

The iPremier Company (A)

Distributed Denial of Service Attack

Question – How Well did the iPremier Company Perform during the seventy five minutes attack? If you were BOB Truley, what might you have done differently during the attack.

With respect to the case, we are of the opinion that iPremier is lucky during those seventy five minutes of the attack if they at all getaway from attack without much damage. Attack started at 4.31 AM and stopped at 5.46 AM on its own without any action from anybody in iPremier. They are not even able to access whether there has been any damage done due to the attack. Following points highlight behind our assessment of poor performance of iPremier.

1. iPremier team completely failed to detect the problem. One person was informing to other employees about the attack without knowing the exact situation while CIO himself wanted to keep it secret.
2. There was no coordination between management team. There was no clear picture what should be priority to handle such attack whenever situation arise. Different people were suggesting different response to minimize the impact in their respective work area. While CTO was concerned about action so as logging data can be protected for further investigation, VP business head Warren was concerned about customer data breach while legal team was concerned about legal implication of attack. CEO wanted to work as per plan however plan itself was missing.
3. Missing Emergency Response Plan – First line of defence in such situations is Emergency response plan. Very few in iPremier were aware of Emergency response. Even BOB had not seen such a plan and assumed it to part of larger Business continuity plan. BCP was outdated and not many people in the organization were trained to take action as per the plan. Even incident reporting was not carried out on proper manner.
4. Business continuity plan come along with disaster recovery plan and incident reporting plan however concerned persons were not aware of it including BOB and few are trained to take actions.
5. iPremier data is hosted by Qdata databases which was not technically superior and was not aggressive in investing in advance technology and also trouble in retaining staffs.
6. Qdata supposed to provide 24X7 services to resolve any services however its relationship manager was not reachable during the time of attack and other employees were not cooperative which delayed the entry of Joanne and subsequent action she have taken to minimize the damage. BOB didn't have contact details of escalation matrix.

BOB Truly would have taken following actions in such a situation.

1. Communication and Transparency – Communication was completely missing from BOB end he was only at receiving end one after the other. We would have inform all members of management committee altogether without any delay and sought for their advice and priorities. It would have avoided smoothen communication and unnecessary confusion among top management.

Ipremier Company Case Analysis

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Table of Contents Ipremier Company Case Analysis

1. Understanding the eBook Ipremier Company Case Analysis
 - The Rise of Digital Reading Ipremier Company Case Analysis
 - Advantages of eBooks Over Traditional Books
2. Identifying Ipremier Company Case Analysis
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ipremier Company Case Analysis
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ipremier Company Case Analysis
 - Personalized Recommendations
 - Ipremier Company Case Analysis User Reviews and Ratings

- Ipremier Company Case Analysis and Bestseller Lists
- 5. Accessing Ipremier Company Case Analysis Free and Paid eBooks
 - Ipremier Company Case Analysis Public Domain eBooks
 - Ipremier Company Case Analysis eBook Subscription Services
 - Ipremier Company Case Analysis Budget-Friendly Options
- 6. Navigating Ipremier Company Case Analysis eBook Formats
 - ePub, PDF, MOBI, and More
 - Ipremier Company Case Analysis Compatibility with Devices
 - Ipremier Company Case Analysis Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ipremier Company Case Analysis
 - Highlighting and Note-Taking Ipremier Company Case Analysis
 - Interactive Elements Ipremier Company Case Analysis
- 8. Staying Engaged with Ipremier Company Case Analysis
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ipremier Company Case Analysis
- 9. Balancing eBooks and Physical Books Ipremier Company Case Analysis
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ipremier Company Case Analysis
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Ipremier Company Case Analysis
 - Setting Reading Goals Ipremier Company Case Analysis
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ipremier Company Case Analysis
 - Fact-Checking eBook Content of Ipremier Company Case Analysis
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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