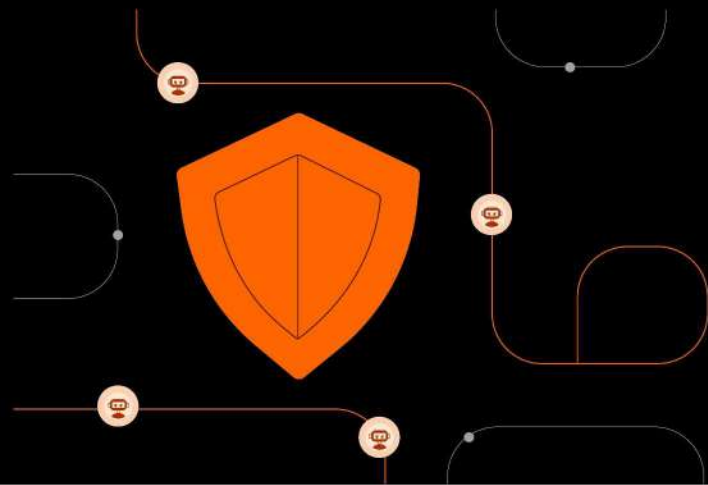


Bot Management

Respond to automated traffic with the nuance your business and security posture requires.



Control bots without breaking your business

- ✓ Gain clear visibility
- ✓ Go beyond blocking
- ✓ Shape how bots impact your business

Automation is forcing organizations around the world to reconsider how they treat bot traffic. Malicious bots create pervasive security problems and site performance issues, but even "wanted" bots crawl, scrape, and work at scales that can negatively impact business operations.

Fastly Bot Management is purpose-built to help you see bot traffic, control it, and maintain resiliency despite their evolving nature.

Protection against abuse

- Prevent automated abuse by exposing all bot activity. Bots can be an invisible threat, but Fastly Bot Management combines server-side and client-side detection mechanisms to highlight the bots impacting your apps and APIs.

49%

Of the internet's traffic is bots

Resilience despite change

- Apply the perfect response to evolving AI, malicious bot, and other automated traffic without relying on blunt actions. Leverage innovative Dynamic Challenges, Deception, and AI monetization capabilities to optimize your efficacy against numerous types of bots.

Control without complexity

- Set how automation should behave and let those decisions run consistently without constant tuning.

Learn more at

<https://www.fastly.com/products/bot-management>

Fastly Application Security

Protect your apps and APIs while accelerating growth

Protecting the world's leading brands

Linktree*

The Guardian

ZOPA

GIPHY

yelp*

Neiman Marcus

SEAT GEEK

Mitigate AppSec threats and control bots while helping the business move faster, confidently.

Stop cyber threats from derailing your biggest moments

- ◆ Decrease security incidents by up to **30%** with solutions that don't require constant tuning
- ◆ Reduce false positives by **25%** with more accurate detection engines
- ◆ Ensure uptime and availability with network capacity **16x** larger than the biggest DDoS attack ever recorded

Accelerate innovation while minimizing risk

- ◆ Adopt agentic AI into your application with confidence
- ◆ Improve conversion rates up to **8%** with accurate solutions that stop threats, not normal users
- ◆ Deploy code faster, securely, with solutions that increase developer and operational productivity by **25%**

Govern bots without increasing user friction

- ◆ Eliminate bots performing unauthorized activities and inflating operational costs
- ◆ Enforce intelligent controls around AI, controlling access to your content and under what context
- ◆ Shift power to your team's hands with purpose-built capabilities like deception that combat malicious botnets



"Being on our 10-year anniversary with Fastly is amazing. We're still excited about the simplicity and security that our Next-Gen WAF provides."

Kwame Musonda
Global Director Site Reliability Engineering

jetBlue

"When our security leadership looked at the offerings, Fastly really stood out. The Fastly Next-Gen WAF and Bot Management solutions offered the flexibility, visibility, and reliability JetBlue needed to protect its site from attacks and maintain bandwidth for customers."

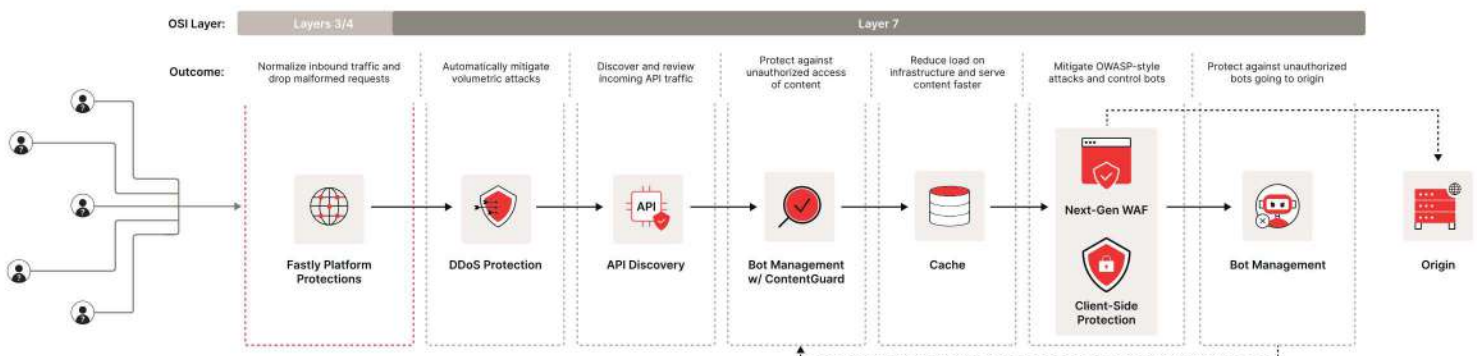
Randy Naraine, Cybersecurity Architect

THG

"Engineers had two or three escalations per week during non-business hours. After implementation that went to nearly zero."

Schalk Van Der Merwe, Chief Technology Officer

AppSec solutions running in every POP worldwide



fastly

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