Papa John's Uses Radware's Solutions to Offer Customers a Safe, Hassle-Free Web Experience

Business Need
With an e-commerce website that has earned $2 billion, with more than 25 percent of all global sales resulting from online or mobile device transactions, it was essential for Papa John's to provide customer's a safe, undisturbed web experience, afford employees unremitting access to the intranet and decrease the risk of exposure to attacks.

Why Radware's Solution
Radware solutions provided Papa John's the application delivery and security solutions needed to support its application and network infrastructure's growing network demand, maximization of response times and the capacity needed to handle the large amounts of online traffic Papa John's faces during everyday operations and extreme peak periods, such as sporting events like the Super Bowl.

Solution
The combination of Radware's AppDirector, LinkProof and Attack Mitigation Systems (AMS) provided Papa John's with a cost-effective solution that offered the protection of network and online applications it needed from well-known emerging security threats.

Benefits
Papa John's has experienced a substantial increase in operational and customer-facing effectiveness. The solution increased network performance and has substantially reduced the likelihood of downtime due to the security attacks.

Overview
Papa John's International, Inc., headquartered in Louisville, Kentucky, is the world's third largest pizza company and has been rate No. 1 in customer satisfaction among all national pizza chains in the American Customer Satisfaction Index (ACSI) for the past 10 out of 11 years. Since 1984, Papa John's commitment to quality and customer satisfaction has earned them several honors and awards within the industry, including the 2009 Gold Award for Consumer's Choice in Chains in the pizza segment. One of Papa John's most notable feats is being named the Official Pizza Sponsor of the National Football League and Super Bowl XLV, XLVI and XLVII. After twenty five years, Papa John's is the known leader of the pizza category and owns or franchises more than 3,500 restaurants in all 50 states and 29 countries.

Papa John's Challenges
In a competitive industry, Papa John's uses a simple and innovative way for customers to get their favorite food. By allowing customers to order online or through mobile devices, Papa John's e-commerce website has earned $2 billion, with more than 25 percent of all global sales resulting from online or mobile device transactions. Due to this success, Papa John's needed to advance its technological capabilities in order to support its vast application and network infrastructures and protect online applications that generate revenue.

"Not only are Radware's solutions the most cost-effective, but the performance has been outstanding. From the excellent level of service support we receive to their product knowledge and implementation expertise, Radware has exceeded our expectations."

Jeff Stringer, Senior Director of Network Services at Papa John's

The company needed to support growing network demand, boost response times and increase capacity to handle large amounts of online traffic with concurrent users. In addition, it was essential that Papa John's find a way to not only prevent service disruptions and offer its customers a safe, hassle-free web experience, but to also provide employees with uninterrupted access to its ERP and CRM applications as well as internal applications.

By allowing customers to place orders online and enter personal information, Papa John's also needed to decrease the risk of exposure of Intrusion attempts, Denial of Service (DoS) and Distributed Denial of Service (DDoS) attacks on the organizations' network and online applications. Due to the heavy traffic on Papa John's website, it was imperative that the malicious scanning activity did not consume a large portion of the bandwidth. In addition, they also faced security risks from several threats, including network flood, HTTP flood, and data theft caused by attacks such as SQL injection.

To solve these challenges, Papa John's searched for a vendor that could provide superior network performance and substantially reduce concerns of potential downtime due to security attacks.

The Solution

Papa John's has leveraged Radware's suite of products to manage and strengthen a number of critical network areas. First, Papa John's deployed Radware's AppDirector to provide them with non-stop application availability and optimized server performance. Secondly, Radware's LinkProof was

deployed, allowing Papa John's to seamlessly manage ISP links in order to quickly react and avoid potential network issues during peak and non-peak hours of traffic. And finally, Papa John's deployed DefensePro to fully protect their network from known and emerging security threats.

In addition to the protection of the company's infrastructure, the Radware solution also protected online applications that generate revenue, ERP and CRM applications as well as internal applications that are vital to Papa John's business.

The combination of these comprehensive solutions immediately resulted in superior network performance across Papa John's global network and substantially reduced concerns of potential downtime due to security attacks.

Benefits

By understanding Papa John's challenges and business objectives, Radware's solutions delivered application delivery and attack mitigation capabilities that other vendors could not provide. Since deployment of Radware's solutions, Papa John's network has been successfully blocked and security incident analysis has improved due to the AMS solutions. There has also been improved application availability and optimized service performance due to Radware's AppDirector. And finally, LinkProof has provided Papa John's the ability to evade potential network issues during the peak hours. This increase in online services availability has ultimately improved their customer satisfaction.

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