

BOT MANAGER

Helping businesses protect customers and operations with sophisticated bot visibility and control



Who do you trust? Just as important, who trusts you? You need to trust that the consumers, partners, and bots on the other side of online transactions are who they say they are. Unfortunately, many bots – which can account for up to 70% of site traffic – try to impersonate legitimate users, steal your intellectual property, and harm your operations. Akamai Bot Manager gives you visibility and control over bots to help you guard your business and, in turn, protect the trust in your online relationships.

Overview

Companies increasingly implement good bots for efficiency online – automating interactions with consumers, partners, suppliers, and third parties. You must manage the impact of those bots on site performance and customer experience.

Scammers and criminals are also automating more. They're scaling botnets to:

- Launch credential stuffing attacks
- Scrape content and pricing information
- Grab inventory before customers can buy it
- Steal loyalty points and gift cards
- Exploit business logic vulnerabilities

With bot operators working so hard to harm you and your customers, how do you ensure you can trust your online interactions? And how do you demonstrate trustworthiness to others?

Bot Manager's unmatched detections and mitigation capabilities allow you to run automated operations more effectively and safely, helping ensure trust for you and your entire ecosystem.

Trust Starts with Akamai for Bot Management

You can trust Akamai because of our global strength, both technologically and as a corporation. We serve more than 50% of global 500 organizations, have over 4,100 points of presence in 135 countries, and have an annual revenue of more than \$3 billion. We bring all this strength to Bot Manager, continuously innovating to make sure it doesn't degrade over time and stays ahead of bot trends and evasion techniques.

Bot Manager uses multiple patented technologies to detect and mitigate bots where they make initial contact instead of allowing them to your site first. And we constantly work to ensure you're protected even as threats evolve. We automatically incorporate insights from our threat intelligence researchers into Bot Manager's detections and analytics; you don't need to ask for any special upgrades or enhancements.

BENEFITS FOR YOUR BUSINESS



Enhance Trust: Yours and Theirs.

Know which interactions are legitimate, reduce friction for users, and protect them from fraudulent activity to fuel trust among consumers, partners, and you.



Lessen the Burden of Remediation.

Reduce the financial and resource drains of checking for compromised accounts, replacing stolen accounts, addressing user complaints, and other bot-attack fallout.



Improve Operational Control.

Enhance your efficiency, reduce business and financial risks, control IT spend, and strategically manage partner bots.



Make Better, Data-Driven Decisions.

Detailed analytics and reporting help you to make creative and effective choices about customer journeys, security posture, risk tolerance, and IT operations.

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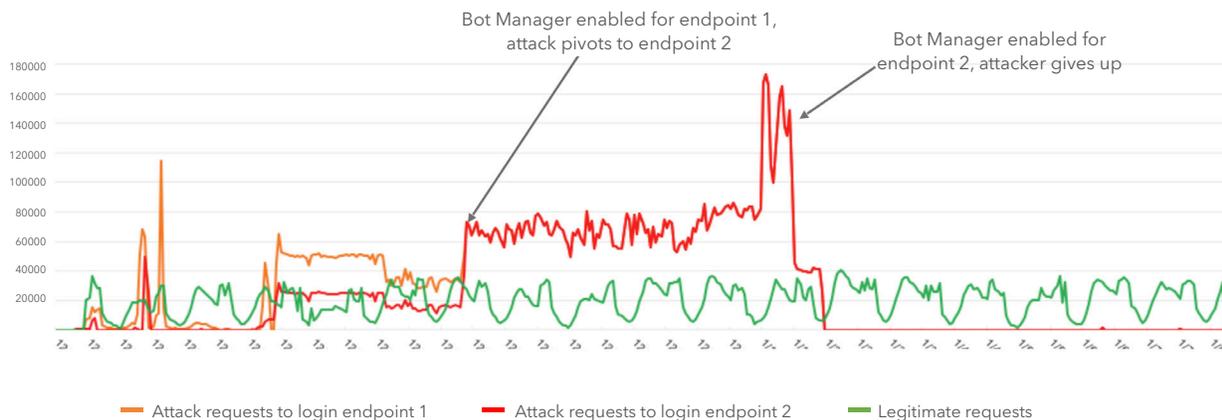
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Bot Manager protects your company wherever others interact with you, including endpoints via web, native mobile apps, and APIs. We even protect you as a request crosses from one domain to another. If you have multiple brands or businesses, Bot Manager follows the initial request throughout the interaction so you don't have protection gaps.

