

# Newsletter

## Expanding to Support Customer Demand

After an extremely successful 2015, we are nearing full capacity in several of our data centres across the globe. To meet the increased demand, major investment has resulted in new data halls in both the Isle of Man and Malta. We are now creating new data halls in Gibraltar, which will double the current capacity. In addition, we will be implementing a second geographically diverse location in Malta, along with further locations in Europe, The Americas and Asia during the coming year.

New network PoP locations in London, Toronto, New York and Newark have been added; while Madrid and Zurich will be completed in the first half of 2016. It won't be long before we can circumnavigate the world across our network!

## Portuguese Online Gaming Door Opens

The newly regulated Portuguese Online Gaming market offers a range of opportunities to new entrants. In response to the regulation, we have reacted quickly to open our latest data centre, giving our customers a seamless route to full operational status in this newly regulated market. As with all of our data centres, we have engineered diverse geographical routes into our data centre in Lisbon to connect the facility into our global backbone across three continents, allowing customers to link back into other markets.

## Doubling up in Malta

As mentioned above, due to the fact that we are nearing full capacity at our existing location in Handaq in Malta, we are getting closer to the opening of a second location there, likely to be Q3 of 2016. An increasingly popular location in the industry, there are a growing number of clients wishing to have redundancy or distributed architectures locally in Malta. Another enhancement in this

market is the new Malta cloud back up node – see page 4 for more details.

## Investing in Expertise

Another important area of growth for the company has been the continuing addition of key personnel, bringing essential skills and expertise to the global team and additional resource for our expanding customer base. On the Sales side of the business, Ian Trask joins as Account Director; while Craig Lusher and Alan Paradise join this team as Solutions Architects. The Network Operations team has expanded with the recruitment of Chris Larkham in the Isle of Man, while Gregory Hermitte and Shawn Weiner in Dublin and Montreal respectively have been appointed as Service Delivery Managers.

The EMEA and North American 24/7 network operation centre teams have been enhanced with the addition of more highly skilled personnel. "The increased network operations team has enabled us to significantly expand our DDoS offerings globally" said CTO, John Stone. See his article on page 3 for full details.

## Information Security Standards Achieved

The team was in celebratory mode during December, not just due to the upcoming festive season. Continent 8 was fully accredited with the internationally recognised Information Security Standard, ISO27001. Michelle Orr, Head of Quality and Compliance, commented "At Continent 8 we have benchmarked ourselves against the best in the industry. Achieving this certification endorses the high standards we set within the company." The scope of this accreditation currently covers the provision of managed hosting services and co-location in the Isle of Man, Dublin and Gibraltar data centres.

During 2016, this will be extended to the Montreal and Malta facilities.

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## New DDoS Mitigation Services

See full story on page 3.



# DDoS Mitigation

Don't leave your security protection to chance; use the award-winning experts. No third party reliance, our DDoS solution is entirely owned and managed in house. Choose the solution that addresses your business needs - technically and financially.

# Big change for small data centres

Get closer to your Customer with boutique regional data centres

The architecture of data centres and network infrastructure continues to undergo major transformation, driven largely by mobility and accelerated by the so-called 'Internet of Things'. At a high level, rather than seeing the need for all an Enterprise's servers in a single data centre in a central location, more enterprises are seeking out distributed servers across multiple data centres, very close to the edge – ultimately, closer to their customers.

The advancements in technology and platforms, as well as advancements in the broadband infrastructure, are also contributing to this transition. With more broadband networks being deployed and computing platforms advancing, price points for outsourcing are decreasing. The fact that outsourcing eliminates the need to staff multiple environments makes it an even more attractive option.

*"INSTEAD OF HAVING ONE LARGE DATA CENTRE, WE'RE NOW SEEING HUNDREDS OF SERVERS SPANNING CONTINENTS AND MULTIPLE DATA CENTRES."*

One clear example is from the 'content' side; we are seeing well established content delivery companies such as Akamai, Limelight and Netflix wanting to have their servers even closer to the edge, so latency is reduced. They're also looking to establish multiple points of presence within a given market, so that redundancy is more in the network than it is in any actual facility.

