



(PRLEAP.COM) Hollywood, FL – Prolexic, the global leader in Distributed Denial of Service (DDoS) protection services, announced today that 1ink.com has selected Prolexic's DDoS mitigation service to protect its network of e-Commerce sites. 1ink.com is a leading online retailer of high-quality replacement inkjet and laser toner cartridges.

The 1ink.com network was hit with the first of three [DDoS distributed denial of service attacks](#) that grew in size and complexity. The first DDoS attack brought down www.101inks.com

, one of the smaller 1ink.com e-Commerce sites, for more than a day. During that time, they routed traffic from 101inks.com to their other domains in an attempt to mitigate the attack.

To [stop the DDoS attack](#) , Roland Davoudikia, chief executive officer of 1ink.com, selected Prolexic from among several DDoS mitigation services he had researched. Prolexic mitigated the attack within 5 minutes, as outlined in Prolexic's industry-leading service level agreement (SLA).

"We concluded from our post-attack forensic analysis that it is likely the 1ink.com websites were mistakenly targeted," said Stuart Scholly, president of Prolexic. "This illustrates that even random events can have significant financial impact on a business if some level of DDoS mitigation is not in place."

Later in the year, the company's main e-Commerce site at www.1ink.com was hit with another attack – a combination

[SYN](#)

and

[DNS flood](#)

that peaked at 70 Gbps. As expected, this denial of service attack did not bring down the site, because Prolexic's

[PLXproxy](#)

DDoS protection service was already in place. Five days later, the DDoS attackers struck again, and once again Prolexic was able to quickly detect and mitigate the attack without any action from

<http://1ink.com>

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"Having Prolexic's DDoS mitigation service is like having insurance against DDoS attacks, and as a result, these last two attacks did not have any effect on our business," said Davoudikia. "There was the potential to lose hundreds of thousands of dollars in online sales each day, along with collateral damage to our partner relationships. Fortunately, none of that happened. I can't imagine running my business without DDoS attack protection from Prolexic."

To learn more, download the [1ink.com DDoS case study](#) at www.prolexic.com/1ink .

About ProlexicProlexic is the world's largest, most trusted Distributed Denial of Service (DDoS) mitigation provider. Able to absorb the largest and most complex attacks ever launched, Prolexic restores mission-critical Internet-facing infrastructures for global enterprises and government agencies within minutes. Ten of the world's largest banks and the leading companies in e-Commerce, SaaS, payment processing, energy, travel/hospitality, gaming and other at-risk industries rely on Prolexic to protect their businesses. Founded in 2003 as the world's first in-the-cloud DDoS mitigation platform, Prolexic is headquartered in Hollywood, Florida and has scrubbing centers located in the Americas, Europe and Asia. To learn more about how Prolexic can stop DDoS attacks and protect your business, please visit www.prolexic.com and follow us on LinkedIn, Facebook, Google+, YouTube, and @Prolexic on Twitter.