



Duplika

Duplika is a premium web hosting provider for clients in Argentina, Mexico and Spain. With 10 years in the market, Duplika maintains itself as a nimble, quality-oriented family business that aims to constantly improve its product and stay on the cutting edge of the industry. Since enlisting Cloudflare's services, Duplika has become a partner and reseller of Cloudflare's products, offering free and paid plans to their customers. Duplika runs its DNS Infrastructure behind Cloudflare's Virtual DNS service.

Duplika's Challenge: DDoS Mitigation for DNS

In July 2015 Duplika was hit with a massive DDoS attack on their DNS servers that took their services offline for 72 hours. After that attack, Juan Zolezzi, CEO of Duplika, started researching the best solutions for improved DDoS mitigation in order to ensure that his customers never experienced a disruption of service like that again.

Enter Cloudflare

Cloudflare stood out to Duplika in 2 main ways: first, by providing its unique Virtual DNS service, and second, by the global presence of its Content Deliver Network (CDN) including a large and expanding presence in Latin America where Duplika and most of their customers are based. Furthermore, Duplika enjoyed that setting up Cloudflare was a fast and painless process that quickly brought protection to Duplika's DNS. In Zolezzi's words he chose Cloudflare because of the "efficiency and quick integration that enabled us to protect our DNS with Virtual DNS."

Deep Dive: Virtual DNS

Zolezzi chose Cloudflare's Virtual DNS because it offered the ability for Duplika to protect its DNS servers against DDoS attacks without having to change a line of code to complete the integration. Cloudflare's Virtual DNS service adds a layer of protection between origin name servers and web users by proxying DNS traffic and masking origin IP addresses. Because the origin name server IP addresses are masked by Cloudflare, attackers can't discover IP addresses of Duplika's DNS Infrastructure to aim DDoS attacks at, like they did during Duplika's problematic attack. Virtual DNS also offers performance benefits because DNS responses are cached at each of Cloudflare's almost 100 global PoP's (Points of Presence). Since using Cloudflare's Virtual DNS service, Zolezzi noted that *"our DNS infrastructure has been safe and we've been able to keep providing our 99.9% uptime guarantee."*



KEY RESULTS

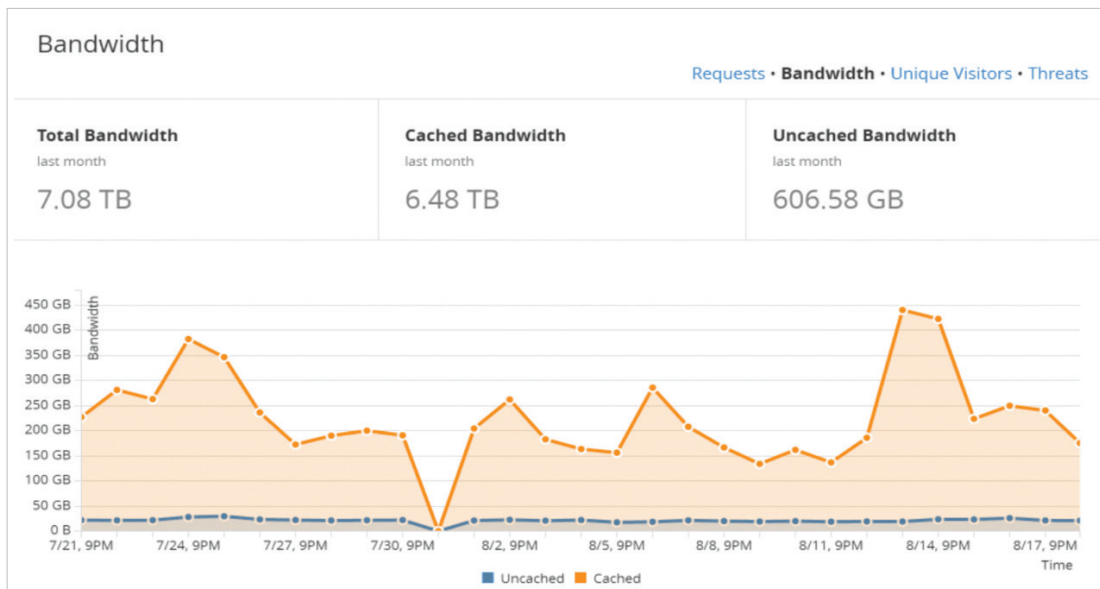
- 6.5 Tb saved bandwidth
- <1 second page load time
- Cache over 80% of requests

"Your protection has enabled us to keep growing without worrying about attacks to our DNS infrastructure. Your services have also given our clients a chance to reduce their bandwidth usage, and make their sites load faster!"

Juan Zolezzi
CEO of Duplika

Unexpected Benefit: Global Content Delivery Network

Though Duplika's primary requirement was protection for its DNS, Duplika and their customers have enjoyed remarkable bandwidth savings and page load time improvements thanks to the Latin America PoP's of Cloudflare's Global CDN. During an average month Duplika saves 6.5Tb of bandwidth and the Duplika site now loads in less than one second thanks to Cloudflare's edge-side caching. Their customers have enjoyed similar performance gains thanks to the proximity of Cloudflare's PoP's in Latin America. What's more, Cloudflare's focus on network expansion means these performance gains will only continue to grow. Zolezzi noted that Cloudflare's service "has enabled us to keep growing without worrying about attacks to our DNS infrastructure. Your services have also given our clients a chance to reduce their bandwidth usage, and make their sites load faster."



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