



NimbusDDoS

ARTICLE :

NBC News References NimbusDDoS CEO as Cybersecurity Expert

When you need a DDoS expert's opinion, whom do you call? If you're NBC, you call CEO of NimbusDDoS, Andrew Shoemaker.

NBC rightly wondered why there was a hacking increase during the Christmas season this past year. To help answer their question, they turned to Shoemaker. Let's see how he responded.

It All Started with an Alarming Video

In December 2019, breaking news of a hacker accessing a Ring camera in a young girl's room and interacting with her drew alarm about the possibility of hackers accessing such devices. While the incident was concerning in itself, NBC noticed that these types of cyber threats are common during the Christmas season - and have been for years.

For example, a hacking group called Lizard Squad rendered Xboxes unusable during Christmas of 2014. The group caused the game network to go down, and none of the Xbox users could use their new gifts.

Many other retail websites had also been attacked on Black Friday over the past several years. As these incidents were all DDoS attacks, NBC turned to a DDoS expert: Shoemaker.

NBC Asks Shoemaker: Why the Increase in Hacking Incidents?

Shoemaker was familiar with the uptick in hacking incidents during the year and he gave the following reasons:

- **Extortion.** Businesses are under a greater amount of pressure during the holidays. A loss during this time could be 10 times worse than any other time of the year. As a result, businesses are at a greater risk of extortion (a common motivation of a DDoS attacker).
- **Advertisement.** Hackers often create and sell hacking software or services. If a hacking group can show the effectiveness of their software or skills at a high-profile time, it's good publicity for their business.

Internationally Recognized Expert

Shoemaker was recognized as a national resource in the NBC article, but it wasn't the first time. He has been a guest expert or featured in dozens of articles, podcasts and talks.

For example, NimbusDDoS has been referenced in:

- The Register
- IT World Canada
- Cyberscoop
- LeapRate
- And more...

If you want to see all the resources that reference NimbusDDoS, click here:
<https://www.nimbusddos.com/nimbusddos-in-the-news.htm>



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How to Get an Expert on Your Team

Whether it's Christmastime or a day in April, you want the best DDoS protection protocol for your business. A DDoS expert can help you tailor a plan specific to your environment, software and teams.

Do you want an internationally recognized expert on your team? Contact NimbusDDoS for a consultation.