packet | White Ops

We are processing data, analyzing it, providing a decision and sending the answer back in less time that it takes to light up the LCD on the display telling you we did it.

Tamer Hassan | CTO of White Ops

5
MILLISECOND DECISION WINDOW

2
OFFICES (NYC & VICTORIA, BC)

20th
FASTEST GROWING TECH FIRM

If we were living in a sci-fi movie world, the title might well be Rise of the Bots.

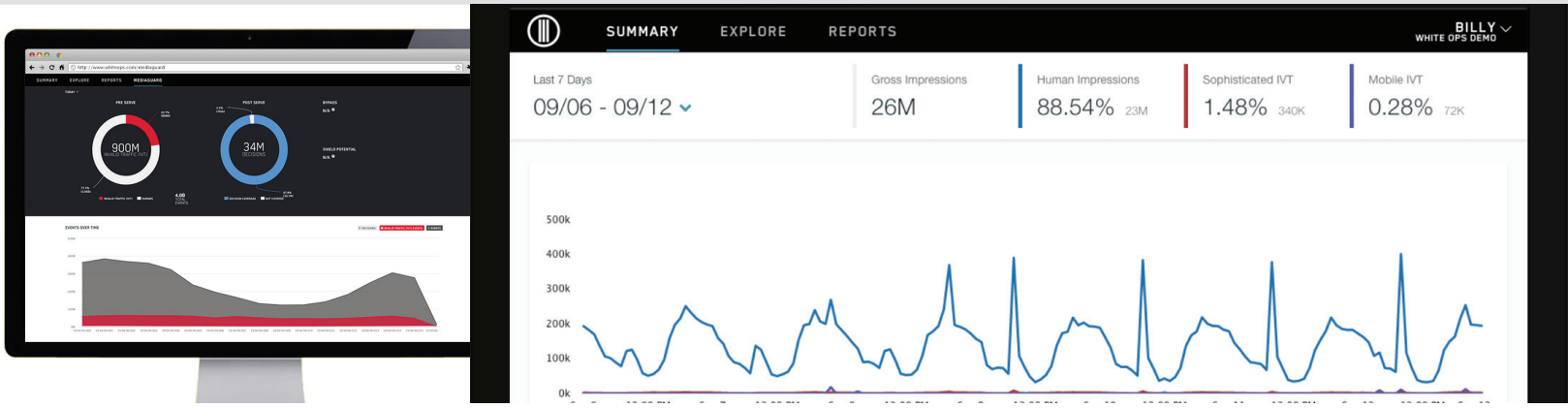
Today, it is said that more than half of web traffic is the work of bots. Software programmed to do automated tasks, bots can be good (chatbots for customer service, for instance), they can be bad (spambots), and they can be really, really bad (cybercrime botnets). "There's a real black market for selling the illusion of human interaction on the web," says White Ops co-founder/CTO Tamer Hassan, "and it's worth so much money." In fact, in just the digital advertising space, bot-enabled fraud costs companies an estimated $6.5 billion a year.

White Ops is the global leader in bot detection and human verification on the Internet. The company's mission is to defend the open Internet and make everyone more secure by disrupting the profit centers of cybercrime. White Ops works globally with companies and industry groups that are dedicated to preventing malicious activity in advertising and analyzes over 50B events on a daily basis. "Instead of trying to make computers harder to break into, we make it less profitable to do so," says co-founder/CEO Michael Tiffany. "If we disrupt the profit centers of cybercrime, then we make people more secure without them having to change their behavior. They just become less attractive targets."

With bare metal from Packet, the White Ops team was able to take their performance tuning to another level. Says Adam Morgenlender, White Ops VP of Product, "It's just mind-blowing what we were able to get out of Packet: amazing performance and incredibly low latency to our partners, paired with the ability to scale up and down to meet demand."

As a result of running Packet, White Ops was able to achieve the benefits of a colocation environment, but with full elasticity. This is a perfect fit for the fickle ad-tech industry, which experiences huge seasonal peaks in traffic - directly impacting White Ops' need for costly infrastructure. For example, during the holiday season they need to be able to spin up a lot more resources to meet demand.

"Last year, our prevention numbers doubled in Q4, requiring us to quickly multiply our server count before scaling back down as traffic subsided in January," says Sarah Walker, VP of Engineering. "Packet gave us this elasticity, but also enabled us to process more requests



per second with fewer, less expensive servers. It was a double whammy of true savings, without compromising on performance."

The White Ops team is also excited that the partnership with Packet has allowed the company to expand the coverage of locations it can support. Says Morgenlender: "We can now serve more customers in more locations without having to go to colocation. And as Packet expands its global footprint, we can get very close to an expanding group of potential customers."

For Tiffany, the benefits of White Ops's partnership with Packet can be boiled down to this. "Several of our customers, like AOL and Yahoo!, are some of the biggest internet properties around," he says. "In order to protect and prevent ad fraud from happening on their platforms, we need to be able to reach the same scale as those companies, but at a cost basis that's within reach for a security startup. And that, in my view, is what's extraordinary about Packet. They've enabled us to succeed at our world-class mission on a global scale that matches internet behemoths while fitting our tech and economic needs. It blows my mind that this kind of thing is within reach for us."