

PerimeterX Bot Defender[®] for AWS CloudFront and AWS Lambda@Edge

Automated bots generate over 50% of the traffic to your website. While some bots are legitimate, such as search engine crawlers, most are unwanted or malicious. These bots try to take over your users' accounts, scrape your content and pricing, abuse your payment services and manipulate inventory. In addition to being security threats, bots can also significantly affect operational costs and skew your business analytics which can lead to flawed decisions. The largest portion of automated traffic comes from malicious bots that continue to expand in numbers and evolve in sophistication.

As more and more web infrastructures continue to move to the cloud, they present the opportunity for businesses to fight bot attacks at the edge. Seamless integration of PerimeterX Bot Defender using Amazon CloudFront and AWS Lambda@Edge is designed to provide comprehensive bot management with the flexibility and control to manage real-time detection and protection from automated bot attacks. Bot Defender deploys out-of-band and mitigates bots at the edge ensuring low-latency without adding an additional layer of in-line traffic processing.

Bot Defender Use Cases



**Account
Takeover (ATO)**



**Web
Scraping**



Carding



**Denial of
Inventory**



**Skewed
Analytics**

Login pages provide cybercriminals with the ability to introduce fraudulent purchases, siphon loyalty points and even hijack personal data using malicious bots. [Account takeover](#) and [carding attacks](#) use malicious bots to test stolen credit cards on checkout pages.

[Scalping](#) and [hoarding](#) bots can impact your entire inventory in seconds. [Web scraping](#) bots steal product descriptions, images and pricing from your website for use on third-party websites that damage your SEO rankings and lead visitors to your competitor. Good and bad bot traffic can [skew your analytics](#) so that many of your KPIs and metrics, including user tracking and engagement, session duration, bounce rates, ad clicks, look-to-book ratios, campaign data and conversion funnel, are unreliable.

PerimeterX Bot Defender

PerimeterX Bot Defender is a behavior-based bot management solution that protects your websites, mobile applications and APIs from automated attacks, safeguarding your online revenue, competitive edge and brand reputation. Bot Defender provides the world's largest digital businesses best-in-class bot protection based on behavioral analytics, advanced machine learning techniques, predictive models and security research to block a wide range of automated attacks, preserving page load performance, and optimizing security resources and infrastructure costs. Bot Defender is available on the [AWS Marketplace](#) as a private offer option.

Benefits to Your Digital Business



Reduce Risk From Bot Attacks and Achieve Compliance

Maintain your brand reputation, avoid costs associated with bot-related security issues and increase your users' confidence and trust by stopping bot attacks.



Protect Your Online Revenue

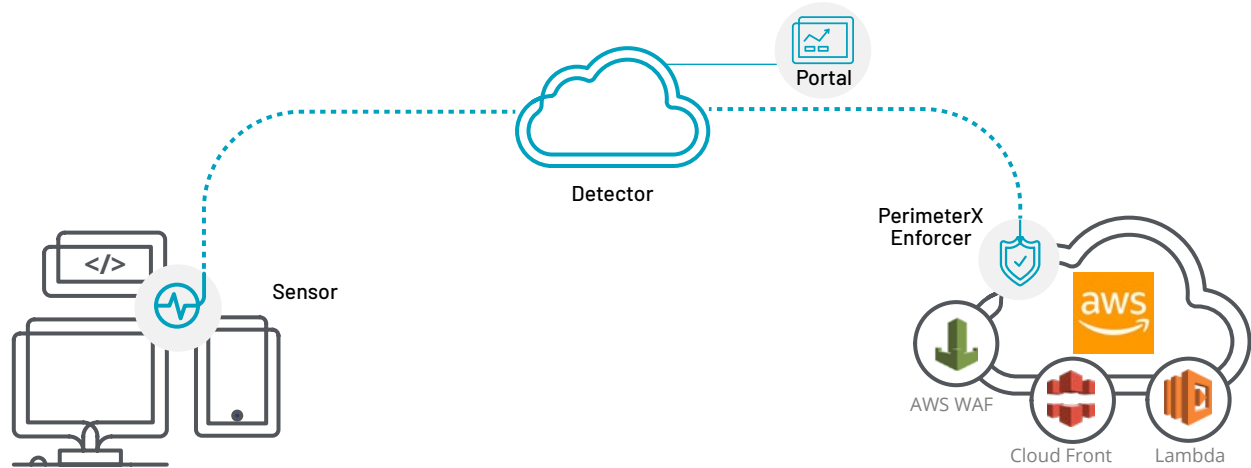
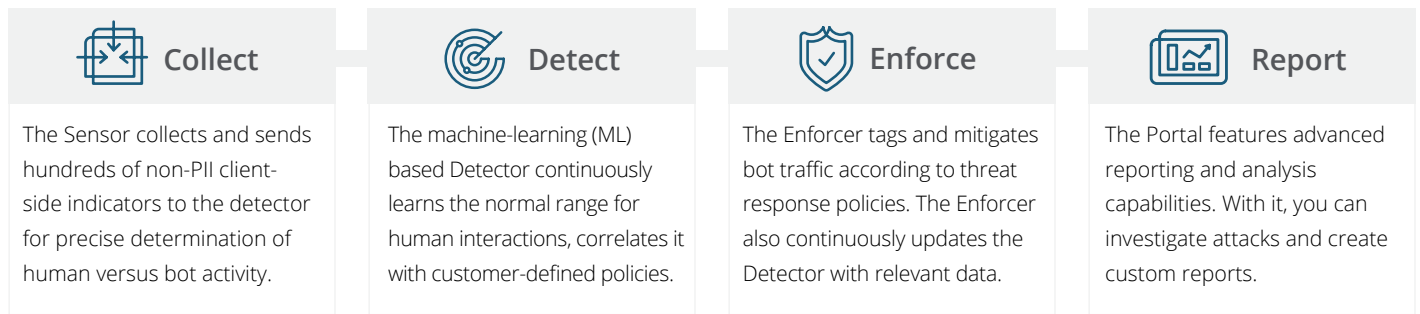
Increase your customer loyalty, maintain your competitive edge, protect your SEO ranking and make better business decisions by effectively blocking malicious bots on your websites, mobile applications and APIs.



Improve Operational Efficiency

Enable your team to focus on innovation and growth, and save on resource consumption by blocking unwanted bot traffic at the edge and optimizing the use and performance of your web infrastructure.

How It Works



The PerimeterX Advantage

Easy to Deploy and Integrate with AWS	<ul style="list-style-type: none">• Deploy the lightweight JavaScript Sensor quickly and easily into your web pages.• Utilize the pre-built Enforcer integrations for AWS Cloudfront and AWS Lambda@Edge.• Integrate the Enforcers effortlessly into your AWS web architecture.
Low-latency Architecture	<ul style="list-style-type: none">• Deploys out-of-band without adding an additional layer of in-line traffic processing.
Accuracy of Detection and Protection	<ul style="list-style-type: none">• Detect bots with the cloud-based Detector that uses over 120 ML algorithms and 160 ML models.• Customize mitigation across all channels - web, mobile and APIs.
Enterprise Level Customer Services	<ul style="list-style-type: none">• PerimeterX security experts serve as an extension of your team and are available 24/7/365 over dedicated Slack channels, email or phone.

About PerimeterX

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.