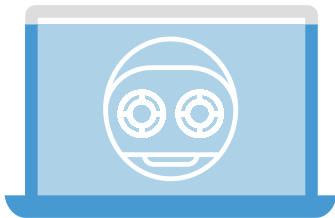


Top 10 Essentials for Building a Superior Online Customer Experience

ESSENTIAL #1

Leverage a highly secure, fast, and resilient DNS provider to safeguard your domain, and DNSSEC to authenticate DNS records.

33% of reported data breaches likely involve a DNS attack.¹



ESSENTIAL #2

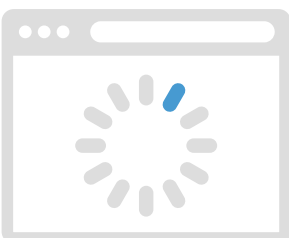
Prevent your customers' private data from being compromised by client-side attacks.

98% of top 1,000 U.S. websites are susceptible to client-side attacks.²

ESSENTIAL #3

Implement TLS 1.3 for faster HTTPS connections and a higher level of security.

78% of the top 1,000 websites don't use TLS 1.3.³



ESSENTIAL #4

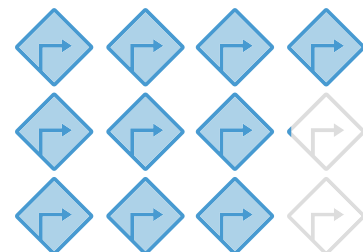
Accelerate user experience by routing traffic across the least-congested routes.

A 100-millisecond delay in website load time can hurt conversion rates by 7%.⁴

ESSENTIAL #5

Minimize the risk of site outages by globally load balancing traffic.

86% of enterprises spent \$300,000 to \$5 million per hour for server downtime.⁵



¹ <https://www.globalcyberalliance.org/wp-content/uploads/Economic-Value-of-DNS-Security-GCA-2019.pdf>

² <https://www.cpomagazine.com/cyber-security/98-percent-of-top-us-websites-susceptible-to-client-side-attacks/>

³ <https://arxiv.org/pdf/1907.12762.pdf>

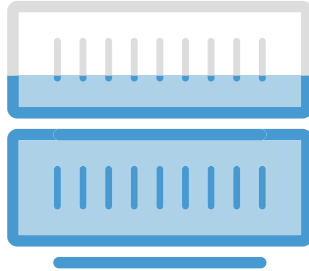
⁴ <https://www.gigaspace.com/blog/amazon-found-every-100ms-of-latency-cost-them-1-in-sales/>

⁵ <https://www.statista.com/statistics/753938/worldwide-enterprise-server-hourly-downtime-cost/>

ESSENTIAL #6

Accelerate content delivery to your customers through a globally distributed CDN.

47% of customers expect a webpage to load in 2 seconds or less.⁶



ESSENTIAL #7

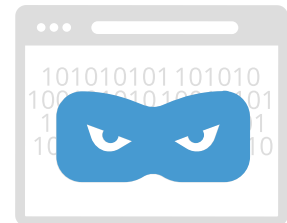
Build resilient infrastructure that mitigates network- and application-level DDoS attacks.

1.35 Tbps, the largest recorded DDoS attack on record, knocked Github offline in 2018.⁷

ESSENTIAL #8

Protect data and web applications from abusive bots and vulnerabilities – including the OWASP top 10 and zero-day attacks.

There were approximately 123,000 new vulnerabilities in 2019.⁸



123,000 NEW
VULNERABILITIES



7.9 BILLION
EXPOSED RECORDS

ESSENTIAL #9

Protect your customers' sensitive data through Data Loss Prevention (DLP).

7.9 billion records were exposed during data breaches in 2019.⁹

ESSENTIAL #10

Build custom security logic for your business needs by using serverless computing technology.

Over 20% of global enterprises will have deployed serverless computing technologies by 2020.¹⁰



⁶ <https://www.cloudflare.com/learning/performance/more/website-performance-conversion-rates/>

⁷ <https://github.blog/2018-03-01-ddos-incident-report/>

⁸ <https://www.cvedetails.com/cvss-score-distribution.php>

⁹ <https://selfkey.org/data-breaches-in-2019/>

¹⁰ <https://www.gartner.com/en/newsroom/press-releases/2018-12-04-gartner-identifies-the-top-10-trends-impacting-infras>