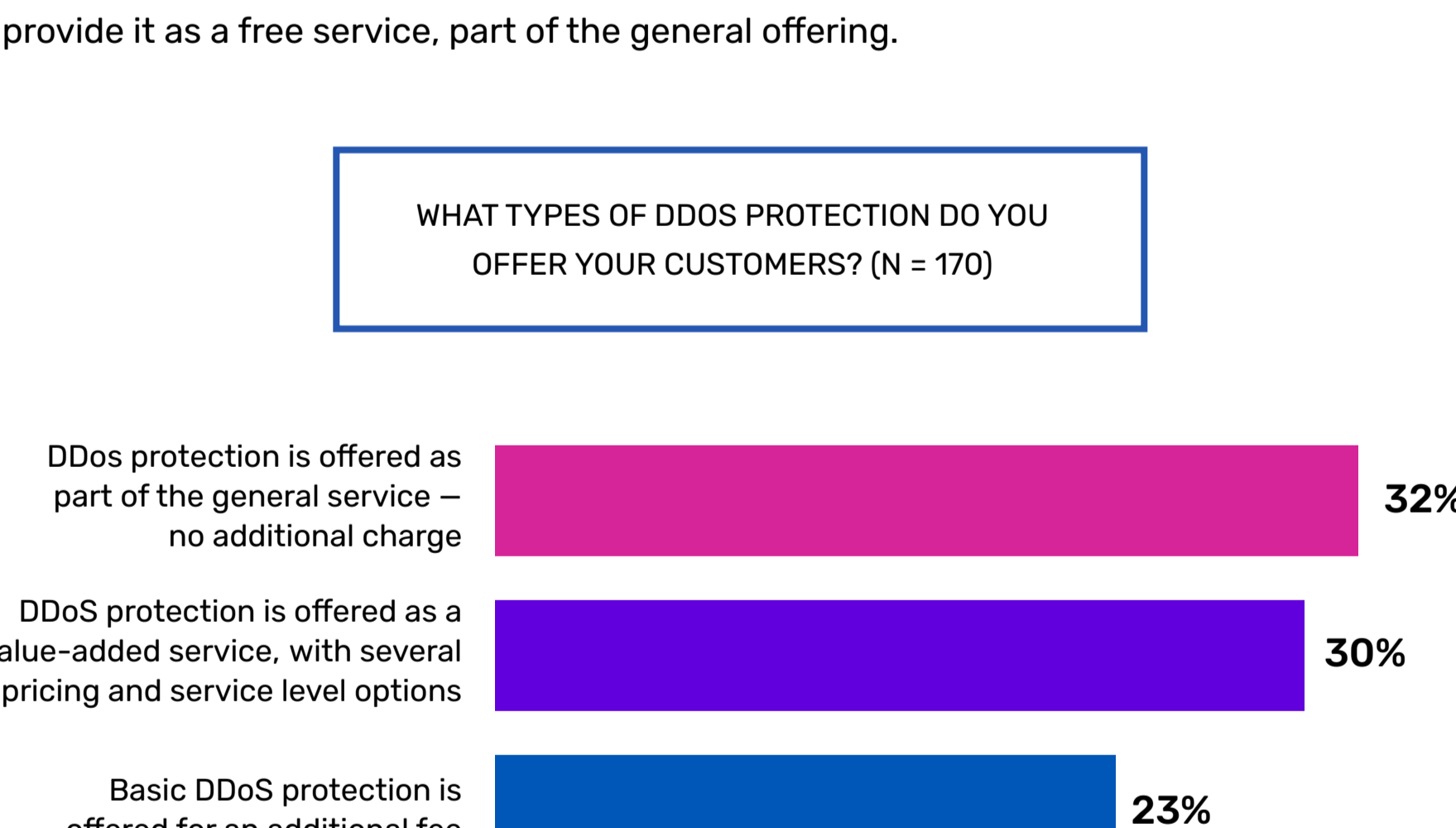
Meanwhile, a further 78% cite their customers experiencing DDoS attacks at least monthly.



Only 10% of decision-makers report not experiencing a DDoS attack in the past 12 months.

