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# Alaska Airlines Soars into a Secure Future with UltraDDoS Protect

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## Executive Summary

**Company name:** Alaska Airlines
**Industry: Transportation**
**Headquarters:** Seattle, WA

**Key business requirements:**
- Protect critical online assets and customer communications from DDoS attacks
- Safeguard customer trust by preventing downtime and disruption
- Gain flexible, secure protection while avoiding high infrastructure costs
- Ensure IT infrastructure supports Alaska's service mission and growth

**Solution:**
- DigiCert UltraDDoS Protect

**Key outcomes:**
- Flexible deployment and minimal infrastructure reduced complexity and cost
- Geodiversity and global Points of Presence (PoPs) strengthened resilience of online services
- The ability to tailor controls enabled Alaska Airlines to fit solution to their needs
- Close collaboration with experts ensured effective design and deployment

## Requirement

### Ensure that customer trust isn't upended by a DDoS attack

Since their founding in 1932, Alaska Airlines has been committed to delivering top-notch customer service. Given that most customer interactions now take place online—from booking travel and checking in to following flight status in real time, the airline knew that maintaining this level of service required digital trust. Therefore, they wanted to prevent cyberattacks from disrupting any communications, including DDoS attacks.

Granted, Alaska Airlines hadn't yet experienced a paralyzing DDoS attack, but they wanted to be proactive, rather than become another statistic and jeopardize the goodwill of their loyal customer base. "The travel and hospitality sector has not been a first-choice target, and we had been able to get by without DDoS protection, but the risk is there," said Stephen Guilliot, Principal Network Engineer.

"The challenge for a company like ours is that until and unless you're attacked it's easy to overlook, but you can't wait for the first major attack. And as our public profile grows, we become more of a target."

The carrier had seen the statistics on DDoS attacks and their dramatic rise. An estimated 13 million DDoS attacks took place back in 2022 when Alaska Airlines was assessing the threat. And the threat has continued to increase, with NETSCOUT's ASERT research group reporting a 23% increase in 2025. Alaska Airlines knew they had to proactively secure their critical online assets and services their customers rely on from a potential DDoS attack.

"We've made significant investments in our computing infrastructure to become more central to the business and our mission, and we knew a large DDoS attack would be extremely painful for customers and the company," said John Spence, Senior Manager Network and Network Security Engineering. "We wanted to up our game to make sure we provide the very best booking and eCommerce platform for the company, and DDoS protection is part of that."

**Solution**

## DigiCert UltraDDoS Protect gave Alaska Airlines a dedicated, purpose-built solution to stop DDoS attacks at scale

Initially, Alaska Airlines explored using an in-house solution for DDoS protection, but oversized internet pipes, DDoS appliances, and annual licensing fees were prohibitively expensive. They were drawn to UltraDDoS Protect, which leverages a globally positioned scrubbing infrastructure with massive regional capacity to detect and mitigate attacks, after their positive experience with its sister product UltraDNS for their authoritative DNS services.

UltraDDoS Protect is a dedicated solution that offered the carrier instant response to potential DDoS attacks using automation—and is further backed by the experts in DigiCert's 24/7 Security Operations Center (SOC). Using its purpose-built DDoS architecture, UltraDDoS Protect would safeguard the company's digital assets and communications regardless of their location or how they were being hosted.

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## Providing flexible deployment that fits Alaska Airlines' IT environment

One of the reasons Alaska Airlines chose UltraDDoS Protect was its ability to adapt to their unique environment and operational practices. Implementation consisted of close collaboration with UltraDDoS Protect architects, as well as a proof-of-concept phase and the ability to tailor UltraDDoS Protect's configuration to Alaska Airlines' requirements. The airline's IT team wanted to tailor their protection to their specifications, working closely with DigiCert throughout the implementation to customize UltraDDoS Protect's configuration and settings to meet their operational needs.

"The solution's low infrastructure requirements and flexible implementation didn't require a large investment. Finally, we wanted to maintain manual control over our protection, and the DigiCert team was happy to work with our requirements. The web portal is very good in allowing us to monitor our protection and make and track changes," Guilliot said.

## Safeguarding customer trust through powerful technology and engaged partnership

For his part, Guilliot said that Alaska Airlines was very happy with the technical aspects of UltraDDoS Protect. "It tested great. The geodiversity is very strong with good global points of presence (PoPs)," he added. The geodiversity was important because it meant traffic from different regions could be handled locally from multiple PoPs that can distribute the risk and take away threat actors' abilities to overwhelm the system.

Moreover, UltraDDoS Protect architects were "competent and engaged" and "great partners in the PoC (Proof-of-Concept) and implementation," Spence noted. The network and security teams worked closely with the UltraDDoS Protect architects to learn different ways of implementing and monitoring the solution, along with how to initiate and stop migrations.

