

Oracle Dyn Case Study: SOCCER SHOTS

Soccer Shots Blocks Malicious Bots with Oracle Web Application Security

Chris Paradise, director of technology at Soccer Shots Franchising, remembers when he first realized his company was under attack.

It was late summer when Soccer Shots—which works with franchisees around the U.S. and Canada to offer soccer enrichment programs for youths ages 2 to 8—started to notice high levels of instability on its team registration website.

The site was moving slowly and close to crashing, and franchisees were contacting the company in droves to investigate the issue. Paradise initially thought the instability was because of a sudden surge in registrations. Fall was coming, and that is Soccer Shots' peak season. But further analysis revealed a much bigger problem.

"We determined it was actually bot traffic that was hitting our servers and leaving open connections that were left waiting to time out," Paradise said. "They kept hogging up all our server resources. No matter how quickly we tried to mitigate it on the back end, the traffic levels just kept climbing back up."

With Soccer Shots leaders and franchisees growing increasingly concerned, Paradise decided to get in touch with the technical account management team at Oracle Dyn. The team quickly got Soccer Shots up and running with Oracle Dyn's cloud-based web application firewall (WAF), which provides advanced bot management capabilities. After that, Soccer Shots went live with Oracle Dyn Managed DNS. Within days, the company began to see a major reduction in bot traffic and business operations returned to normal.

"The Oracle Dyn team was really quick to respond and set up a plan," Paradise said. "The fact that we were able to prevent what could have been a catastrophic event speaks to the effectiveness of the Oracle Dyn team and the tools they provide. The team regularly reaches out to us to check in and make sure we're still getting the results we need."

Customer



Challenge

The Soccer Shots registration site was being flooded with bad bot traffic during its peak business season.

Solution

Oracle Dyn Web Application Firewall (WAF)

Oracle Dyn Managed DNS

Results

The Oracle Dyn team quickly onboarded Soccer Shots and mitigated the threat.

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– **Chris Paradise**
Director of Technology at Soccer Shots

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Kids score big with Soccer Shots

Soccer Shots, which is headquartered in central Pennsylvania, believes that soccer is a powerful vehicle for positively affecting youth. The company offers three age-based programs—Mini, Classic, and Premier—that are designed to meet the developmental needs of children in participating communities. Soccer Shots makes sure that all coaches are trained and certified in developmentally appropriate soccer curriculums. The company and its franchisees also offer “Empower” programs for children with special needs.

“Our programs really aren’t geared toward competitive play. They’re more about fundamentals, character building, and teaching important values like teamwork and respect,” Paradise said. “It’s really important for children in those age groups to develop these skills and values.”

Soccer Shots’ small IT staff consists of Paradise and one other employee. The company’s database, websites, and registration systems are hosted in the cloud and managed by a third-party IT partner. The partner also provides dedicated developers who build out and help manage the web application infrastructure.

Oracle Dyn defends Soccer Shots’ goal

Soccer Shots selected Oracle Dyn because it needed a powerful web application security and DNS provider that can protect any type of cloud deployment and scale with the successful company as it grows. It also wanted a partner that would be relentless in its effort to perfect the user experience for franchisees, parents, and other visitors to Soccer Shots’ websites. With its stellar track record and reputation for being a pioneer in web application security and managed DNS, Oracle Dyn was the right choice for the job.

- Oracle Dyn Managed DNS serves as Soccer Shots’ strategic tool for ensuring network resiliency, optimizing global web application performance, and managing traffic across hybrid clouds.

- Oracle Dyn WAF is 100 percent cloud-based and vendor-agnostic. The Oracle Dyn WAF inspects all traffic destined for Soccer Shots’ web applications and identifies and blocks any malicious traffic. The Oracle Dyn WAF is supported by globally distributed points of presence to ensure minimum latency and maximum coverage.
- Oracle Dyn WAF also protects Soccer Shots from malicious bots that are programmed for things such as content scraping, advertising fraud, credit card fraud, and application layer DDoS attacks. Oracle Dyn uses bot detection techniques such as IP rate limiting, CAPTCHA protection, and JavaScript challenges to block bad or suspicious bot activity, while making sure legitimate bot and human traffic can access websites as intended.

“I really appreciate the responsiveness of the Oracle Dyn team and their willingness to engage with us whenever we need to jump on a phone call,” Paradise said. “They’re always quick to be available and to get the right resources engaged with our team. I just think the quality of Oracle Dyn’s service is excellent.”

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