IMPERVA®

Imperva Incapsula Product Overview

Application Delivery from the Cloud

Whether you're running a small e-commerce business or in charge of IT operations for an enterprise, Imperva Incapsula will improve your website security and performance. Delivered as a cloud service, Incapsula reduces the hardware and application management burden and gives you powerful tools that go beyond the capabilities of on premises solutions.

Imperva Incapsula offers the right selection of website security and performance services to meet its needs

Whether you need a Web Application Firewall or DDoS Protection, CDN or Load Balancer solutions, you're covered with Incapsula. This inclusive, fully integrated Application Delivery solution allows organizations to simplify their IT operations and reduce costs by consolidating multiple services and appliances into a single enterprise-grade cloud service.

Security Is Our Business

Security is in our DNA and pervades everything we do. Founded in 2009 by a group of security industry veterans specializing in web application security. Our company was spun out of and subsequently reacquired by Imperva (NYSE:IMPV), a world-leading provider of data security solutions. Today, tens of thousands of businesses worldwide – from SMBs and e-commerce sites to larger and highly security-oriented SaaS providers and financial institutions - use Imperva Incapsula to secure and accelerate their websites and web applications.

Incapsula Application Delivery

| DDoS Protection | Website Security | CDN & Optimizer | Load Balancer |

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Imperva Incapsula at a Glance

- Positioned as the only Leader in the Gartner Magic Quadrant for Web Application Firewalls (2014 and 2015)
- Over 180 employees headquartered in US
- Tens of thousands of customers and partners worldwide

Incapsula is a cloud-based application delivery service that enables online businesses of all sizes to enjoy enterprise-grade website security, performance and availability. Incapsula includes a best-of-breed web application firewall, comprehensive DDoS protection, a global content delivery network, and an application level load balancer, which are available as standalone services or as an integrated solution. Incapsula is activated by a simple DNS change - no hardware of software installations, code changes or complex integrations are needed.

DDoS Protection
Automated Mitigation of the Largest and Smartest DDoS Attacks

Comprehensive Protection Against Any Type of DDoS Attack

Using a high-capacity network of globally distributed servers, Incapsula protects your website against all types of DDoS threats, including network level attacks (such as SYN or UDP floods) and application level attacks (such as GET floods) that attempt to overwhelm server resources. The service detects and mitigates advanced attacks that exploit application, web server and DNS server vulnerabilities, hit-and-run attacks and large botnet threats.

Transparent Mitigation

Incapsula offers transparent mitigation with less than 0.01% false positives, and without degrading the normal user experience in any way. This lets you enjoy true DDoS protection, even from lengthy attacks, without disrupting business performance.

Automatic Detection and Immediate Triggering

Incapsula's visitor identification technology differentiates legitimate website visitors (humans, search engines, etc.) from automated or malicious clients. Incapsula distinguishes between humans and bot traffic, between "good" and "bad" bots, and identifies AJAX and APIs.

Advanced Mitigation of Layer Attacks

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Name Server Protection

Incapsula protects against DNS targeted attacks by redirecting all DNS queries for your domains to the Incapsula cloud for inspection and cleansing, so only "safe" queries reach your origin DNS server. In addition, this feature blocks attempts to use your DNS server as a platform for DNS amplification attacks against other servers.

BGP Routing-based Infrastructure Protection

To protect critical infrastructure (e.g., web, email, FTP servers) across an entire subnet of IP addresses, Incapsula offers on-demand DDoS protection based on BGP routing. When under attack, traffic is re-routed through Incapsula scrubbing centers using BGP announcements. Following inspection, legitimate traffic is securely forwarded to the enterprise network via GRE tunneling.

World-Class Support by DDoS and Security Experts

Our experienced team of Network Operations Center (NOC) engineers perform continuous monitoring and DDoS mitigation. This service includes proactive security event management and response, continuous real-time monitoring, policy tuning, summary attack reports, and 24x7 technical support.

Website Security
Enterprise-Grade Security from the Cloud

Strong web application security experience, enhanced by advanced analytics, allows Incapsula to provide best-of-breed security to the world's most security-conscious businesses. Our website security solution redefines and extends the WAF beyond traditional concepts. An advanced client classification engine analyzes all incoming traffic to your site, preventing access to malicious and unwanted visitors.

