

# Go Daddy Sets a New Standard for Secure Online Experiences

Trend Micro™ Deep Security helps #1 web hosting company improve visibility, to better understand and stay ahead of threats.

*“Essentially, Deep Security creates a landslide effect. It improves protection, which leads to happy customers, leading to attracting more customers, which ultimately leads to revenue growth.”*

—Todd Redfoot, Chief Information Security Officer, Go Daddy

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## EXECUTIVE SUMMARY

**Customer Name:** GoDaddy.com  
(of The Go Daddy Group)

**Industry:** Web site hosting

**Location:** Scottsdale, Arizona

**Web site:** [www.GoDaddy.com](http://www.GoDaddy.com)

**Number of Employees:** 3,000+

### CHALLENGE:

- Block threats that could compromise customer data or detract from online experiences
- Stay ahead of continually changing threats
- Protect Go Daddy's reputation as the world leader for web hosting, and protect the reputation of its customers by providing safe online experiences

### SOLUTION:

- Trend Micro Deep Security

### BUSINESS RESULTS:

- Improved protection, with threats blocked in the cloud before they reach the Go Daddy network and servers
  - Enhanced visibility of threat activity and associated protection
  - Flexible, fast response to changing threats, with customizable rules
  - Minimized impact on server performance for maximized customer satisfaction
  - Low total cost of ownership
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### Challenge

Go Daddy has more than 9 million customers, more than 48 million domain names under management and hosts more than 5 million websites. As the world's largest webhosting provider and top domain name registrar, Go Daddy handles one-third of all DNS inquiries on the Internet. The company success is based on simple, yet effective core fundamentals—quality products backed by world-class support at affordable prices.

Since millions of customers rely on Go Daddy to make it in today's online world of commerce, Go Daddy has been fanatical about its commitment to customer care and keeping customer data secure. Go Daddy works tirelessly to keep the Internet safe for everyone.

Go Daddy has a full-time presence in Washington D.C., lobbying for protection of children online and more stringent rules around online pharmacies. The company continually evaluates technologies that help monitor servers and the network, as well as tools that fight spam, phishing, malware, and additional threats that could otherwise detract from online experiences.

“Hosting the world's websites requires constant awareness about threats,” said Todd Redfoot, Chief Information Security Officer (CISO) at Go Daddy. “Any site hosted by Go Daddy could be a target and we need to do our best to stay ahead of attacks. We are always looking for ways to add layers of protection. Our goal is to stop all attacks before they cause any damage.”

### Solution

In its last major request for proposal (RFP) process relating to security, Go Daddy evaluated products aimed at detecting and blocking network-based attacks. A number of vendors' proposals were selected for final consideration, and Trend Micro Deep Security won based on features, performance, and alignment with Go Daddy corporate priorities.

“Go Daddy and Trend Micro have common values, with the shared goal of protecting our customers and making it easier for them to do business safely on the Internet,” said Redfoot. “Go Daddy is always trying to detect issues before they impact the customer. Stopping the problem before it starts provides customers the best possible level of service. Deep Security helps Go Daddy accomplish that goal. Deep Security does what Trend Micro claims it can do—provides much better visibility about threats, and builds in the protection needed to stop them before they hit our infrastructure.”

Deep Security leverages the threat intelligence of the Trend Micro™ Smart Protection Network™ infrastructure. This next-generation innovation combines sophisticated cloud-based reputation technologies, feedback loops, and the expertise of TrendLabs™ researchers to deliver real-time protection from emerging threats.

“The Trend Micro solution is easy to deploy within a large-scale network like ours,” said Redfoot. “With Deep Security, we have more control. We can create our own custom rules to determine what we block and what we allow. Some vendors require rule requests be submitted to them; you have to wait for them to make the adjustments. With how fast the security industry changes, Go Daddy doesn’t have time to wait. By letting us define our own rules on a host-by-host basis, we can respond much more quickly to the latest threats. Deep Security makes it easy to test a rule change on one system and then push it out to the whole network.

“The reason to put Deep Security on every system is clear—Go Daddy has proven that it stops attacks. It also gives us host-to-host visibility. We want to stay *ahead* of attacks and Deep Security helps us do that.”

## Results

The introduction of Deep Security on Go Daddy production servers is yielding far-reaching benefits. Avoiding attacks saves time for the Go Daddy security team. More importantly, Deep Security avoids disruptions to customers’ businesses.

Redfoot explained, “Businesses face ever-growing and ever-changing threats on the Internet. By blocking threats, Deep Security protects the online experiences of our customers. This upholds our reputation and theirs. Essentially, Deep Security creates a landslide effect. It improves protection, which leads to happy customers, leading to attracting more customers, which ultimately leads to revenue growth.”

By minimizing the security overhead on servers, Deep Security helps Go Daddy control costs. “Trend Micro solutions keep security efficient and lightweight,” said Redfoot. “Since Deep Security has a small footprint, it allows us to keep the same customer density on our servers. Administration and monitoring are also easy, making it cost-efficient to manage. The Deep Security console is very easy to use, and anything you can do from the console can be carried out automatically to further lower the cost of ownership.”

Since introducing Deep Security, the security team at Go Daddy has improved visibility, increasing the ability to stop the attacks before they start.

“Deep Security helps us be more proactive with keeping our customers unaffected by potential attacks,” said Redfoot. “Trend Micro and Go Daddy have that in common—our companies both strive to be in front of issues, rather than reacting to them. Additionally we have both been doing business ‘in the cloud’ since before it was called ‘the cloud.’ Deep Security has proven to be the right choice on many levels, and dealing with Trend Micro has been a pleasure.”

## Next Steps

Now that Deep Security is fully deployed, the work won’t stop. Go Daddy is always looking to expand protection provided to its customers and is currently evaluating another Trend Micro Enterprise Security solution recently installed in the testing lab. The security team continues to work with Trend Micro to explore new features and security advancements.

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—Todd Redfoot, Chief Information Security Officer, Go Daddy

## DEPLOYMENT ENVIRONMENT

2000 servers  
Trend Micro Deep Security  
Trend Micro ServerProtect

## Customer Profile

The Go Daddy Group, Inc. provides a one-stop shop for individuals and businesses to establish, maintain and evolve an online presence. Go Daddy offers a variety of domain name registration and website hosting services, as well as website builders, e-commerce and security solutions, and productivity and marketing tools.

Building a presence on the Web should be easy and inexpensive. Go Daddy is committed to providing feature-rich products and services at the lowest possible price, with user-friendly interfaces and fanatical 24/7 customer service and support. Go Daddy is also dedicated to keeping customer data secure, with physical security and network monitoring in place at all times. Go Daddy is an industry leader in the fight against spam, phishing, fraud and other abuses that threaten the online experience.

## Trend Micro Security

- **Trend Micro Deep Security**  
<http://us.trendmicro.com/us/solutions/enterprise/security-solutions/virtualization/deep-security/index.html>
- **Trend Micro ServerProtect**  
<http://us.trendmicro.com/us/products/enterprise/serverprotect-for-microsoft-windows/index.html>

## Trend Micro Enabling Technology

- **Trend Micro Smart Protection Network**  
<http://us.trendmicro.com/us/trendwatch/core-technologies/smart-protection-network/>



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