

## Baffin Bay Networks selects Arista as foundational technology for their globally distributed Threat Protection Centers™ to stop cyberattacks while reducing CAPEX by 75%

### Highlights

#### Challenge

To create its innovative Threat Protection Centers™, Baffin Bay Networks needed a low latency and high throughput switching platform with the flexibility to run critical embedded applications.

#### Arista Solutions

- Arista 7280R Family Switches
- Arista EOS®

#### Results

- Access to extensible operating system allows more efficient execution of DDoS protection software
- 75% reduction in CAPEX with higher performance than alternative switch vendors
- Lower latency, higher reliability and room to scale to a 100Gbps capable network design

Baffin Bay Networks' globally distributed Threat Protection Centers™ protect customers from the most advanced Distributed Denial of Service (DDoS) and Web Application attacks, and discover and protect against known and unknown malware and exploits. Taking advantage of its innovative software and Arista Networks technology, Baffin Bay Networks is able to protect against more than 250 different types of DDoS attacks with a mitigation capacity of 3 Tbps and transit capacity of 500 Gbps – within efficient, scalable and cost efficient infrastructure.



**BAFFIN BAY**  
NETWORKS

### Project Background

With organisations increasingly relying on systems connected to the Internet, the threat from attacks that attempt to either disrupt information flows or utilise malicious code to breach systems has grown in scale. With large organisations processing gigabytes of data each hour, the potential for disruption through just one of these attack vectors can lead to severe financial and reputational damage.

In response, Swedish tech start-up Baffin Bay Networks offers comprehensive mitigation against a range of severe and continually evolving threats, including denial of service attacks, malware and exploit code. Baffin Bay Networks provides a unique combination of technical expertise, exceptional capacity and innovative technology to ensure that its customers always maintain safe and efficient online functionality.

### Challenge

Baffin Bay Networks offers a wide range of threat mitigation services including protection from more than 250 types of DDoS attacks and web application protection used to stop attacks against clients' critical banking, e-commerce and trading platforms. Network architecture and technology are vital elements of the Baffin Bay Networks offering, which needs to examine and forward clean traffic from multiple terabytes of network data passing between its clients and the Internet.

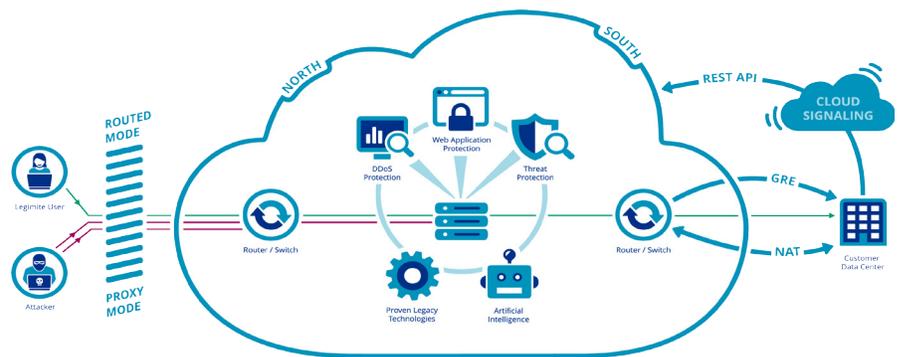
Having worked for several networking technology vendors including Sourcefire, Juniper Networks and F5 Networks, CEO and co-founder Joakim Sundberg has a great deal of expertise around the critical networking infrastructure needed to build its network of Threat Protection Centers™. "Essentially, because we act as a barrier between our client and the Internet to scan and potentially clean large amounts of traffic, what we needed was a switching architecture with very low latency and high throughput all within a scalable platform - Arista was a perfect fit," Sundberg says.

### Solution

Baffin Bay Networks has deployed redundant pairs of Arista 7280R Series Data Center Switch Routers at 6 Threat Protection Centers™, offering non-blocking switching capacity that combine dynamic and deep buffering for lossless forwarding with high density, able to handle 2.88 billion packets per second.

Yet one of the most important aspects for the success of the concept was access to the underlying operating system within each network switch. Baffin Bay Networks has developed a number of innovative applications including machine learning systems that are able to inspect large volumes of data at near real-time to detect anomalies for further inspection.

“The Arista EOS is absolutely critical as it allows us to embed our custom software in each switch to detect and block issues like denial of service attacks and other threats in the most efficient manner,” adds Sundberg.



### Conclusion

As a relatively new company, building out its worldwide network of Threat Protection Centres™ incurred major capital expenditure for the fledgling firm.

“Alongside its unique features, Arista was also a major cost saving for us that helped us deliver an efficient service at a lower cost to our customers,” says Sundberg,

“To get the same level of functionality and performance would have cost about four times more with any other vendor, and this saving has allowed us to deploy more Threat Protection Centres™ to meet the needs of our international clients.”

With Baffin Bay Networks already running in Stockholm, Singapore, Amsterdam and New York, the company is growing fast.

“We already have a number of international financial services institutions using the platform, and we’re also working with a top five European telecommunication services provider that offers our service through an OEM agreement,” explains Sundberg,

“Arista has been a fundamental part of our success and our continued growth.”

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