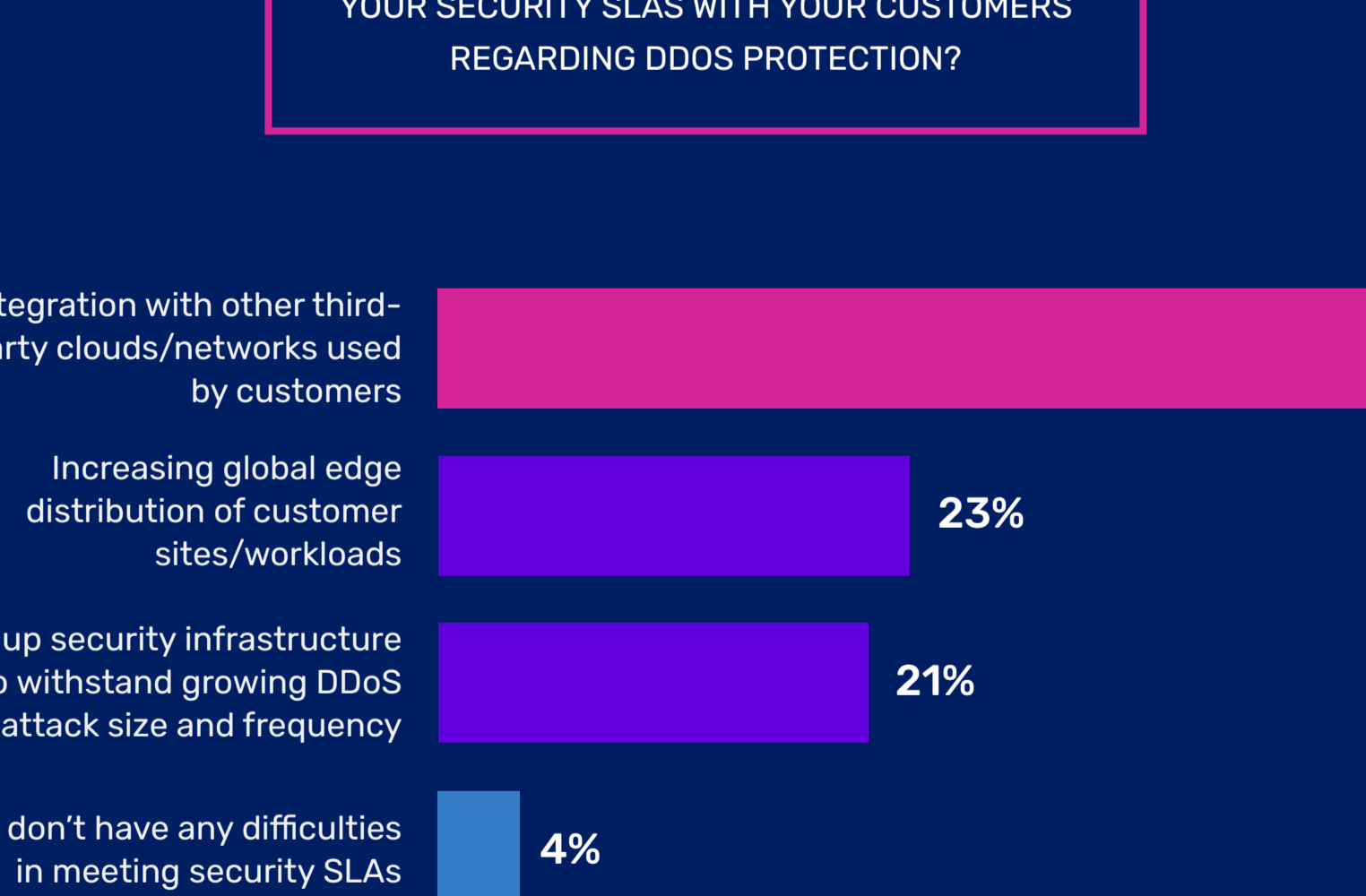


Fewer than 1-in-5 (19%) respondents believe their DDoS protection is highly effective.

