# HORSESHOE

> " Source Defense not only solved our latency and stability issues, but gave us the visibility into these issues and their root causes. "

> "Source Defense stopped all of these undesired and unauthorized behaviors as well as the performance issues they were creating "

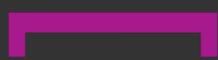## PREVIOUSLY UNAVAILABLE VISIBILITY AND CONTROL OF 3RD PARTIES LEADS TO IMPROVED SITE PERFORMANCE

Horseshoe Resort and Village ("Horseshoe") is a top Ontario resort offering four seasons of fun! Conveniently located just an hour north of Toronto, Horseshoe offers the newly upgraded Valley Golf Course, 400 acres of single-track bike terrain in the Copeland forest, delicious dining options and full service Amba Spa. Ideal for fun-filled family vacations, year-round getaways and meetings.

Horseshoe's most powerful customer engagement channel is their corporate website. It serves to attract new guests and to update and entice repeat guests. So when Horseshoe started noticing website instabilities it was a situation they sought to remedy quickly. Horseshoe began observing unexplained changes to page layout and content and experienced unexplained latency issues and issues with pages not loading properly. Just as concerning as these performance problems was the that they could not determine the root cause.

Horseshoe ran an evaluation of Source Defense's V.I.C.E. service and quickly found the root of their problem, and just as quickly, fixed it. Source Defense was able to pinpoint the root cause of Horseshoe's website performance issues as 3rd party scripts. As a Horseshoe Executive stated, "We were at a loss as to why our website was experiencing these incidents of instability and increased latency. During our pilot of Source Defense, their V.I.C.E. Service showed us that multiple 3rd party scripts running on our site were the issue. Once the pilot went live, the latency disappeared and stability immediately returned".

Source Defense's V.I.C.E. Service is designed to manage every 3rd party used on a corporate website. It insulates each 3rd party and governs their behaviors and actions by applying policies and controls that were not previously possible by the website developer. For Horseshoe, once these policies and controls were initiated, the behaviors of those 3rd party scripts that were creating issues were prevented. "We found multiple 3rd parties that were slow to load and therefore adding unnecessary latency to our site. We also found other 3rd parties that were altering or negatively impacting our site content. Source Defense stopped all of these undesired and unauthorized behaviors as well as the performance issues they were creating", a Horseshoe Executive observed.

**Goals:**

CONTROL:
- Define 3rd party behavior policies to regain control of the website and customer data
- Prevent 3rd parties from violating set policies
- Prevent hacked 3rd parties from violating your policies

VISIBILITY
- Gain unprecedented visibility into when and how specific 3rd parties attempt to violate policies

PERFORMANCE
- Improve website performance by eliminating unnecessary latency caused by 3rd parties
- Improve website stability and protect webpage content