Bot Manager AI Framework

Bot Manager starts with an AI framework that works inline on the Akamai Intelligent Edge Platform. This allows Bot Manager to see the traffic at the edge, where a user first connects to an application – providing the cleanest data on traffic patterns, traffic types, and traffic volume. Across the network, Akamai sees an average of 11.5 billion bot requests per day and 280 million bot logins.

Example of Mitigating a Credential Stuffing Attack With Bot Manager



Machine Learning and Threat Intelligence

Collecting “clean traffic” data across a wide distribution of data types and in large volume trains our machine learning algorithms to make them more accurate. Across the Akamai network, we see traffic from 1.3 billion unique devices daily with record traffic of 164 Tbps. This data visibility allows our algorithms to learn more and learn faster. And Akamai’s team of more than 300 threat researchers constantly tracks trends in attack patterns, technology innovation, and new evasions in order to improve our detections. Akamai threat researchers analyze 290 TB of new attack data every day.

Innovative Challenges

Bot Manager’s cutting-edge challenges move the burden of proof away from legitimate human users to bots. In fact, our challenges are invisible to humans. The Crypto Challenge forces bots to spend CPU cycles on minimum-time-to-solve cryptographic puzzles, slowing sophisticated bot attacks to a crawl and driving costs up for the attackers. The Interstitial Challenge requires clients to prove they support storing cookies and executing JavaScript. If not, Bot Manager enforces a time penalty plus whatever response action you choose as a mitigation.

Network-Effect Attack Protection

We protect some of the largest and highest-profile companies in the world, which are often the targets of the most-advanced bot operators. If a new bot is detected at one customer, the data about the bot is added to the known bot library and algorithms for all customers. This network effect doesn’t just allow customers to manage bots effectively, it also allows us to preemptively stop some bots from attacking others at all.

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Rapid, Simplified Deployment

Bot Manager's inline architecture allows you to deploy it quickly and seamlessly. And it's accurate from the moment it's turned on, detecting bots in real time with no latency nor impact on site or network performance. Bot Manager also scales with you, using the Akamai network's unmatched capacity. What's the capacity of our network? As an example, traffic on our network peaks above 100 Tbps every day.

Key Capabilities

Known-bot directories – Bot Manager automatically responds appropriately to known bots, and we continuously update our current directory of 1,500 known bots.

Sophisticated bot detections – Bot Manager accurately detects unknown bots from the first interaction using a variety of AI and machine learning models and techniques. They include user behavior analysis, browser fingerprinting, automated browser detection, HTTP anomaly detection, high request rate, and more.

Nuanced response actions – Enhance your bot mitigation with actions that go beyond block and allow, such as serve alternate content, serve challenge, slow, and more.

Granular reporting and analysis – Make decisions based on trusted data with Bot Manager's real-time and historical reporting. Get visibility into big-picture trends and detailed analyses of individual bots or other segments of your bot traffic. You can also compare your bot traffic with others in your industry and across all Akamai customers.

Managed Security Service (optional) – Optimize Bot Manager without burdening your internal team. Dedicated Akamai experts monitor and provide proactive response recommendations, as well as deliver emergency support for discovered security events.

The Akamai Ecosystem

Akamai makes the internet fast, smart, and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Edge Platform, managed through the unified, customizable Akamai Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

Contact your Akamai representative or visit [Akamai.com](https://www.akamai.com) to learn more.



Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at www.akamai.com/locations. Published 03/21.