

LevelB/ue



PRODUCT BRIEF

# Manage the Impact of Automated Bots with Advanced Tools



Bot Manager helps you better manage the wide range of bots accessing your websites. It gives you the tools to classify types of bots and set policies to manage each bot category.

Automated bots comprise approximately 37% of online traffic. Of that almost half are malicious bots. Trusted bots engage in key business tasks, while malicious bots try to cause harm. All unmanaged bot traffic can have negative business effects. It can reduce website performance and increase IT costs. You need a flexible solution to manage all bot categories and help reduce harmful effects.

### Bot Manager

Bot Manager recognizes that all bots are not created equal. Legitimate bots support an organization's online business strategy. Malicious bots, however, cause problems. They can harm competitive advantages. Bots can get between an organization and its customers. Sometimes they commit fraud.

Traditional bot mitigation tools typically block all bot traffic. That means the beneficial bots can't work for you. And for the malicious bots, if you merely block them, they can evolve to evade your defenses.

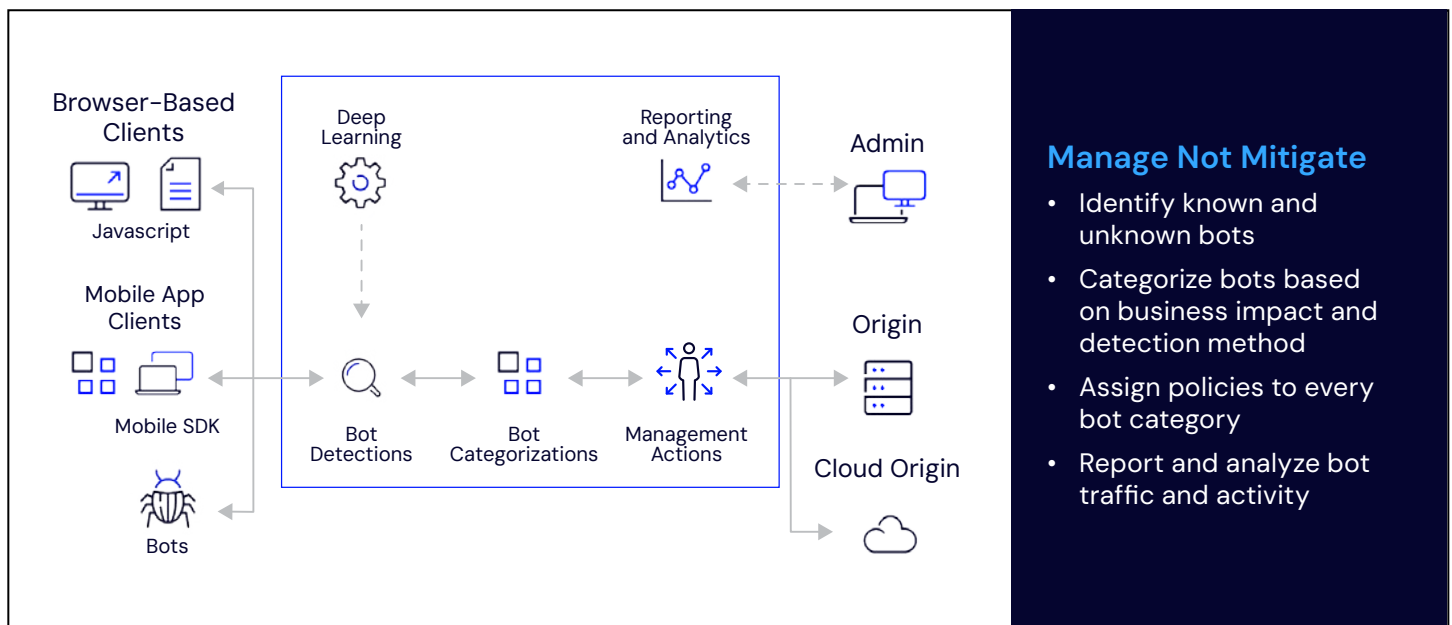
Bot Manager gives you greater control over how you manage bots. It identifies them as they first arrive. Then it categorizes them. Finally, Bot Manager applies the most appropriate policy for each category. It allows you to support the beneficial bots and defend against the malicious ones.

### Benefits

- **Visibility and control:** Identify bot traffic volume and characteristics with tools to manage beneficial and harmful bots accessing your website
- **Help reduce costs:** Slow the growth of web infrastructure and lower IT overhead needed to internally manage bots
- **Improve user experience:** Reduce congestion that bots cause on web infrastructure
- **Defend against price and content scraping:** Maintain competitive advantage and control of customer relationships
- **Combat fraud:** Validate legitimate client behavior to protect against credential abuse, card balance checking, and other forms of web fraud

## How It Works:

Bot Manager identifies, categorizes, manages, and reports bot traffic in the cloud through our globally distributed platform



Bot Manager identifies bots as they connect to websites through the closest LevelBlue Content Delivery Network edge server. Bot Manager IDs bots based on (1) visibility into worldwide activity, (2) bots already known to individual organizations, and (3) near-real-time detection of unknown bots.

### Capabilities:

- **Continuous Bot Directory Updates:** Over 1,400 known bots and categories are continuously updated with machine learning and bot reputation analysis through the Cloud Security Intelligence (CSI) data analysis engine
- **Customer-Categorized Policies:** Assign rules by creating custom bot signatures and categories to identify specific bots that regularly interact with your websites
- **Business-Oriented Policies:** Apply guidelines to categorize bots by type and define treatment based on their business impact
- **Detect Unknown Bots:** Behavior analysis, browser fingerprinting, automated browser detection, HTTP anomaly detection, high request rate, and more to detect unknown traffic
- **Advanced Management Actions:** Act on bot categories to alert, block, delay, serve alternate content, and more
- **Scheduled Reporting:** Choose frequency of dashboard reports to cite high-level bot activity, detailed analysis, and sampled bot traffic—all automatically sent by email



### Additional Advanced Capabilities with Optional Bot Manager Premier:

- **Increase Threat Awareness:** Enhance visibility into virtually all web traffic by integrating event logs with security information and event management (SIEM) tools or other reporting solutions through our Log Delivery Service (LDS)
- **Mobile App Protection:** Extends from your web pages to native mobile applications and APIs using the same advanced bot detections, making it easy to protect your attack surface
- **Cloak Application Origins:** Use our Site Shield to hide application origins from the public internet to help prevent bots from bypassing cloud-based protections of Bot Manager
- **Readiness and Response Support:** Dedicated experts analyze bot traffic and update Bot Manager configurations as needed, plus provide emergency support for discovered security events

### The LevelBlue Content Delivery Network Ecosystem

LevelBlue Content Delivery Network services help make the internet faster, highly reliable, and highly secure for your content. Our solutions are built on a globally distributed platform, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts.

By combining the visibility and control of our network with threat intelligence and response expertise, we are able to help customers quickly detect threats and minimize the effect of attacks to provide highly secure services that help to protect what is most important to them.

# About LevelBlue

We simplify cybersecurity through award-winning managed security services, experienced strategic consulting, threat intelligence and renowned research. Our team is a seamless extension of yours, providing transparency and visibility into security posture and continuously working to strengthen it.

We harness security data from numerous sources and enrich it with artificial intelligence to deliver real-time threat intelligence. This enables more accurate and precise decision making. With a large, always-on global presence, LevelBlue sets the standard for cybersecurity today and tomorrow. We easily and effectively manage risk, so you can focus on your business.

**Cybersecurity. Simplified.**

For more information, contact your LevelBlue account representative or visit [here](#).