

## Case Study | Barefruit



# From secure network design to co-management

### At a glance

#### Situation

- Unique new business idea for internet error traffic and monetisation
- Expert assistance required with technical proof of concept, business planning, launch and on-going operations

#### Solution

- Putting ISPs back in control of users' error traffic
- Provide error-traffic monetisation solution at no cost to the ISP
- Complete, secure infrastructure design to meet organisational needs
- Ongoing IT security co-managed service, penetration testing and consultancy

#### Benefits

- A robust, resilient and highly secure business environment
- Interlinked data centres for automatic business continuity
- Peace of mind and time to focus on business expansion
- Input to new business bid proposals

### The client

**barefruit**

**Based in London, Barefruit was launched in 2006 and has grown rapidly to become the market leader in internet error monetisation.**

**Barefruit provides a comprehensive solution to error traffic, enhancing both the web user experience and revenue for ISPs and other partners.**

**Uniquely able to interrogate both DNS and HTTP errors, Barefruit provides highly relevant alternatives to the user, putting ISPs back in control of users' error traffic.**

**Operating at network level, Barefruit technology enables ISPs to control and monetise error traffic across the customer base with an improved user experience with no capital outlay.**

# IT security expertise helps turn innovative idea into internet business reality

## Situation

Barefruit and ACSN enjoy a strong collaborative relationship that stretches back to the very inception of the Barefruit concept.

Lindsay Dean, Barefruit technical director takes up the story: "Around 2005, one of the Barefruit directors incorrectly typed a url into the address bar of his web browser and received the then customary error message. His immediate thought was: 'What happens behind the scenes with that typing error - surely we can do something with that?'"

### Turning web user errors into value

Barefruit researched the market and discovered that there was no specific solution to this most common of user errors.

"We could see a massive opportunity, both for us and for ISPs worldwide,"

continues Dean. "We quickly put together a schematic showing how our idea (that later became a world-wide patent) could work and how we could transform web surfing errors into something very valuable for ISPs, for website owners and web advertisers, while providing an improved end-user web experience."

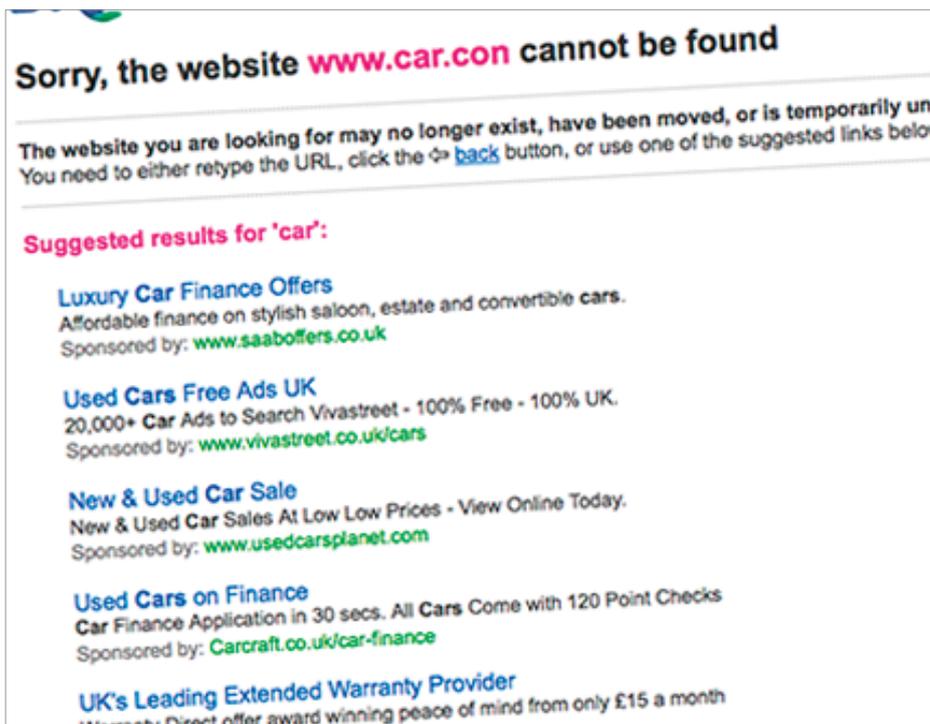
### Proof of concept

"For example, we realised that if a person were to type 'TowerofLondon.con' into the address bar then there is a high probability they are looking for information or details about the Tower of London," continues Dean. "So instead of returning a totally unhelpful error message to the user - or perhaps have a third party error provider intercept the error for monetisation without sharing with the ISP - we thought, why not automatically populate a web page with highly appropriate and relevant links using a range of advertising

opportunities (PPC, CPA, CPM etc) that give the end-user a 'go forward' surfing experience and provide the ISP with a cost-free revenue stream?"

The logic was impeccable but the Barefruit team needed proof of concept at the highest technical level. They also needed to be sure their business would be secure from cyber attack.

According to Dean: "We approached ACSN because they had been recommended to us as an IT systems security specialist that possessed absolute expertise in secure infrastructure design. ACSN have lived up to their reputation in every way. Their in-depth knowledge of the security issues surrounding internet-facing systems and web commerce has proved to be invaluable - from day one, and as we developed the business."



*"ACSN were recommended to us as an IT systems security specialist that possessed absolute expertise in secure infrastructure design... they have lived up to their reputation in every way."*

### Photos

Barefruit is the only error resolution service that uses patented technology to analyse the page at the point of error, in order to determine highly relevant alternative sites for the user. **Left:** With Barefruit installed on the ISP's network, the user sees high quality, relevant search results. Instead of the search provider receiving this revenue, the ISP gets paid every time a user clicks on a sponsored link. **Page 3:** Barefruit now has a global reach, with established customers in the US, UK, Europe, Latin America and the Middle East. Barefruit continues to expand and has recently launched with ISPs in India and Asia.

