

Top Five Global Retailer

Easy installation and integration, extensibility and unparalleled accuracy against the most sophisticated attacks convinced the retailer to adopt PerimeterX® as its bot defense platform to safeguard multiple brands.

Problem

As a leading global retail brand with multiple brand properties, the company found itself under constant attack from malicious bot traffic and sophisticated operators of botnets. Often coming at global scale with tens of thousands of IP addresses and thousands of virtual and physical machines or browsers, the attacks were unpredictable and constantly changing.

Attackers attempted account takeovers, trying millions of username/password combinations acquired or lifted from the Dark Web to compromise and hijack the accounts of legitimate customers.

Previously, the retailer was using a solution that provided poor accuracy generating numerous false positives that prevented real users from shopping, causing the potential for sales losses and brand damage. The previous solution was also limited to deployment over a specific infrastructure, preventing the retailer from creating a resilient and diversified network and Content Delivery Network (CDN) infrastructure. They needed more flexibility, higher accuracy, and a solution that was more forward looking; one not focused on simple signatures and profiling, but could dynamically learn and recognize new attack types. Lastly, the retailer's information security team had been using in-house tools to tackle the bot problem. As the scope and diversity of advanced bot attacks grew, this became too expensive, time consuming and technically challenging.

Company

This Fortune 50 company is one of the five largest retailers in the world, with multiple large brands and thousands of physical stores globally. The total number of monthly visitors to the company's websites and its mobile applications eclipses 400 million; the number of individual page and mobile application requests is over 2 billion per month.

Solution

After testing, validating and deploying Bot Defender, the retailer's security team watched the product's dashboard closely to see their new solution's impact on bot attacks in real-time. Within a day, the first major attack occurred, targeting one of the retailer's largest brands. This was a comparatively sophisticated attack using generation-4 bots that mimicked human user behaviors. PerimeterX identified the anomalous behaviors, mapped the attack and blocked the bots. Over the course of the attack, Bot Defender maintained accuracy of over 99.996%, keeping false positives to the lowest level the retailer's team had ever seen. Based on this early success, the retailer deployed Bot Defender to protect its brand websites and its mobile apps, rolling it out in a phased approach. The team appreciated the accuracy of Bot Defender and found the the PerimeterX team easy to work with. With this success under their belts, the retailer's team considers Bot Defender to be a core part of their security and eCommerce solution stack, and plans to utilize it on every brand property.

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Results

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About Us

PerimeterX is the leading provider of application security solutions that keep your business safe in the digital world. Delivered as a service, the company's Bot Defender, Code Defender, and Page Defender solutions detect risks to your web applications and proactively manage them, freeing you to focus on growth and innovation. The world's largest and most reputable websites and mobile applications count on PerimeterX to safeguard their consumers' digital experience. PerimeterX is headquartered in San Mateo, California and at www.perimeterx.com.