perimeterx | Case Study

M3

Blocks Bots and Optimizes Customer Experience with PerimeterX Bot Defender

Company

M3 is the global leader in digital solutions for healthcare that reach over 2.5 million doctors through physician websites across the US, Asia, and Europe.

Problem

To provide a high quality of service to advertisers on MDLinx with a minimum of bot traffic, for several years M3 used a bot mitigation solution. Prior to switching to PerimeterX, M3 used a solution with a reverse-proxy-based architecture, meaning that all traffic initially passed through the third-party platform.

Recently, to adapt to the changing needs of the business, M3's engineering team has begun migrating MDLinx from the existing, monolithic system to a new, redesigned system with a microservices architecture. This change was designed to improve the development process and performance while saving internal resources. M3's existing reverse-proxy based bot mitigation solution increased latency without providing granular access to log data or control over the proxy behavior.

Solution

M3 needed a solution that would fit a microservices architecture and accurately block bot traffic while ensuring authorized users received an optimal experience—so they turned to PerimeterX. PerimeterX Bot Defender is a powerful, cloud-based and infrastructure-agnostic bot management solution for detecting and mitigating bots. The solution employs behavior-based analytics to detect anomalies and prevent even the most sophisticated bot attacks.

> "We didn't realize how much performance we gave up by having our servers behind the reverse-proxy. After deploying PerimeterX Bot Defender we saw our average response time improve by 400ms, a reduction of over 30%. In addition, PerimeterX accelerated the execution of our vision of modern microservices-based web architecture."

Brian Hooper, CTO at M3

aws PARTNER

PerimeterX offered a range of features that were optimally aligned with the team's requirements:

Flexible architecture: The cloud-based solution was a perfect fit for microservices because it easily integrated with any existing infrastructure, without adding appliances or latency.

Fast deployment and visibility: The solution offered fast and easy deployment with the close support of an experienced onboarding team. The solution offered the M3 team much higher visibility with free access to the logs.

Always available security experts support: The solution came with ongoing security support from the proactive security team.

> Since we already needed a reverse-proxy for other purposes, another layer of reverse-proxying just to support bot-mitigation was something we wanted to avoid. Our previous solution required us to use it as a black-box.

Brian Hooper, CTO at M3

Results

By implementing PerimeterX Bot Defender, M3 realized compelling benefits:

Improved performance: Removing the previous solution and deploying Bot Defender immediately improved the user experience by reducing the response time by 400ms — a reduction of over 30%.

Better access to data: The M3 team enjoyed better reporting capabilities of the PerimeterX portal and dashboards along with free access to logs to enable a higher level of independence and control with the cost-savings.

Improved technical support: The level of knowledge and availability of the PerimeterX support team, especially via Slack was a game-changer for the M3 team which cut the time they spent on technical issues.

aws **Available in AWS Marketplace**

About PerimeterX

PerimeterX is the leading provider of solutions that detect and stop the abuse of identity and account information on the web. Its cloud-native 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 while disrupting the lifecycle of web attacks. PerimeterX is headquartered in San Mateo, California, and at www.perimeterx.com.

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