PerimeterX Bot Defender Web™

PerimeterX Bot Defender Web is an easy-to-deploy and highly scalable service that protects websites from automated attacks. Site owners face ever increasing threats: content or pricescraping bots that steal content, methodical scans for any site vulnerabilities, brute-force attacks for logins or commerce, and click fraud wasting your advertising budget, among others.

Bot attacks are problematic as both volume and sophistication of attacks continue to rise. Approaches that rely on the rate of attack, blacklists, and static threat signatures are increasingly less effective as bot threats are quick to morph, leaving site owners with thousands or millions of old threat profiles and increasing difficulty in identifying new ones.

BEHAVIORAL FINGERPRINTING

PerimeterX has created a new approach focused on dynamic behavior profiles of real customers—what a good customer looks like based on client-side analysis. We target the behavior and environment of users rather than historical signatures of bad bots. This approach leads to highly effective identification of bad bot traffic including zero-day threat or threats not previously seen to the system. Optimized heuristics then score each access as part of the overall pattern of access in order to block or alert the session as desired. They are quick to morph, leaving site owners with thousands or millions of old threat profiles and increasing difficulty in identifying new ones.

REPORTING

PerimeterX Bot Defender provides robust reporting for analyzed traffic and threats via a web-based console. A deeper understanding of attacks is available via the Forensic view. Attacks may easily be filtered for view by time and risk score. They can be further grouped by country, IP, user, and customer-defined parameters.

Protecting your Business from:

Account Abuse

Carding

Checkout Abuse

Digital Fraud

Web Scraping

perimeterx

TAG-BASED IMPLEMENTATION — NO PROXY OR GATEWAY

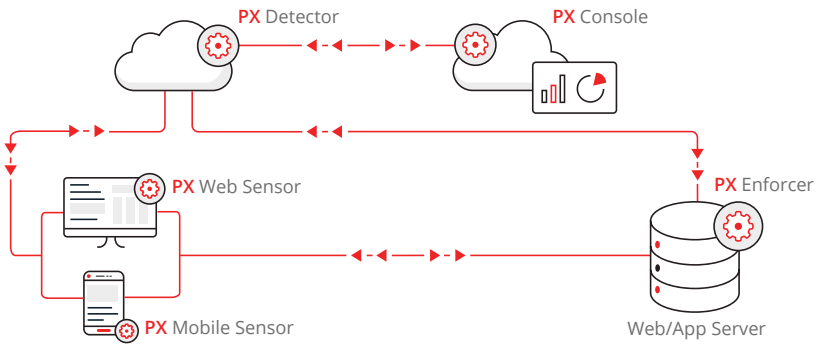
PerimeterX Bot Defender Web is designed for high scalability and frictionless integration. Bot Defender is called via an easy-to-manage javascript tag or API and evaluates traffic out-of-band of actual content delivery. It is provided as a cloud service discrete from a customer's own delivery infrastructure, and therefore doesn't affect site performance. It is fully compatible with CDNs and cloud services at any scale, as well as customer-managed equipment.

DEVOPS FRIENDLY

Detection can start immediately with no impact to existing service infrastructure. Automated risk scoring for both good and bad bots can be augmented with customer-set configurations and rules engine settings. API integration allows information to be passed to customer systems, as well as directly controlled via API. Blocking is flexibly deployed, either at CDN/cloud infrastructure level, the application level or via available server modules or SDKs.

A BETTER SOLUTION

PerimeterX Bot Defender Web is simply the most scalable and powerful system for bot attacks against websites. Designed for today's web architecture at any scale, the sophisticated real-time detection defends against the full range of automated bot attacks, both known and unknown.



The PerimeterX Difference

PerimeterX can instantly evaluate a request and determine if a valid user—a human—or an automated attack:

1. On web page load, a javascript snippet loads the PX Web Sensor. This lightweight app is non-blocking and does not slow down the user experience or web application.
2. The PX Web Sensor is now running within the user's browser with access to network, browser and user data.
3. Sensor data is fed to the cloud-based PX Detector for real-time evaluation with a "RiskScore" is assigned to the user.
4. RiskScore passed back to browser as cookie for user's session. RiskScore can also be passed directly to infrastructure via server-to-server integration.
5. Infrastructure can take action based on risk score for user's session at app server, cloud infrastructure or network device level.

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