Access Control
Bot Mitigation
Web Application Firewall
Two-Factor Authentication
Web Application
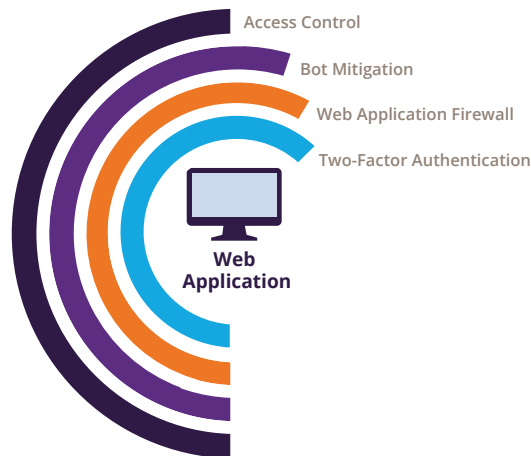
Enterprise Grade Web Application Firewall (WAF)

Our enterprise-grade, PCI-certified WAF ensures that your website or application is always protected against any type of application level hacking attempt. Based on Imperva's industry-leading WAF technology and experience, the Incapsula cloud-based WAF defends against web threats and vulnerabilities - including OWASP Top 10 threats. You can also apply your organization's security policy within the WAF by setting custom security rules.

Advanced Bot Mitigation

Using advanced client classiffcation technology, crowdsourcing and reputation-based techniques, Incapsula distinguishes between "good" and "bad" bot traffic. This lets you block scrapers, scanners and comment spammers that overload your servers and steal your content, while allowing search engines and other legitimate services to freely access your website.

Two-Factor Authentication

Implement two-factor authentication on any website or application without integration, coding or software changes. Single-click activation lets you protect administrative access, secure remote access to corporate web applications, restrict access to particular webpages, and centrally manage multiple logins across several websites.

Granular Website Access Control

Take full control over who and what can access your site. Granular filters and controls prevent access from unwanted visitors (e.g., countries, specific bots, URLs, IPs), while enabling uninterrupted access to legitimate visitors (customers, leading search engines, etc.). IP address shielding hides your web server's IP address.

CDN & Optimizer
Application-Aware CDN & Content Caching

Incapsula runs on a globally distributed network of data centers that deliver Full Site Acceleration through intelligent caching and content optimization tools. This application-aware CDN dynamically profiles website and identifies all cacheable content (dynamic and static) - including content that other CDNs cannot cache. Moreover, dynamic profiling and frequency analysis ensures that the most frequently accessed resources are detected, and served directly from memory. This allows the CDN to bypass the file system, without having to rely on generic mechanisms such as buffer-cache.

Click here to view full global network map»

Our Customers

We proudly serve a broad range of online businesses including:

- SaaS providers
- eCommerce websites
- Trading and gaming platforms
- Banks
- Governmental agencies

Intelligent Content Caching

Incapsula uses application-aware traffic analysis technologies, developed for our security services, to analyze real traffic trends and dynamically profile website resources and usage patterns. This analysis determines what content can be cached and reused, while making sure that users always receive fresh and accurate content.

Content and Transport Optimization

Incapsula goes beyond content caching to optimize the user experience when browsing your website or using your application. Incapsula uses a variety of content and transport optimization techniques to accelerate page rendering and minimize latency. These techniques include:

- Content minification
- File compression
- Image compression & compaction
- Session optimization
- TCP optimization and connection pre-pooling

Load Balancer
Traffic Distribution & High Availability from the cloud

The Incapsula Load Balancer enables organizations to replace their costly appliances with an enterprise-grade cloud-based solution. Based on a global CDN, this service offers the built-in flexibility to support a single data center with multiple servers, data center failover scenarios and Global Server Load Balancing (GSLB). Real-time health monitoring and notifications ensure that traffic is always routed to a viable web server.

Intelligent Application Level Load Balancing

Through real-time monitoring of actual HTTP requests to each server, our application level load balancing intelligently distributes the load among servers using sophisticated algorithms. By understanding the real flow of traffic to each server, Incapsula guarantees optimal resource utilization. Unlike DNS-based load balancing, which is TTL-dependent, routing changes in Incapsula are immediate and across-the-board for all users.
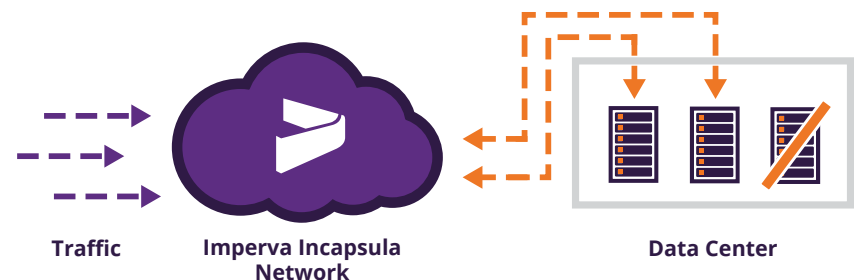
**Traffic**   **Imperva Incapsula Network**   **Data Center**

Site Failover (Disaster Recovery)

Incapsula service supports automatic failover between active and standby sites to accelerate disaster recovery in the event of an outage. As soon as Incapsula detects that the active site has gone down, it automatically kick-starts the standby data center.

