

# Internet Presence Protection Analysis and Testing

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# Common Failings in Internet Presence

**We believe the following failings are common place and offer analysis to rectify such issues:**

- Autonomous System AS Set-up & Coverage
- Protection of IP-Ranges {APNIC set-up}
- Reverse DNS Set-up
- External DNS Anomalies {we test extensively}
- Vulnerability to Service Denial by DNS Storms
- Poor Domain Name Administration

# **Why are Failures in Protecting Internet Presence so common place?**

- **Protection of Internet Presence often involves non-technical Paralegal Intellectual Property IP Staff;**
- **Mergers & Acquisitions often overlooked;**
- **Business Unit DIY bypass both Corporate IT and Outsourcer to register domains and get hosting services directly. No control or even visibility of who is doing what!**

# Why Failings in Internet Presence? /2

- **Too many cooks:** Corporate Paralegal, Business Web & Application Owners, Corporate IT, Information Security, Network & Telecommunications Services, Outsourcer, Carriers, Domain Registrars, APNIC/NRO/ASO;
- **Very few understand how it all works end-to-end.** Partly Architectural partly Administrative partly by Convention.

# Multiple Views of Internet Presence

1. **B2B & B2C End User Client View** {We have no involvement in this space};
2. **Paralegal Internet Presence Protection** {Our Service offers major value add in this space};
3. **Technology View** {We offer major value add};
4. **Competition View** {We offer major value add};
5. **Hostile View** {Whilst we do NOT offer any Security Service our information does add value}.

# BAL Consulting P/L Internet Presence Protection Analysis and Testing Services

## Phase 1 External Analysis & Testing

**Done without any information of your systems and  
without any access to your ICT staff.**

- Phase 1a      \$30K      Your Company
- Phase 1b      \$100K      Your Competition
- Phase 1c      25%      On-Demand and Annual

## **Our Analysis and Testing Report Shows:**

- Graphing of your Internet presence;
- APNIC Analysis of IP-Ranges & AS-Systems;
- Testing of External DNS & Reverse DNS;
- Analysis of your Domain Name Administration

## Phase 2 of Internet Presence Analysis

- Phase 2 is internal to your company in consultation with your Internet, network and security architects;
- Knowledge Transfer to your permanent staff;
- Analysis and Testing possible only with inside knowledge;
- Comprehensive recommendations;
- Cost \$100K-to-\$300K depending complexity of your Internet presence and infrastructure.

# Things Forbidden – Our Code of Conduct

- We make no comments about the Quality of your Internet Security;
- We do not try to access any of your Online Systems and are not involved in any ethical hacking or penetration testing;
- We do not put any load on your systems or Internet connections.