



## GAGE Protects SMBs From DNS Attacks

### *Leading Provider in Managed IT Services Shares Best Practices for Dealing with Data Attacks Through DNS*

Baton Rouge, LA – December 2018 - Gage a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) protect themselves and their customers from DNS (Domain Name Server) attacks through innovative technology solutions. As businesses around the world continue to migrate to cloud-based technology, and the demand for these solutions continues, the risk of a DNS-based attack grows simultaneously, as well. Gage is actively educating the business community and protecting SMBs from these threats.

Many businesses don't realize the potential dangers of this type of threat because of its abstract nature. Domain Name Servers (DNS) maintain a directory of domain names and translate them to Internet Protocol (IP) addresses. When hackers attack, they essentially overload websites with traffic,

and then siphon traffic from the site the user was attempting to visit to a malicious one. Once the user arrives, they are subject to phishing attacks, malware installation and a whole host of other threats. Domain Name Servers are essentially the intersection between an Internet user and any business application they're attempting to reach. Having unsecured DNS settings is like having an unsecured traffic system. If hackers can get inside and control which lights turn green and which turn red, imagine the traffic and accidents that could occur. This is essentially what is happening within unprotected networks.

"Most business owners are completely unaware of this threat and it's growing prevalence. We basically tell our customers that if they don't have DNS security measures in place, they don't have any security at all," stated Jason Landry, VP of Sales of Gage. "If there's a site that is known to be malicious, the company simply must prevent access."

An oversimplified explanation of DNS security is that everyone uses the Internet

and that DNS security services actively disables employees, vendors and customers from being able to visit sites that are known to have been contaminated or malicious in nature. This safeguards all stakeholders and keeps company reputations strong by preventing hackers from ever reaching the data they wish to misuse.

DNS attacks have even reached major players in today's business world. In fact, in 2016 there was a major DNS attack that shocked the world and captured everyone's attention regarding the power of the issue. The Guardian reported that the attack was "...bringing down sites including Twitter, the Guardian, Netflix, Reddit, CNN and many others in Europe and the US." The Guardian also added, "The cause of the outage was a distributed denial of service (DDoS) attack, in which a network of computers infected with special malware, known as a 'botnet', are coordinated into bombarding a server with traffic until it collapses under the strain."

### **ABOUT GAGE**

GAGE is a full-service telecommunications and IT services company that has helped businesses since 1980. Founded in Baton Rouge, the company's original mission continues today, which is to provide the very best products and services that enable its clients to increase their profitability, obtain a competitive advantage, and improve employee productivity.

Gage has served the Louisiana business community for nearly 40 years through a culture of striving towards excellence and unparalleled commitment to customer service.

Gage works with companies of all sizes with business phone systems, computer networks, managed IT services, structured cabling and standby generators. The company conducts a complete needs analysis to

ensure that each customer implements the right technology to meet their needs now and into the future. Gage has been recognized with numerous industry awards and has become one of the region's leading technology services companies.

For more information on Gage, please call (225) 753-4243 or visit [www.gagetelephone.com](http://www.gagetelephone.com)