This move is actually very similar to how the cable TV architecture developed over time. You initially had node sizes of around 6,000 homes allocated per node. Then, when providers started launching advanced services like voice and data that were latency-sensitive, they had to reduce their nodes to as small as 100 homes per node.

We're starting to see the same thing on the internet-delivered content side; instead of having one large data centre, we're now seeing hundreds of servers spanning continents and multiple data centres. Netflix is a good example, if everyone was trying to watch Game of Thrones at the same time and all the Netflix servers were all in one data centre, the network would suffer. By having hundreds of servers at the edge of the network

across numerous locations, you have fewer people talking to each server, increasing redundancy and minimising latency.

It is the same situation in the eGaming market, where tailored solutions across multiple jurisdictions with access to global cloud and content services are becoming the norm. At Continent 8 we see that it's become increasingly important to understand the unique business and compliance requirements of a given vertical and tailor specific solutions to that need. As more organisations outsource their infrastructure, it increases the need for third parties to really understand all aspects of the environment, applications, performance requirements, compliance requirements, etc.



Naturally at Continent 8 we are excited about this shift, as it dovetails perfectly into our continued growth strategy of further location and services development. In recent years there's been a lot of talk about hybrid cloud, and given these moves it's clear that operators who figure out how to best utilise it in conjunction with a more distributed and connected strategy will come out on top.

## 12 Data Centres 1 Global Network

Connecting centres  
of business around the world

# With DDoS attacks on the increase, how can you reduce your exposure?

Continent 8's CTO, **John Stone**, explains how companies can mitigate their risks from DDoS attacks. Whether you are a multi-national organisation or an SME.



## Is DDoS still an issue or is the threat diminishing?

DDoS is still a significant business risk for all customers who are dependent on the internet for customer access to business services, be it a gaming platform or any kind of eCommerce application. In the last 12 months we have seen an increase in both attack size and frequency. We have seen an increase of over 50% in terms of the scale of the attacks, and more importantly there has been growth in the concurrency of the attacks focused on a single customer, with the customers systems being subjected to multiple attack types at the same time.

DDoS threats are certainly not diminishing, in fact they are increasing to such an extent and scale that attack mitigation is only effective when executed at the largest internet nodes in the world. On that basis during 2015 Continent 8 have completed mitigation capacity increases in London and implementation of new mitigation platforms in New York and New Jersey.

## What type of companies are at risk from DDoS attacks?

Any enterprise, or SMB that has an exposure to the internet is open to a DDoS attack. It is assumed immediately by people that the larger enterprises are the ones that are more susceptible to DDoS attacks but it should also be remembered that the internet is disrupted daily due to DDoS attacks and hence all internet users and businesses have the potential of being affected.

In the last 12 months there has been a particular focus by attackers on data centres and large cloud providers. As companies, large and small begin to utilize public cloud services in addition to their own private infrastructure, the potential for collateral damage between companies resident on the same public cloud needs to be considered as this is a new side effect of this type of consolidation.

With this in mind Continent 8 are planning for the release of DDoS protection solutions in 2016 to address companies of all sizes with public, or private cloud deployments, in addition to the more traditional private in-house infrastructure solutions.

## How has the attack landscape changed in recent years?

Looking back about 10 years the largest attacks were in the region of between 5 and 10Gbps while today they are reaching levels of 400Gbps. Attacks at this level are the exception while volumetric attacks in the range of 50 to 100Gbps are more common. This results in not only exhausting capacity on servers but also congestion and bandwidth starvation within the internet.

Volumetric attacks are still expected to grow on the basis of the continual increase in the number of PC's, mobile devices and end devices connected to the internet. The attack surface exposed to attackers is also changing with the growth of the next phase of the internet in terms of IoT and the proliferation of internet connected infrastructure monitoring and control systems.

In addition to the standard volumetric attacks, application layer attacks have now become the predominant attack type with multi-vector attacks which combine volumetric, application and session exhaustion now becoming more prevalent.

## When was the current DDoS platform implemented at Continent 8?

Continent 8 has been providing DDoS services for over 10 years, and hence is one of the few companies in the world that has the scale, platform, and depth of experience to effectively and efficiently provide these services. Continent 8 has gained this experience through the protection of one of the most attacked industry verticals, egaming. Continent 8's platform was initially based on Cisco products but this was replaced for the Arbor solution in 2012 with initial mitigation nodes in London and Montreal.