Traffic   **Imperva Incapsula Network**   **Data Center**
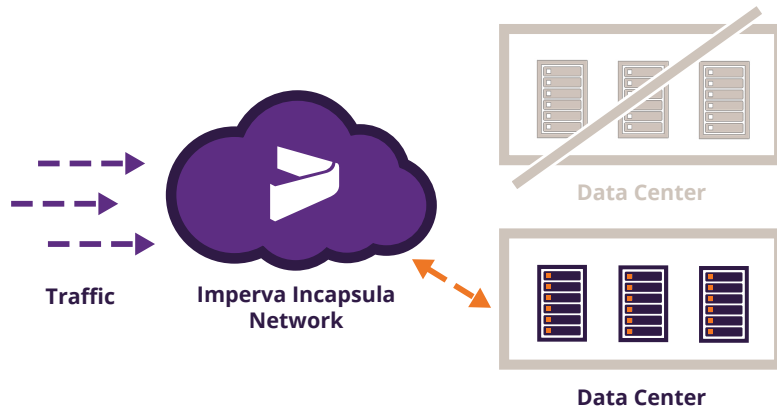
Data Center

Global Server Load Balancing (GSLB)

Global server load balancing for companies operating multiple data centers ensures high availability and consistent performance of applications and websites, as well as compliance with regulatory issues. Incapsula GSLB can route traffic to a specific data center based on either Best Connection Time or Geo-Targeting methods, based on a user's geographical location

New York DC

Traffic   **Imperva Incapsula Network**   **London DC**
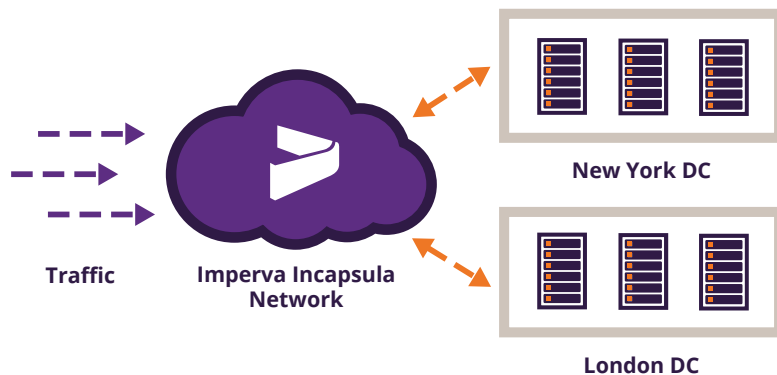
Real-Time Monitoring & Alerts

Real-time health and performance checks of server activity are used to detect outages and eliminate downtime. Users can fine-tune the system to receive email alerts for virtually any possible failover scenario. Real-time dashboards let you verify that your traffic is balanced correctly between the different servers, and proactively handle potential issues on the fly, before they have an impact on your website users.

Incapsula Enterprise Plans

Incapsula experts understand the world of enterprise web applications and work closely with enterprise IT teams to address their specific integration and customization requirements. Backed by an enterprise-grade uptime SLA and premium support, our end-to-end Application Delivery service maximizes the security and performance of websites and web applications. At the same time, it enables enterprises to simplify IT operations and reduce costs by consolidating multiple appliances and services into a single cloud-based solution.

Key features of the Incapsula enterprise offering include:

- **Enterprise-Grade SLA**
  When it comes to service availability, there are no compromises. Backed by a 99.999% uptime and support SLA, our enterprise-grade website security and performance services are used by many of the world's leading online businesses.
- **Premium 24x7 Support**
  Our support engineers and security experts are available round-the-clock to give you the support you need, when you need it.
- **Enterprise-Grade Security**
  Featuring a PCI-certified Web Application Firewall and comprehensive protection against DDoS attacks, Incapsula secures your website from external attacks, maximizes uptime and maintains business continuity.
- **API For Provisioning, Management And Events**
  The Incapsula API enables easy integration with streamlined customer provisioning and account management. Export security events to your log management and SIEM systems and create customized reports for your target audience.
- **Customized Setup and Branding**
  Our customization options allow enterprises to easily brand customer-facing pages (for example security messages, error pages, etc.) to reflect your own website's look and feel.
- **Dedicated Account Management**
  Dedicated Incapsula product and security experts will work with you on complex setup, integration and customization requirements to ensure your security and operational goals are met.

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