Etsy Gained Strategic Coverage of an Acquisition with Signal Sciences

How We Helped Etsy

Etsy's global community contains more than 1.6 million active sellers and 25 million active buyers, bringing an abundance of active traffic into its web applications and mobile APIs. In order to preserve the global community's trust and production, Etsy considers the security of their web application a mission-critical responsibility.

Signal Sciences' solution provided the following key benefits for Etsy:

- Obtaining security visibility into a recent acquisition
- Confidence in blocking mode
- Easy deployment and integration.

Etsy is a marketplace platform that engages creative entrepreneurs and consumers globally across a multitude of languages and devices.

What We Provided: Performance, Reliability, Dev Ops Support, and Operational Management

Company Information

Etsy

Company: Etsy

Website: www.etsy.com

Industry: Retail

Module Used: NGWAF

Key Takeaways

✓ **Key Takeaway 1**
Etsy found that most traditional WAFs and application security modules broke production traffic when placed in blocking mode due to extensive false positives. Etsy required a solution that would enable its business to grow.

✓ **Key Takeaway 2**
Etsy needed an application security solution that could be easily integrated and provide immediate visibility into attacks and anomalies occurring in the recently acquired platform.

✓ **Key Takeaway 3**
As Etsy's marketplace expands organically and via acquisitions, Signal Sciences will continue to provide a key piece of their overall strategy in keeping their members data secure.

The Challenges

In June 2014, Etsy acquired A Little Market (a French online marketplace). At the time, Etsy had no visibility into A Little Market's web application stack, but needed to gain coverage immediately post-acquisition. Their primary goals were gaining better visibility across all applications, while minimizing any potential risks and unknowns by blocking attacks. Due to Etsy's success in gaining coverage over their main web application with Signal Sciences, Etsy chose to expand their Signal Sciences deployment to A Little Market as well.

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Previously, Etsy assessed several application security solutions available on the market at the time and found the following issues consistently:

- **Legacy WAF solutions didn't meet Etsy's needs.** Legacy WAF architectures and approaches to blocking caused more problems than they solved. Etsy demanded a more pragmatic and effective solution that would go beyond simply blocking IP addresses and resource-intensive rules management.
- **Legacy WAF solutions often broke traffic in blocking mode.** Etsy found that most traditional WAFs and application security modules broke production traffic when placed in blocking mode due to extensive false positives. Etsy required a solution that would enable its business to grow, not hinder it.
- **Legacy WAF architectures didn't work with modern infrastructure.** With the inherent challenges of integrating any acquisition, Etsy needed an application security solution that could be easily integrated and provide immediate visibility into attacks and anomalies occurring in the recently acquired platform. While reviewing the available offerings, very few, if any, solutions met these basic requirements.

"If I had an acquisition, using Signal Sciences is the first thing I would do to obtain real-time security visibility and attack blocking coverage. Signal Sciences has provided excellent support whenever my team has had questions or feature requests."

Rich Smith,
Former Director of Security, Etsy

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The Results

Rich Smith (Former Director of Security at Etsy) shared the following sentiment about his experience with Signal Sciences, "If I had an acquisition, using Signal Sciences is the first thing I would do to obtain real-time security visibility and attack blocking coverage. Signal Sciences has provided excellent support whenever my team has had questions or feature requests."

Signal Sciences' solution provided the following key benefits for Etsy:

- **Obtaining security visibility into a recent acquisition.** In future acquisitions, Etsy can easily drop in Signal Sciences NGWAF solution to gain coverage over web applications and APIs. Signal Sciences provides Etsy with a whole new level of visibility while enabling pragmatic blocking against attacks and suspicious traffic patterns. The Signal Sciences NGWAF solution also allowed Etsy to free up security resources because it did not require additional management or oversight.

- **Confidence in blocking mode.** Given their experience with previous legacy WAFs, Etsy was pleasantly surprised by their ability to effectively use Signal Sciences in blocking mode. Etsy's experience was that with Signal Sciences next generation approach to blocking, they didn't have to divert precious resources to maintaining rules or constantly managing false positives.

- **Easy deployment and integration.** Etsy found they were able to fully deploy Signal Sciences in minutes, without having to change their architecture or the code of the acquired application. Additionally, Signal Sciences easily integrated with their key services in their tool chain. As Etsy's marketplace expands organically and via acquisitions, Signal Sciences will continue to provide a key piece of their overall strategy in keeping their members data secure.

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