

# Introducing ITS **SecureEdge**

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CISCO

# Stop DDoS Attacks Before They Stop You

Distributed Denial of Service (DDoS) attacks are bigger, faster and more sophisticated than ever before.

The rise of AI lowering the barrier to entry in large scale DDoS attacks means UK businesses are more vulnerable to disruption that results in lost revenue, angry customers, and lasting reputational damage.

Legacy solutions that route traffic to scrubbing centres introduce latency, can be

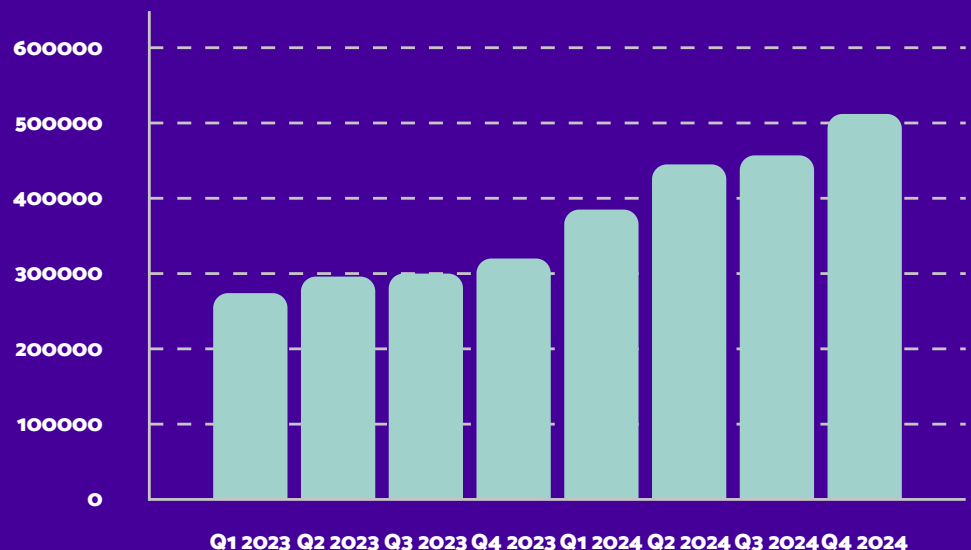
costly and leave networks more vulnerable when they need robust protection.

That's why we've built ITS SecureEdge.

Delivered at our network's edge, it blocks malicious traffic in seconds without disrupting legitimate users - giving you a new way to protect, differentiate, and grow.

## Why Now?

2025 has brought a record-year for DDoS attacks, with a 358% year-on-year increase in attack frequency globally. The UK alone experienced upwards of 101,000 DDoS attacks in H1 alone.<sup>1</sup>



Hyper-volumetric data floods, some exceeding 1 Tbps and stealthy criminals mimicking legitimate traffic mean that DDoS threats are no longer just inconvenient isolated incidents – they're highly sophisticated campaigns used to scale disruption, data extortion and even geopolitical influence.



## The ITS SecureEdge Promise

Powered by Cisco, ITS SecureEdge delivers an always-on, Advanced Machine Learning – backed service right at the network edge for 24/7/265 protection that adapts to the changing threat landscape. That means ITS SecureEdge delivers:



### **Future-proof protection at scale**

Constantly adapting to changing attack vectors to keep protection up to the challenge.



### **Performance-first defence**

Our mitigation tactics work within seconds, not minutes. That means less latency and less disruption – keeping your customer experience seamless.



### **Accuracy driven**

ITS SecureEdge is an intelligent solution designed to distinguish between malicious and legitimate traffic with precise accuracy – helping your customers thrive online – even during attacks.

## Your Success, Our Priority

With the threat landscape clearly showing an urgent need for robust protection, we know how important it is to offer a solution that's easy to integrate and simple to sell. Backed by Cisco, SecureEdge is a

software-based solution deployed seamlessly over our edge routers. That means it lowers deployment costs and is quick to deploy – meaning partners can get their customers ahead of stealthy cyber criminals.

## ITS SecureEdge helps

### partners



Drive customer value while reducing downtime, saving them money and maintaining reputations.



Differentiate in a market littered with outdated, inaccessible, tiered solutions that are costly and clunky in action.



Gain insight and visibility of their defence with real-time and historical reporting to prove both compliance, return on investment and offer peace-of-mind to customers

# SecureEdge Performance

ITS SecureEdge democratises an enterprise-grade solution for every business, because every organisation, no matter the size, is at risk from a DDoS attack. When partners choose ITS SecureEdge, they get superior performance on a single-tier service – delivering equity in infrastructure.



## Ultrafast Mitigation

We stop attacks before they get to the customer – automatically detecting threats within 30 seconds. ITS SecureEdge mitigates the traffic within 10 seconds – before the customer notices any disruption, keeping them online no matter what.



## Accessible on All Internet Access Services

ITS SecureEdge is available across ITS' entire Internet Access Portfolio, scaling enterprise-grade protection across SMEs, public sector organisations like schools and critical services and much more. We believe protection should be for everyone - and that's why we've built ITS SecureEdge.



## Transparent Pricing

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## Going Beyond Speed

The connectivity paradigm is shifting. Continuity and performance, no matter the climate, must prevail, and ITS SecureEdge delivers the peace-of-mind that UK businesses need to thrive in a rapidly changing cybersecurity environment.

Delivering uninterrupted service and real-time protection all without added complexity and premium price tags means ITS SecureEdge is the easiest way for ITS partners to strengthen relationships with end-users and grow their portfolio with a built-in security guard.

**Helping your customers stay connected, secure, and confident - with a solution designed for partners.**

Don't wait for the next attack. It could be just around the corner. Put ITS SecureEdge at the heart of your portfolio and turn protection into your strongest competitive advantage.

Let's secure the future  
of resilient businesses,  
**together.**

**its.**

Connecting you to more...

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