

Cache DefenderSM

The Best Protection from Pharming Attacks for Your Online Business

Cache DefenderSM prevents malicious cache poisoning—the #1 source of pharming attacks.

Pharming attacks can be devastating to an enterprise's web operations. Attacks targeting customer facing web operations are a major source of identity theft, which can destroy customer confidence in your online services almost instantly. Attacks targeting intra-company and inter-company operations are a recognized tool in the growing criminal field of cyber-based corporate espionage. Pharming attacks can undermine the premise of utilizing the Internet to support an enterprise's core business operations. And the threat has recently increased exponentially!

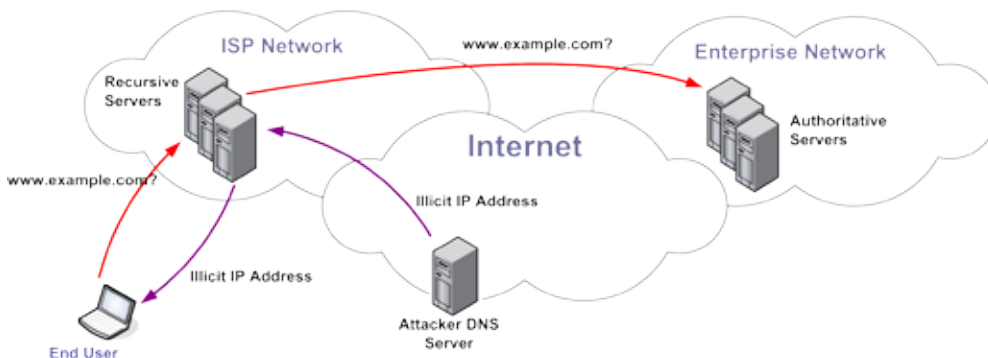
In July 2008, Dan Kaminsky of Doxpara Research shook the Internet Community when he unveiled a major security vulnerability inherent within the Domain Name System (DNS), a core technology on which the Internet depends. Considered by many to be one of the most serious threats ever to face the Internet, the vulnerability occurs within the Internet's recursive DNS process, which is the first step of all on-line activity. By poisoning the cache of recursive DNS servers criminals are able to direct users to 'bogus' websites where their sensitive data can be 'pharmed'.

To address this threat, NeuStar, through its UltraDNS Services and in partnership with leading ISPs, has launched Cache DefenderSM. Based on patent-pending technology, Cache DefenderSM is integrated within the UltraDNS Managed DNS Service and provides NeuStar customers with unprecedented protection against pharming attacks by neutralizing the malicious cache poisoning threat.

What is Cache Poisoning?

Cache poisoning targets recursive DNS servers, typically within an ISP network. The recursive DNS server begins and ends the DNS resolution process that directs users to the desired website by providing the IP address for a requested domain. Sometimes, the recursive server will have the address cached in memory and respond immediately, but sometimes the recursive server will query an authoritative server to get the address. With malicious cache poisoning, the attacker's DNS server responds to this query before the authoritative server. This erroneous addresses is then cached by the recursive server and provided to anyone attempting to reach the desired website, directing them to a 'bogus' website.

Cache Poisoning



KEY BENEFITS OF Cache DefenderSM

- Integrated within the UltraDNS Managed DNS Services
- Prevents Cache Poisoning
- Protects against Pharming Attacks
- Reduces Risk of Identity Theft
- Protects Online Brand Equity



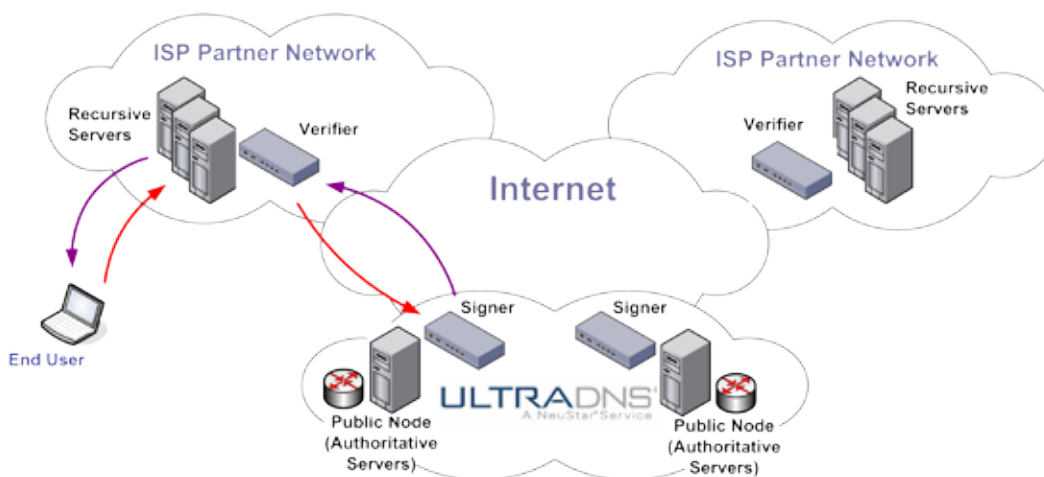
How does Cache DefenderSM work?

NeuStar has deployed proprietary appliances both in the core of major ISP networks and at each node of NeuStar's UltraDNS Directory Services Platform, a global authoritative DNS infrastructure that powers the DNS for millions of domains and thousands of enterprise customers globally.

By signing and verifying these DNS queries, Cache DefenderSM provides a secure link between the ISPs recursive servers and the UltraDNS authoritative servers, preventing malicious DNS responses from 'poisoning' the recursive server's cache.

You can secure and protect your web operations against one of the most serious vulnerabilities ever to threaten the Internet—with UltraDNS Managed DNS Service. Call us today to get started or to learn more!

Cache DefenderSM Network Architecture



"The DNS vulnerability identified by Dan Kaminsky represents one of the most serious threats ever to face the Internet."

Rodney Joffe,
Senior Vice President &
Senior Technologist
NeuStar, Inc.

About NeuStar and NeuStar UltraDNS Services

NeuStar, Inc. (NYSE: NSR) is a provider of clearinghouse and directory services to the global communications and Internet industry. Through its UltraDNS Services, NeuStar provides solutions to organizations that rely on the Internet Protocol (IP) for their critical business processes, applications, and communication services. NeuStar offers these solutions via one of the world's largest proprietary non-BIND Directory Services Platforms.

Providing integral Authoritative DNS services at the root level for top-level domain (TLD) registries and second-level domain (SLD) registrants, we have thousands of enterprise, service provider, and core infrastructure customers. NeuStar UltraDNS Services power the resolution of over 20 million domains around the world, and NeuStar is the only company of its kind that is actively involved at every level of the DNS tree.

For more information:

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