



CASE STUDY

Helping SaaS player Channelscaler to protect and grow its business

Barracuda WAF-as-a-Service provides essential protection against
AI and bot-driven application attacks

Customer

- Channelscaler is a partner relationship management specialist formed from the merger of two leaders in channel partner technology: Channel Mechanics and Allbound.
- Its AI-powered platform delivers channel enablement-as-a-service to streamline partner management and drive engagement for customers.

Challenges

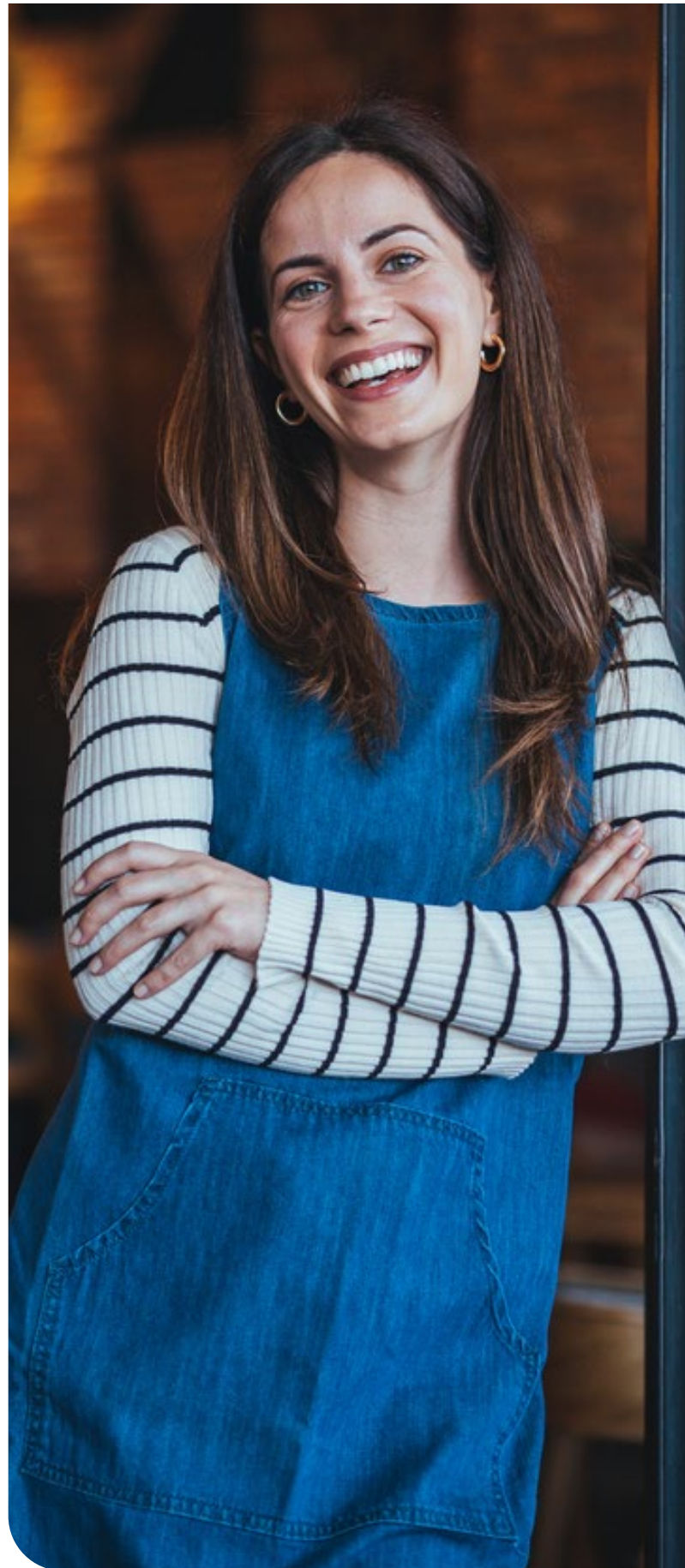
- AI and bot-driven attacks
- Expectations of first-class service from a security perspective from our customers ensuring their data is secure
- Short time frame in which to deploy a new Web Application Firewall (WAF)

Solutions



Benefits

- Time saved on configuration, versus the other WAF the company previously used
- Supports company efforts to win and retain business
- Preserves essential uptime for the SaaS-based business
- Blocks thousands of web-based threats per day
- Keeps company platform safe and secure, ensuring their customers' information is protected as well



For the CISO of a SaaS business, few threats are as nerve-racking as the prospect of a DDoS attack. Whether launched alone or combined with AI-driven tactics, the rise of DDoS-for-hire services on the cybercrime underground means nearly anyone, anywhere in the world, can launch these attacks. Meanwhile, AI-based attack techniques are evolving rapidly, increasing the sophistication and scale of cyber threats against web applications. For example, AI-powered bots can mimic legitimate user behavior to launch complex attacks on web apps. These bots can intelligently vary request patterns, timing, and payloads to evade traditional security measures. Instead of simple repetitive requests, AI bots might launch slow-rate attacks, fuzz input fields with targeted injection attempts, or chain together multiple attack vectors — all designed to bypass naive detection systems.

