

Miva protected eCommerce platform from DDoS attacks and spoofing using UltraDNS

UltraDNS helped preserve uptime while freeing developers to focus on company's platform

Customer Snapshot

Company name: Miva

Industry: Technology

Solution: DigiCert UltraDNS

Key Win: Maintained uninterrupted service while mitigating DDoS and spoofing risks

Customer Voice: "I can happily say that having been a customer for many years, we have never experienced any interruption in service with UltraDNS."

— David Hubbard, CIO, Miva

Requirement

Proactively harden defenses to ensure reliable services for eCommerce customers

San Diego-based Miva has provided a range of B2B and B2C technology solutions since 1997. The company's flagship Ecommerce Platform supplies no-code tools that enable customers to run core parts of their businesses, including managing inventory, order processing and fulfillment, warehousing, and payments. Miva's customers appreciate the company's ability to evolve alongside their businesses, allowing users to focus on serving customers and grow.

To support their own customers, Miva's developers needed to stay focused on improving and extending the company's platform. The most important requirement, however, was to make sure Miva's customers could always access Miva's platform and services. Any disruption, such as a rise in large-scale DDoS activity or spoofing attacks, could derail their customers' livelihoods.

Although Miva had not yet been a victim of a successful attack, the last thing they wanted was to wait around for one to happen. The company considered off-the-shelf DNS software, but they were wary of pulling developers into integrating and maintaining infrastructure that sat outside the Ecommerce Platform that drives and defines their business.

Solution

DigiCert UltraDNS

Miva chose DigiCert UltraDNS because it filled two critical criteria: the capacity to accommodate a high volume of requests and a high resistance to DDoS attacks. UltraDNS furnished a scalable solution, backed by a team Miva could rely on when issues arose. UltraDNS operates on a globally distributed Anycast network designed to handle high query volumes and absorb large-scale DDoS attacks, providing the availability and resilience required by platforms serving thousands of customer domains.

"It came down to a financial equation," said Miva CIO David Hubbard. "Did it make sense to build, deploy and maintain a DNS solution in house to withstand—and potentially respond to—the magnitude of attacks we were seeing elsewhere, or to buy that reassurance with a specialized commercial provider that has the availability, reliability, and resistance to attack we were looking for?"

Moreover, UltraDNS fit into Miva's environment without creating additional work for the company's development teams. "The real factor that made it possible to proceed with DigiCert was their API, which made it very simple to interact with the UltraDNS service," Hubbard said.



Outcome

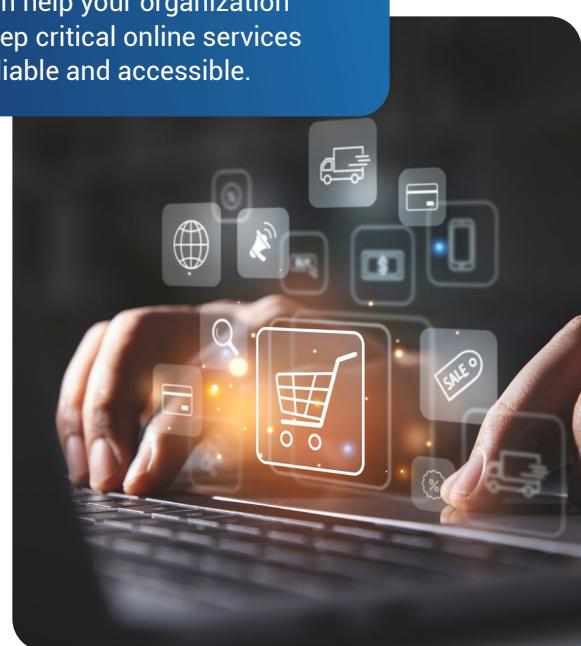
Bulletproof DNS services protected customers while freeing developers to focus on continual platform improvements

With its mature, easy-to-use API, UltraDNS easily replaced the previous infrastructure with minimal authoring on the software side. This ease of transition further freed Miva developers to continue enhancing the company's Ecommerce Platform for a growing clientele. With authoritative DNS now being handled externally, developers could stay focused on delivering the enhancements required to keep pace with how their customers' businesses evolve without the stress of also having to maintain such a complex infrastructure.

With authoritative DNS and DNSSEC support, UltraDNS helped Miva protect the integrity of DNS responses while operating at global scale. Even better, migrating to UltraDNS made no impact on the speed, safety, or reliability of their customers' eCommerce activities. And UltraDNS scaled up business continuity even as Miva's customer base grew and traffic increased. Despite the many diverse customer domains hosted on UltraDNS services through Miva, Hubbard noted that his team has received unwavering support from DigiCert customer service and has easily accessed the necessary audits and reports through the company's online portal. "We wanted to get ahead of the scale of DDoS attacks occurring before our clients became targets. DigiCert UltraDNS has helped us do that."

Finally, UltraDNS has done the job Miva needed: ensuring business continuity. Said Hubbard: "I can happily say that having been a customer for many years, we have never experienced any interruption in service with DigiCert UltraDNS.

Find out how DigiCert UltraDNS can help your organization keep critical online services reliable and accessible.



About DigiCert

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