

In-house vs AppTrana

Bot Protection

Websites Attacked 172 Times a Day & Automated Bot Attacks on the Rise - according to Sectigo

Most businesses admitted deploying an in-house mechanism/solution as their first response to deal with bot attacks



Why do in-house bot management solutions fail to manage the rising bot attacks?

Inhouse Bot Protection



Business planning to build an in-house team to handle bot traffics



Monitor - Network admin monitors server log events

Rate limiting - Block traffic spikes crossing pre-defined limits



Block IP - Block malicious IPs that are detected at the network level

Detection Capabilities



Basic Finger Printing + Rate Limiting + Continuous Manual Monitoring

Inhouse Solution

- ⇒ High maintenance cost and effort
- ⇒ No centralized intelligence
- ⇒ No real-time bad IP data
- ⇒ Higher False Positives and Negatives
- ⇒ High overhead with less effective technology

Business Outcome

Lower Sales



Degraded SEO Ranking



Lowered Website Speed



Inaccurate Website Analysis



AppTrana Bot Protection

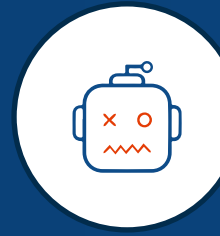


AppTrana – A fully managed bot management solution with an enhanced bot protection module



Detect - Continuously monitors millions of hits and differentiates bot traffic from human

Analyze - Inspects bot traffic with a detailed classification of malicious bots, crawlers, and more



Block - Real-time automatic blocking of bad bot traffic and 24/7 comprehensive protection

Detection Capabilities



Device Fingerprinting, IP Behaviour Analysis, User Behaviour Analysis, Threat Intelligence, Correlated Risk Scoring, Real-time Visibility, Actionable Reports, Workflow Validation

AppTrana Solution

- ⇒ Most Accurate Bot Detection - Optimized for various factors like stopping sudden surges in traffic, low and slow hits, mutating bots, etc
- ⇒ Collective Intelligence from various industries
- ⇒ Cost-optimized bot management technology

Business Outcome



Higher Sales



Higher SEO Ranking



Increased Website Speed



Improved Decision Making

ECommerce Company Stops Bot Attacks with AppTrana

The largest eCommerce platform chose AppTrana. Our bot protection solution blocked over 32000 bad bot requests. The company can prevent bots from carrying out harmful activities against retailers and their customers.

[READ THE STORY](#)

32K

The total number of bot attacks blocked through Apptrana

2

Custom rules applied through AppTrana

24x7

experts monitoring and fine-tuned the custom policies



Indusface is the Only Vendor To Be Named Gartner® Peer Insights™ Customers' Choice in All the 7 Segments of Voice of Customer WAAP 2022 Report.

Stop Bots and Protect your Business Today!

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