Since 2012 our global IP/MPLS core has grown and expanded not only in core node locations, but also IP Transit capacity, incremental Tier 1 providers, and connections to multiple internet exchanges. Due to the growth of the DDoS threat we have continued to expand the Arbor platform with nodes now in London, New York and New Jersey with 365/24 coverage for monitoring, mitigation and professional services which are key to any DDoS service provision.

## Do you have to be hosted in a Continent 8 data centre to use your DDoS mitigation services?

Traditionally Continent 8 has provided data centre based DDoS protection, but over the last 12 months we have progressively implemented and supported the provision of DDoS protection services for customers with locations outside of Continent 8.

We currently support multiple connectivity options for returning clean traffic to our customers, leased line, MPLS VPN, and GRE tunnels.

In addition Continent 8 will be releasing incremental DDoS service options in the first half of 2016 which will expand our offering in a number of ways. The new solutions will address a number of customer requirements and requests which include reduced timescale for implementation, scalability to address small, medium and large sites with proxy capabilities while projecting a lower entry point in terms of cost.

Continent 8 will continue to develop new innovative DDoS solutions to address a wider customer base while maintaining and developing complementary security focused services

## How can startups and SMEs make sure they are protected, surely it is too expensive for them?

All customers have multiple options for the deployment and implementation of DDoS protection. Options would include standalone boxes protecting the individual internet connections to professional services from a company such as Continent 8. To provide effective DDoS protection companies like Continent 8 need to invest \$millions to build the infrastructure to accept the attacks and mitigate them. This is typically beyond the technical and financial resources of a startup or SME company.

Continent 8's solutions are designed to address enterprises of all sizes and the services which are planned for 2016 will complete a full set of customer options specifically to address smaller offsite deployments, at various pricing levels based on commitment and service options chosen by the customer. Our aim is to provide a flexible service not only technically but also financially to address every company's needs, point in time resources and capabilities.

## Cloud Backup Goes Global

Continent 8 has recently completed the installation of three new Cloud Backup nodes, these now complement the node in the Isle of Man which has been live since December '13

Just over 2 years ago, Continent 8 launched its revolutionary Cloud Backup product, the first node was installed in our Isle of Man data centre, which facilitated backups locally and from around the world.

Based on the success of the Isle of man platform, Continent 8 has since taken Cloud Backup global with new nodes in Gibraltar, Malta and Dublin. This newly created Backup network, all interconnected by our Global Private Network, allows you to either backup locally if you are based in any of these locations, or in fact to a location of your choice from anywhere in the world.

But why should you consider our Cloud Backup solution? Unprecedented data growth often referred to as big data is challenging organisations of all sizes, placing pressure on their backup and recovery initiatives.

With mounting pressure to comply with regulatory requirements and the need to improve disaster recovery practices, organisations are looking for affordable alternatives to existing backup methods that are falling short in terms of efficiency, reliability and ease of use. In addition, organisations must consider service differentiation between backup policies at head and branch offices.

Clients are recognising that as the data is encrypted in flight and at rest with only the client having access to encryption keys that in some cases

it would actually be a good idea if there was a remote copy too – ensuring the solution maximises the recoverability of their data in the event of a major disaster.

In addition to the new node locations, 2015 has seen a whole host of new software features, which will grow the potential audience even further, some key features include:-

- Support for Microsoft Office 365 – Exchange Online, SharePoint Online and OneDrive
- Docker Container Support
- VM Replication
- Endpoint Device Geo-location and Remote Wipe
- Microsoft SCCM Integration
- CentOS Linux support
- FreeBSD UNIX support
- Enhanced API features

If your business isn't using Cloud Backup yet you should, you could be reducing your costs, removing Capex provision and having peace of mind that your data is replicated, safe, encrypted, and most importantly; recoverable.

# Cloud Backup

## Critical, Connected, Convenient

IT departments are under a constant and growing pressure to meet evolving regulation, provide effective disaster recovery procedures and meet the challenge of unprecedented data growth. At the same time, many departments are expected to save or limit costs, but is it possible to become more effective on reduced budgets? We think so...

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