## Solution

ACS N's relationship with Barefruit started in June 2005. In the early stages Barefruit and ACS N met to discuss potential security concerns and network infrastructure.

"In our first consultations with ACS N they helped us map out our complete modus operandi from a network delivery and security standpoint - their input was enormously valuable," explains Dean.

In the meantime Barefruit finalised its application for a world-wide patent and subsequently put its business plan together. Then, having assembled the IT equipment they needed and opened their first data centre in Europe, the Barefruit service was launched in the UK in March 2006 and in the USA in August 2006.

### Expertise at every stage

Since Barefruit deals with large ISPs with many customers, network resiliency was, and remains, crucial.

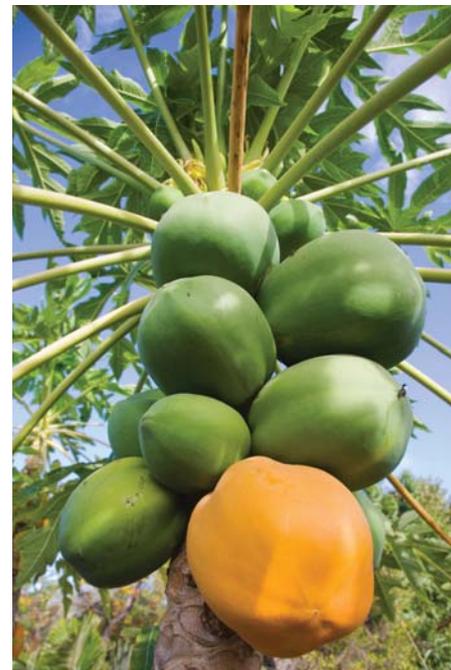
"ACS N's expertise and experience have been critical at every stage of our business development," continues Dean. "ACS N analysed and understood our business requirements; they helped design our

systems and network to meet our operational needs; and they played a major role in the implementation and deployment of our network. Then, around a year after go-live, we saw the value in bringing ACS N back in to co-manage our infrastructure and network security. ACS N's people now work alongside Barefruit's own staff as part of an integrated team. The ACS N co-managed service works brilliantly for us as it protects our infrastructure and gives us access to their IT security expertise on a daily basis."

### Attention to detail

"ACS N's attention to detail is extraordinary. Such is their interest and expertise in IT security management that it is virtually impossible to catch them out - they think of everything. Also, there are no egos at ACS N; they are experts in IT security, but they never overstate their skills and capabilities. I find ACS N open, honest and totally reliable."

"What's more, they are highly communicative and helpful way beyond the call of duty. For example, they will do work that falls outside the scope of the contract if they believe it will be beneficial to our IT security."



*"I find ACS N open, honest and totally reliable. What's more, they are highly communicative and helpful way beyond the call of duty."*

## Benefits

By calling on ACS N's expertise, Barefruit have a highly secure network and systems. This has given the Barefruit team the time and peace of mind they needed to develop their business and expand into new markets. ACS N senior consultants work closely with Barefruit to reassure its ISP clients that all aspects of security are covered, even contributing to bid documents.

"We need to be sure of highest availability and zero penetration of our systems, so it's thoroughly reassuring to have ACS N alongside us, co-managing our infrastructure and IT security," explains Dean.

### Seamless service

Dean points to a specific example: "ACS N's expertise has enabled us to

have two data centres on opposite sides of the Atlantic. This means that should one data centre become unreachable the other will kick-in automatically and deliver a seamless service. It took 12 months to plan, build and go live, but it really is remarkable and it all works beautifully. ACS N broke down the requirement into bite-size chunks and explained the various options for a company of our size - the levels of complexity, the relative costs, the short-term versus long-term benefits and so forth."

### Complete trust

"We trust ACS N completely and are very comfortable with their people," he continues. "We fully accept that we do not understand IT security as completely

and thoroughly as ACS N, so their co-managed service is perfect for us."

Dean concludes: "We view ACS N as a high-level network security specialist that offers IT security consultancy too. For example, ACS N are experts in penetration testing, which is often something a company doesn't realise it needs until something goes wrong. Working with ACS N has made our entire business more robust, resilient and secure."

*"We trust ACS N completely and are very comfortable with their people... working with ACS N has made our entire business more robust, resilient and secure."*

## About ACSN

ACSN is a specialist in IT security management. Our team of highly qualified and experienced IT security specialists ensure that our clients' IT systems meet compliance and regulatory standards and are fully protected from unwanted penetration and intrusion.

Our services range from penetration testing and security audits to complex firewall management and co-managed services that provide day-to-day management and support of all network security against the very latest threats and security issues.

ACSN adopts the very highest standards in its qualifications and accreditations, following industry best practice and applying innovative techniques. This gives our clients complete peace of mind that their IT systems remain safely protected.

We pride ourselves on our ability to deliver flexible solutions 24x7x365 and blend our expert services with each client's internal resources to provide a comprehensive, reliable and scalable IT security management solution.

---

## ACSN clients include:

Barefruit | Capita Insurance Services | Gallagher Heath | Kingsley Napley  
Royal Opera House | The Science Museum Group | United National Bank UK

---

Call us on 0845 519 2946 or email [info@acsn.co.uk](mailto:info@acsn.co.uk) to learn more about how we can help your organisation optimise IT security.



ACSN Limited, 12-16 Clerkenwell Road, London EC1M 5PQ United Kingdom  
Telephone: +44 (0)845 519 2946 Fax: +44 (0)20 7324 6314 Email: [info@acsn.co.uk](mailto:info@acsn.co.uk)  
[www.acsn.co.uk](http://www.acsn.co.uk)