"We created a design and ran it by the UltraDDoS Protect team, then did a proof of concept," noted Guilliot. "They were on calls with us all the time, helping with the design, which required quite a bit of one-to-one work."

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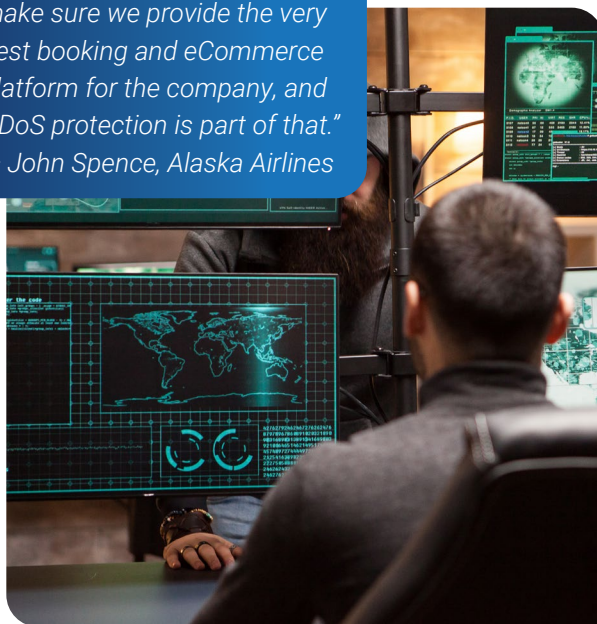
# Supporting Alaska Airlines' ongoing commitment to customer service

As the definition of outstanding customer service evolves in conjunction with technological advances, Alaska Airlines appreciated DigiCert's commitment to help the airline stay current in their goal. "Being connected to the customers and communities we serve is hugely important to Alaska Airlines. We are proud to play an active and positive role in the communities we serve in Alaska and throughout the country," said Jennifer Villar, Director of Network and Connectivity Solutions. "We distinguish ourselves by providing outstanding experiences to our customers each and every time."

"Our work with the Digicert team to protect our eCommerce platform is part and parcel of our push to be better all the time, to provide a better service to run a better airline every day," Spence added. "We feel like we're well positioned to do that."

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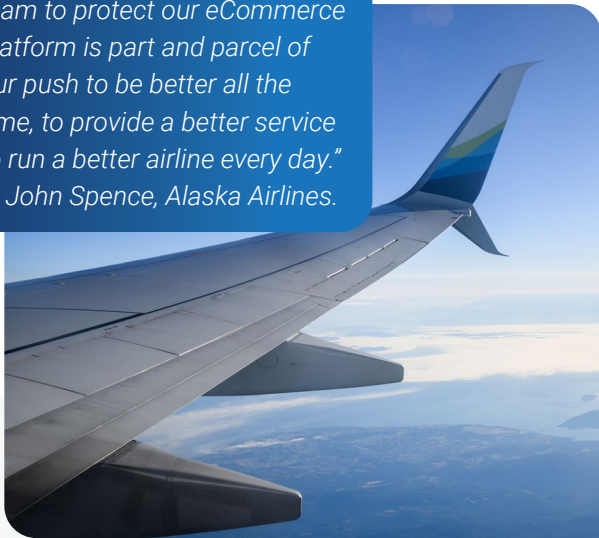
Find out how UltraDDoS Protect can ensure the availability of online experiences and protect your digital infrastructure from even the largest and most sophisticated multi-vector DDoS attacks by visiting our product page.
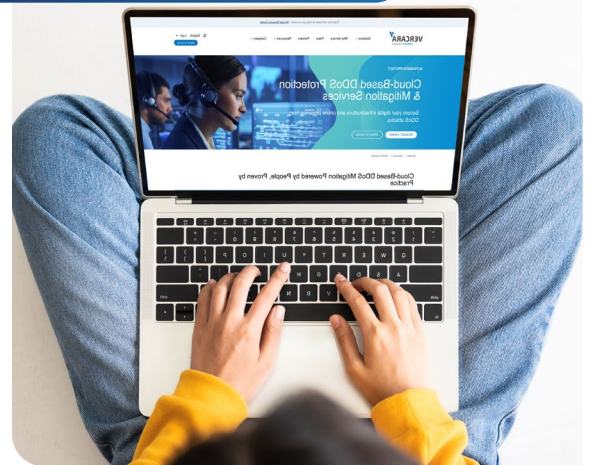
## About DigiCert

DigiCert is the world's leading provider of digital trust, enabling individuals and businesses to engage online with the confidence that their footprint in the digital world is secure. DigiCert® ONE, the platform for digital trust, provides organizations with centralized visibility and control over a broad range of public and private trust needs, securing websites, enterprise access and communication, software, identity, content and devices. DigiCert pairs its award winning software with its industry leadership in standards, support and operations, and is the digital trust provider of choice for leading companies around the world. For more information, visit digicert.com or follow @digicert.