All of which was front of mind for Channelscaler CISO, Mike Sampier. “The combination of DDoS and bots is a scary idea,” he says. “Protecting our platform is critical because of the way that emerging threats are coming every day. It’s a must have.”

Fortunately, Barracuda was able to step in at Channelscaler’s moment of need. Barracuda WAF-as-a-Service not only protects the SaaS business from unwanted disruption, but reassures current and prospective clients of its security credentials.

No time to waste

After a recent merger of Channel Mechanics and Allbound, the newly branded business (Channelscaler) was effectively running two IT environments. When the contract for Allbound’s original web application firewall (WAF) neared its end, Mike was keen to find a more cost-effective replacement which offered the same advanced technical capabilities.

“First there was a price issue. Others were expensive. We were also looking for a WAF which could easily fit into our existing infrastructure,” explains Channelscaler Security Specialist, Rajpal Arora. “The other issue was timing. We didn’t have long to get it deployed and working.”

The natural choice was Channel Mechanics partner Barracuda, which Mike had come across in a previous role. “Barracuda was always very good,” he says. “When MSPs used to show me its interface, I was always impressed by it. I’d heard nothing but good things.”

The need for a WAF was made more urgent by growing customer and prospect demands for secure technology partnerships.

“Without the prerequisite security in place you, you don’t get a foot in the door — either with new customers or existing customers upon their annual vendor assessments,” says Mike. “For us, the Barracuda WAF is crucial because we’re protecting partner companies.”

Mike was delighted with the price point offered by Barracuda and the race was on to deploy in time.

Taking on the bots

Barracuda WAF-as-a-Service is a simple-to-deploy and easy-to-navigate, cloud-delivered application security service. Highly scalable and globally available, it offers full-spectrum L3-L7 DDoS protection from volumetric and application-based attacks, to ensure continuous availability. It also provides protection against advanced bot-driven attacks designed to mimic legitimate user behavior, like account takeovers.

Channelscaler opted for a containerized deployment mode, which also protects customers from intra-app attacks. The whole process was “pretty smooth” with very little back and forth required with Barracuda on setup, Rajpal says.

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Mike Sampier, CISO
Channelscaler



Supporting Channelscaler

Barracuda WAF-as-a-Service is blocking thousands of threats per day for Channelscaler — powerful protection which ensures uptime and customer satisfaction. That provides much needed peace of mind for Mike and the team.

“It’s working as expected, because we haven’t had any impactful issues,” he says. “It’s kind of like car insurance. It’s when there’s a crash then you need it.”

In the meantime, the robust protection delivered by Barracuda is helping Channelscaler meet rising client expectations around security and availability.

“It’s very important that we keep our services available and that they’re not compromised. It’s either a foot in the door or keeping the door open,” says Mike. “Security used to be a ‘one and done’ tick box [for new clients], whereas now the due diligence might stretch to 600 questions. But that’s what you want to see.”

The product itself requires less hands-on work, day to day, than previous alternatives, which saves Rajpal time to spend on higher value tasks.

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“Barracuda WAF-as-a-Service doesn’t seem to need too much tweaking. People don’t realize how much of an advantage that offers, because you’re able to spend time doing other work,” Mike explains. “In the past when working with firewalls, I have had to make a lot of tweaks to try and keep legitimate traffic reaching the app services versus malicious stuff. That’s not the case with Barracuda.”

However, when more hands-on work is required, the Barracuda WAF is easy to manage via APIs — which support every configuration setting.

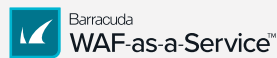
Channelscaler has also been happy with the level of support it has received from Barracuda.

“Once you’re set up and running and you come across an issue, you’re often forgotten about, once the vendor has the sale,” says Mike. “But we had a recent issue around the way the WAF was handling certain traffic. And that was fixed quickly by Barracuda.”

Mike and his team are so happy with the product that they’re hoping to keep it when the company finally consolidates its two IT environments onto a single cloud infrastructure.

“Barracuda seems to be far superior in terms of what you can do with it,” he concludes. “It’s definitely something I want to keep.”

Learn more



Barracuda WAF-as-a-Service is a full-featured, cloud-delivered application security service — that includes web application, API, botnet protection and comprehensive protection against DDoS attacks that also ensures continuous application availability. It can be deployed, configured, and commissioned in minutes. It provides out-of-the-box protection with the default security policies, and the intuitive interface makes it easy to set up custom policies.

About Barracuda

Barracuda is a leading global cybersecurity company providing complete protection against complex threats for all sized businesses. Our AI-powered platform secures email, data, applications, and networks with innovative solutions, managed XDR and a centralized dashboard to maximize protection and strengthen cyber resilience. Trusted by hundreds of thousands of IT professionals and managed service providers worldwide, Barracuda delivers powerful defenses that are easy to buy, deploy and use.