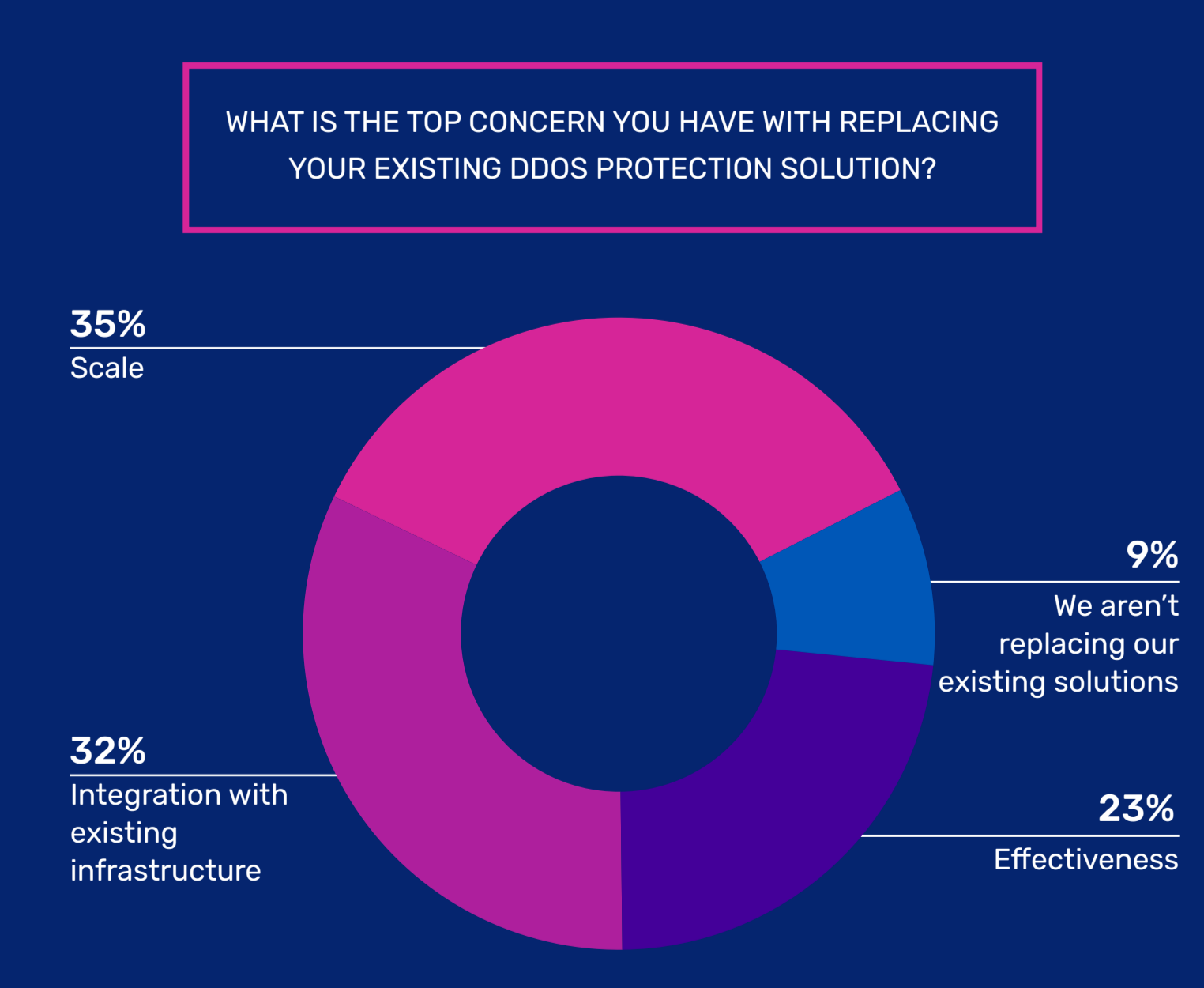


With frequent DDoS attacks, most data center providers currently offer or are planning to offer a DDoS protection service to their customers

