

# Web applications are the #1 attack vector

## Over 40% of breaches started with web applications<sup>1</sup>

This is not surprising as web applications are often public-facing and essential to most organisations, its users and customers. We predict this trend to continue as web application exploits can be initiated at a low cost and are highly rewarding – over 60% of web app attacks were motivated by financial rewards and 20% had espionage motives.

## As organisations are securing their web applications, they can't forget about their APIs<sup>2</sup>

Vulnerabilities in APIs are not new. What is gaining concerns is there's a sharp rise in exploitations taking advantage of APIs. In 2021, 95% organisations experienced an API security incident and malicious API traffic increased by 681%.<sup>3</sup>

# Fortify your defences and optimise content delivery network, at the same time

Since 2002, Conversant has helped many organisations operate smartly towards the trusted digital ecosystem model – always ensuring high CDN availability and exceptional reliability in performance. Our investments and unique network partnerships with best-in-class telecommunications extends the ability to serve our clients & their users with capacities at multi-terabits/s across an extensive global infrastructure.

We understand that organisations looking to delivery digital content purposefully are placing cybersecurity as a top priority. That is why our WAAP solution is designed with multi-layered protection and network traffic performance optimisation, for secured and uncompromising experience to all your users and customers.

## Conversant's Web Application & API Protection (WAAP)

Features	Benefits
'Always-on' DDoS protection	<ul style="list-style-type: none"> <li>Business continuity even during DDoS attacks <i>Enjoy consistent uptime &amp; high availability with 'round-the-clock' monitoring, detection and mitigation against DDoS attacks</i></li> </ul>
Cloud-based, enterprise-grade WAF	<ul style="list-style-type: none"> <li>Protect against primary application security risks using best industry standards <i>Close the security gap at web applications, mobile apps, and APIs. Prevents against Open Web Application Security Project (OWASP) Top 10 and more</i></li> </ul>
High compatibility with wide range of protocols & proxy connectivity	<ul style="list-style-type: none"> <li>Apply security layers to where it matters most – your public-facing gateways</li> </ul>
Load balancing	<ul style="list-style-type: none"> <li>Improve performance between your applications and service endpoints <i>Provides algorithms to automatically optimise your network traffic resources</i></li> </ul>
Content caching and acceleration	<ul style="list-style-type: none"> <li>Deliver uncompromised digital content experience to anywhere in the world <i>Efficient caching and geolocation network traffic optimisation for high performance content delivery</i></li> </ul>

<sup>1</sup> 2022 Data Breach Investigations Report

<sup>2</sup> Forrester Research

<sup>3</sup> State of API Security Report Q1 2022

# Partner with a leading digital enabler



## Experts in delivering digital content, end-to-end

We provide manage services, security and digital content delivery since 2002.



## Deep network penetration

We work with Tier 1 Internet Service Providers (ISPs) so you and your users get the best digital experience.



## Global points-of-presence (POP) coverage

Our POPs are located around the world so that you can be near all your users.



## Trusted partner

Some of our clients are high volume content owners and distributors, OTT gaming, video streaming and even national 'live' broadcasters.



## High volume content? No problem

We manage terabits per second and optimise performance continuously, 24/7.



## Continuous innovation, always

We invest in research and development so that we never stop offering our best.

# Don't let your threat vectors remain accessible to hackers

Safeguard your organisation with multi-layered protection today and we can optimise your content delivery network at the same time. **Email us:** [sales@conversant.com.sg](mailto:sales@conversant.com.sg)

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