

flareDNS Case Study

JAMES DOUGLAS JEWELRY STORE



CHALLENGE

A Pittsburgh based jewelry store is critically dependent on the internet, and internet performance while facing customers. Slow internet performance causes problems for store automation, facility security, and credit card authorization. The store creates custom jewelry and often share CAD drawings with their foundry. There are constant phishing attempts on the employees, and training staff to only open appropriate emails is a task which creates challenges. There is no central IT staff nor is IT a core focus for the company.

SOLUTION

James Fearer, President and Principal, attended several Cyber Security seminars and symposiums to educate the organization to possible solutions. After listening to presentation strategies from multiple cyber security companies, James selected 2 solutions from CybX Security LLC. The first initiative was to provide protection at the edge of his network, without disrupting the solutions that were already in place. flareDNS was installed to provide comprehensive DNS protection for all of the devices on the network, regardless of operating system or function. This provided immediate results with an approximate 40% decrease in traffic due to advertisement and ransomware protection. Advertisements embedded in emails were blocked.

James Douglas Jewelers frequently sources products on the Internet, therefore the second initiative was the installation of a more pointed browser protection solution, Flare Browser Controller. This addition was only for computers browsing the internet using Chrome browser. Pages that previously took several seconds to load were now loading instantly. Unintentional ads and nefarious website redirects were blocked. Flare Browser Controller provided immediate feedback on what sites were being contacted without the users knowledge. The more informed users were able to make more informed choices on websites they used while performing their daily tasks. James Fearer reported faster Point of Sale transaction performance due to the decrease in adware, malware, and potentially ransomware traffic. The improved security posture and end user performance is proving to be invaluable.

"...now more in control of my systems"

"Internet security is a daunting topic and can be intimidating. We appreciate these tools because we feel like we can finally understand what is happening on our network, without a cyber trained professional explaining it. I am now more in control of my systems."

- James Fearer, President and Principal

40%

DECREASE IN
RESOURCE DRAINING
TRAFFIC