



### Customer Overview

TopCashback was established in the UK in 2005 by co-founders Olly and Mike. From its humble beginnings – a literal dining room table – to one of the biggest cashback brands in the world. Now with sites in the UK, France, US, Germany, China, Australia, Spain and Italy, TopCashback is a leading global cashback site saving its members money on their everyday spending. From the weekly shop or takeaway to clothes, a trip away or household bills, members can save big. We work with thousands of brands from across the world who pay us when our members shop with them, and we share that money with members as cashback.

Andy Bayes, the CIO of TopCashback, describes their security challenges and how ThreatSTOP met their needs.

### How did you find out about ThreatSTOP?

We were searching on the internet for how we could block Crimea, without blocking Ukraine as a whole. The search led us to ThreatSTOP as a potential solution as it was referenced in the AWS marketplace and on their website.

### What challenge was your business facing that ThreatSTOP addressed?

In an increasingly complex and fast changing sanctions landscape, we wanted to find a reliable outsourced resolution to our OFAC (Office of Foreign Assets Control) sanctions obligations. Namely, we needed to ensure that we do not accept online traffic from sanctioned regions. Specifically, the Russian invasion of Ukraine and the raft of sanctions conditions that followed, along with an acceleration of changes in the geopolitical landscapes meant we felt it was better to outsource the expertise. Ukraine was especially complex as certain \*parts\* of Ukraine were under sanctions (such as Crimea) but we needed to continue to support our business partners and customers in the rest of Ukraine. Staying compliant with our internal resources would have been difficult if not impossible.

### Key Benefits

**Comprehensive Compliance:**  
Automatically block sanctioned countries, entities and subsidiaries.

**Continuous Updates:**  
Close monitoring of evolving sanctions and constant policy updates.

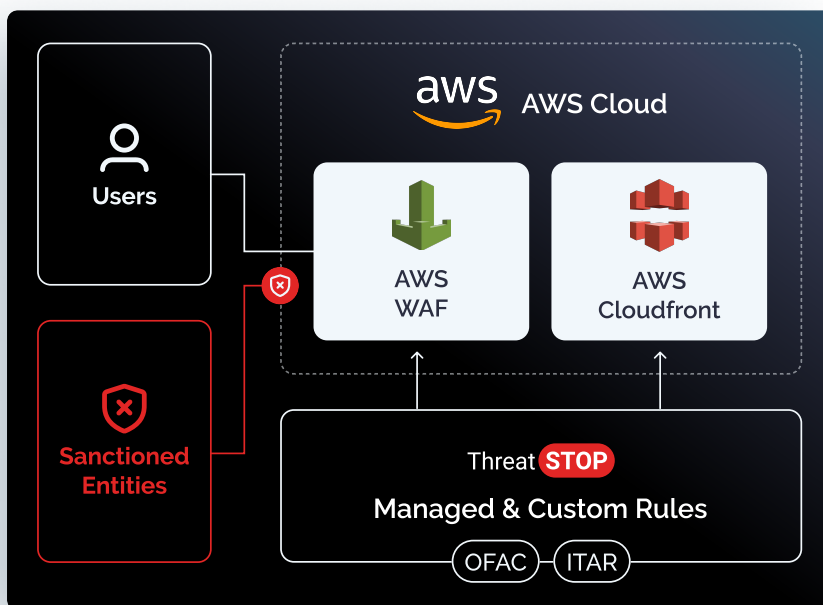
**Fast, Simple Deployment:**  
Simply attach the Enhanced OFAC WAF rules to your AWS Web App Firewall (WAF) for easy compliance.

**Compliance Commitment Proof:**  
Show stakeholders and regulators proof of successful compliance efforts.

## Why did you select ThreatSTOP over other solutions?

Threat **STOP**

During the phase of finding out what solutions were available ThreatSTOP replied promptly to our questions, and were very willing to work with us to demo the solution and then trial it. We also received positive feedback from our contacts at AWS on its use. From conversations with ThreatSTOP it also became clear that a lot of work and knowledge goes into identifying what to block, thus giving a more accurate way of determining what IPs should be blocked or not. Whilst it may be possible to build a similar rule set using a combination of country and region codes this would likely be a lot of work compared to using a managed ruleset like ThreatSTOP. This would also have to be constantly maintained, whereas ThreatSTOP provided a more scalable solution than what we could have implemented in house.



*“The simplicity of integrating ThreatSTOP with our AWS WAF and the support they provided when we required further support and questions won us over.”*

Andy Bayes, CIO

## Why does TopCashback trust the ThreatSTOP service?

The simplicity of integrating ThreatSTOP WAF Rules with our AWS WAF and the support they provided through this exercise as well as when we required further support and questions won us over. They came across as very knowledgeable and helpful in this area.

## What would be your advice to others looking for similar solutions?

We would recommend ThreatSTOP because we have been very pleased with the product and their support, which was provided via a combination of their support portal, direct emails and also with calls when needed.

## Results - Effective Protection and Peace of Mind

The ThreatSTOP platform is a proven, easy and cost-effective cloud service that stops the pervasive botnet and malware problem at the gateway before damage is done. Automatically aggregating hundreds of threat intelligence sources, it protects against all cyberthreats and data theft without the cost, time and complexity of a forklift upgrade that most other solutions require. ThreatSTOP's web-based reports provide a simple and effective diagnostic as well as remediation tool for IT and security professionals to protect their networks.