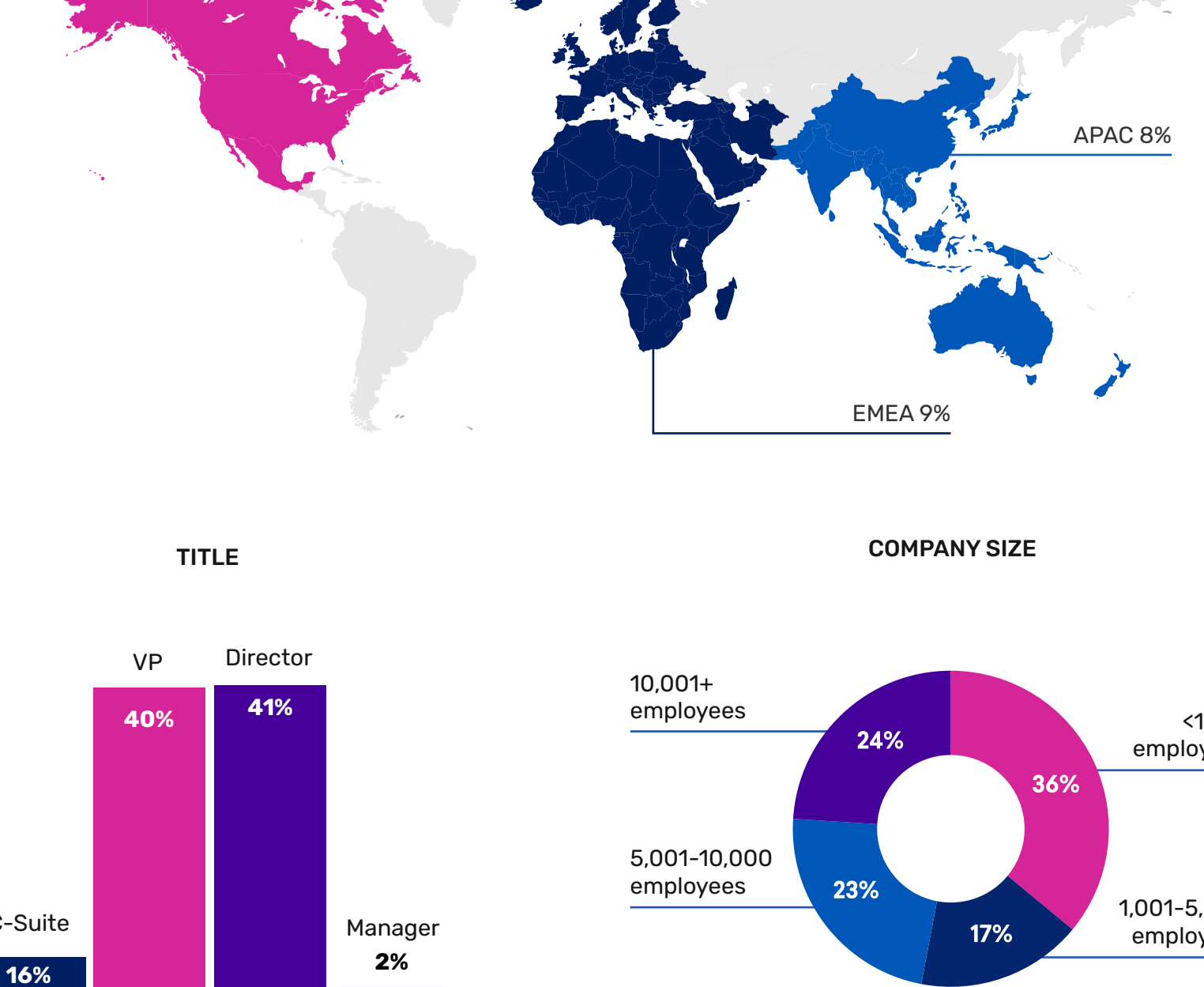
About half (46%) of data center decision-makers use DDoS protection services. Just 27% self manage their own protection system on-premises.



More than half (57%) already or plan to provide DDoS protection to their end customers. 43% of respondents do not, or are unsure, if they provide such a service.



Of the 32% offering DDoS protection for their customers, about one-third (32%) provide it as a free service, part of the general offering.



The biggest challenges decision-makers face in DDoS protection is complexity of integration and scale

The biggest roadblock (46%) preventing organizations from meeting their security SLAs with their customers is integration with other third-party clouds and networks.

The top concerns decision-makers have with replacing their DDoS protection are with scale (35%) and integration with existing infrastructure (32%).

Respondent Breakdown

Data collection: May 26, 2022 - January 7, 2023