

IDC Link: Lumen- Going All Out to Be the Affordable Threat Detection Leader

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IDC'S QUICK TAKE

Lumen and Black Lotus Labs, the threat research and operations arm of Lumen, is focused on protecting its customer base with ongoing, relevant threat intelligence. A new flavor of its automated threat blocking solution, Lumen Defender Plus, identifies and neutralizes network threats in customer environments at a price that should be attractive to a growing market segment that wants this protection at a reasonable cost.

PRODUCT ANNOUNCEMENT HIGHLIGHTS

Lumen has just announced its Lumen Defender Plus for IoD (Internet On-Demand) that protects customers from internet-based cyber threats. The solution is powered by threat intel from Lumen's own Black Lotus Labs to identify hosts used by bad actors before the attacks start. It will automatically block all traffic that Lumen identifies as risky before it breaches the customer's internal network. This also includes a web portal interface that allows customers to view threats, run reports and manage the service.

The offering comes in several service tiers and prices providing “hands-Free” protection; with Lumen Defender Plus offering automated threat blocking with full reporting, customization and configurations for risks designated as severe, very high and high risks (as well as customized blocking). Lumen Defender Essentials offers automated threat blocking for protection from severe risk threats and partial reporting of threats blocked.

Lumen also has roadmap plans for Lumen Defender Plus for DIA (Dedicated Internet Access) environments.

IDC'S POINT OF VIEW

As internet threats become not just more pervasive but now practically commonplace, threat protection is becoming table stakes for any network security environment. As well, threat intelligence, which powers cyber protection, is on the minds of enterprises. A recent IDC worldwide survey showed that of those organizations that were working with service providers for consulting and design of integrated threat intelligence workflows,

45% said that their spending would increase anywhere from between 11% and +31%. This trend was even higher in Asia Pacific/Japan, META, and LATAM.

Service providers have a great opportunity to provide this protection for clients. What may differentiate providers is not only quality threat detection but also an attractive price point. Lumen Defender Plus will be offered at an average overall price of \$100 monthly per circuit while Lumen Defender Essentials will be priced at a reasonable average of \$30 monthly per circuit.

IDC views Lumen's offering as a strong one. Its Black Lotus Labs claims to monitor 2.3 million unique threats daily and addresses 150 C2 (command and control) disruptions per month through takedowns and notifications. This allows customers to view in real time the threats that are aimed at the network and see what has been blocked at the Lumen edge. Threat details are also presented that presents insight on category, origin, and protocol. Real-time alerts are sent via email or text providing immediate notifications about potential threats.

The reporting capabilities are easily followed via the dashboards which show visual representation of threat types, geographic origins, risk levels and attack timings that allow users to identify patterns, trends and any anomalies. Further, users can also export reports on current or historical threats. Another strength is that these reports can reveal patterns about the attacker's behavior based on when attacks happen.

Lumen Defender is part of its overall cyber portfolio that delivers network, edge, Security as a service and Lumen DDoS mitigation via Lumen's Network as a Service consumption model.

Apex DataCom is a bespoke software development and IT consulting firm based in Bothell, WA that specializes in cloud apps, business advisory services, and specific products such as Apex Call Me, VideoDek, Apex Connect, and Voiceplex. The company has been a user of Lumen Defender Plus since September of 2024. Apex DataCom is a Lumen house and has Lumen's Edge Cloud infrastructure (including Edge Bare Metal with Network as a Service) as well as Lumen DDoS and Fortinet SASE.

The company trialed a prerelease version of Lumen Defender Plus and they reported that their experience has been very positive. After Lumen initialized Defender Plus into their environment, users were able to choose what level of threat to block. The threat is then blocked by Lumen before it reaches the clients' network. Since using Defender Plus the company saw an immediate drop in brute force attacks. Defender analytics showed that in a seven day period there were hundreds of thousands of threats (e.g., botnets, malware, phishing, ransomware) blocked on just two of the company's ten gig (10GbE) circuits. Note that 10G is a roadmap capability. Apex DataCom was also pleased with the

price versus the level of protection they are getting and saving internal IT workforce resources for other important work.

Lumen is addressing a pain point that will most likely not be alleviated anytime soon—that of escalating costs associated with having the needed cyber protection. When enterprises don't have the internal security talent, they will look to service providers to address essential threat intelligence and protection. But there is also the necessity to balance cost with protection. Lumen is offering clients an increased security posture, automation, and a simplification of this critical aspect of cyber security for a reasonable, viable costs for almost all organizations.

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