

## WTF? Business Case?

Can we earn money  
with botnets?

Referent:

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# What kind of impact do botnets have for ISPs



- financial:
  - spam E-Mails (costs for filter technics and hardware)
  - network traffic („interconnect costs“)
  
- infrastructural threats:
  - attacks against provider infrastructure (e.g. name servers)
  - can cause problems for the stability of a providers network
  
- reputational damage:
  - IP/network ranges „flashes up“ on blacklists
  - service restrictions; lower service quality
  - customers might have less confidence in company and the offered services

- The main customer base don't care about the problems they have on their machine:
  - „Is this really an email of my ISP?“
  - „Do they wanna offer me something?“
  - „what the heck? It's just a computer!“
  
- Who should pay for the needed customers support?
  - „Why should an ISP be responsible for the infections? There are many other companies, like banks, having more benefit of cleaning up the PCs.“
  - „Do I now have to train my support guys to anti-virus experts? Or do I need to build up a new, separate support desk?“
  - „How far should we do support on that topic?“

**Solution: The public awareness need to be edged for the problem and the whole internet community has to work together!**

# The project: „Anti-Botnet Beratungszentrum“

1&1

- the idea was born in June 2009 and addressed to eco by 1&1
- 2009, 8th December: Government announced the initiative on the IT-Gipfel in Stuttgart
- Launched: 2010, 15th September (for at least 18 month)

## How does the „Anti-Botnet Beratungszentrum“ (botfrei.de) work?



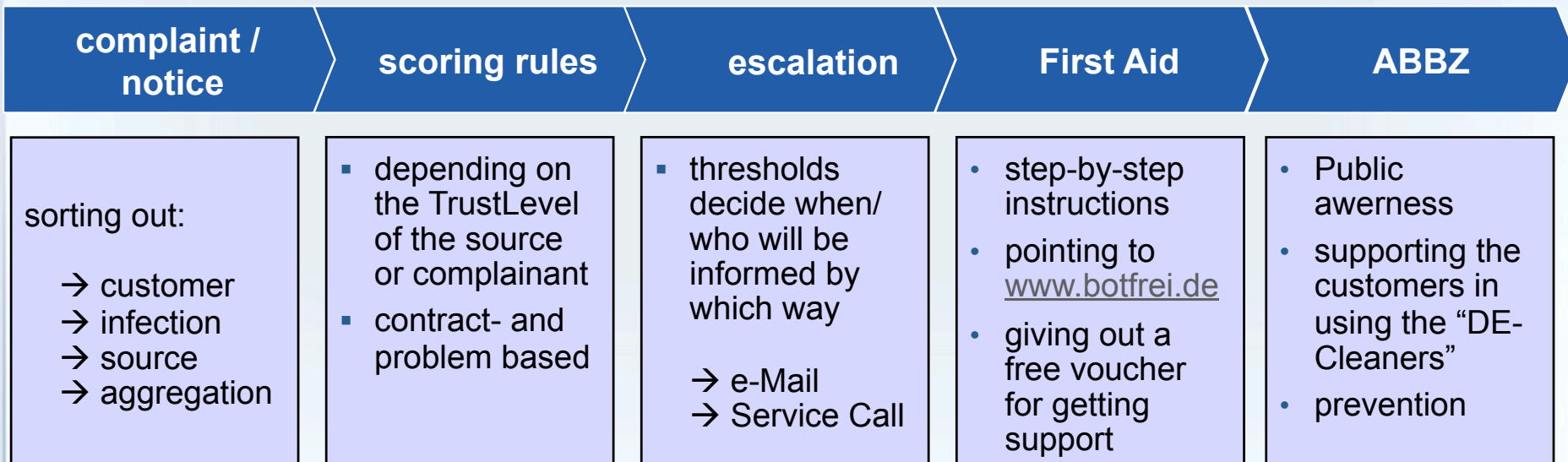
- ISP identifies infected machines, notifies his customers and give them first instructions to solve the issues
- the anti-virus industry designs so called „DE-Cleaner“ for free, being able to detect and delete the „claimed and identified“ infections
- eco/BSI setup a specialized call center that is able to support helpless customers, having problems in this difficult situation

# 5 steps to the „Anti-Botnet-Beratungszentrum“



„Sicherheit in automatisierten Prozessen zu gewährleisten, ist nicht nur eine Frage menschlicher Verpflichtung, sondern auch von wirtschaftlicher Vernunft.“  
- Zitat aus dem Jahre 1880 von Werner von Siemens

*the support process of an abuse case for botnet infected machines:*



# Let us work together!!!



- botnets aren't a problem of internet/access service providers, they are a global threat
- the support is the same: at each single ISP and we need a high quality on that
- the Japanese „CyberCleanCenter“ has made good experiences on that model  
→ participating ISPs have „cleaner“ networks
- the „Anti-Botnet-Beratungszentrum“ reduces costs for ISPs and saves a lot of money in different ways:

1. financial
2. infrastructural
3. reputational

**→ 1&1 and eco/BSI would like you to join the initiative. Let's make things done!**

Thanks for your attention!

1&1

**Any questions? Suggestions?**

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