



### **Research Brief**

## **FUTURE LANDSCAPE OF INTELLIGENT DNS**

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### **Sorry but your transactoin is denied**

You're at Starbucks trying to make a purchase of your favourite hot-drink and your card is denied. How embarrassing. But wait - You've paid your balance every month without fail. What gives?

What likely could have happened is that some intelligent software at your financial institution detected a purchase anomaly and took action to prevent the fraud. Today, these tools are incredibly powerful, scanning through terabytes of data to detect even slight deviations in behavioral models like a sequence of small charges at online vendors or sudden spending pattern on new product categories. These are common signs of fraud that can raise red flags.

### **Cyber threats are growing**

Cyber attacks are growing and recently some attackers stole 40 million credit cards from retail giant Target using an HVAC vendor's credentials.

Even Twitter, Netflix, Reddit and other websites suffered outages when millions of consumer wireless routers, digital cameras and DVR players infected with malware orchestrated a DDoS attack at DNS hosting provider Dyn.

Imagine that a university was locked out of critical systems after it was attacked by its own malware soda machines and other IoT devices.

### **No, not another attack?**

We live in a digital world. But the promise of innovative consumer and business services that connectivity will unlock comes with a portentous reality: it's only a matter of time before your devices, intellectual property, and mission critical applications will come under attack.

### **The culprit facilitator**

Last few years, the speed of malware attacks, their complexity, and their frequency have increased at an astounding rate. According to industry research, 91% of these attacks leverage DNS - a technology that is fundamental to how devices connect to networks. This is how compromised devices receive instructions, exfiltrate data and reverse engineer the network to find other systems to attack.

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**How fast can you react?**

By the time all the relevant data is pulled together and properly analyzed by the network administrators, it's already out dated to result in any meaningful actions. When cyber attacks are flowing through a DNS infrastructure, most network administrators are engaged identifying anomalies in real time. The adminis have little insight into the spread of cyber attacks on networks with the absence of single source of data which can both pull DNS data together and analyze it against historical patterns.

**Threat awareness**

No process or technology, aimed for the benefit of a wide audience, is successfully carried out or implemented in the shadows without proper communication. In too many instances, security artifacts become shelf-ware because they are developed and executed in a vacuum. For this reason, awareness efforts around threat modeling should take place before, during, and after the threat modeling process.

**DNS Data Security**

As a network service, DNS services run on a physical or virtual DNS server. Hence, securing physical server access, the operating system, and the DNS server implementation are critical considerations for DNS Data protection.

**We need intelligent DNS**

Network experts have long recognized the value of DNS as a critical element of network control, compliance and service delivery. Advances in automation, integration and the cloud are allowing modern IT organizations to rapidly deliver DNS to business users so they can access information and data across the enterprise.

What is needed are sophisticated tools that can interpret exactly what the information is saying so you can improve threat detection, prevention and response. It's time to look at DNS data in a new light and take advantage of this huge untapped resource.

**Time for smart DNS to show off**

- Show me who's on my network
- What's happening on my network
- Please trace the activities to it's source
- Close the gaps after identifying them
- Block the obvious threats
- Show my network efficiency

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