AT&T Business

Advanced tools to manage the impact of automated bots.

Our Bot Manager service offers a flexible framework to better manage your interaction with different categories of bots and the impact those bots may have on your business and IT infrastructure.

For many organizations, automated bots may represent up to 40% of overall website traffic, from trusted bots engaged in essential business tasks to malicious bots performing harmful activities. Regardless of business impact, unmanaged bot traffic can reduce website performance for legitimate users and increase IT costs.

Bot Manager

Bot Manager relies on the simple premise that not all bots are created equal. Many bots play a legitimate role in an organization's online business strategy. Others harm the business by reducing competitive advantage, getting between an organization and its customers, or committing fraud.

Traditional bot mitigation tools typically only block bot traffic, impacting beneficial and harmful bots alike while prompting bots to evolve and return better hidden from detection.

Bot Manager provides organizations with a flexible framework to better manage the wide array of bots accessing their website every day. It offers the abilities to identify bots as they first arrive, categorize different types of bots, and apply the most appropriate management policy for each category. This allows greater control over how each organization interacts with different types of bots.

Potential benefits

- Gain visibility into the amount and characteristics of bot traffic attempting to access your website
- Lower costs by slowing the growth of your web infrastructure and reducing the IT overhead required to manage bots yourself
- Improve user experience by reducing the impact of bots on the web infrastructure during regular business hours
- Maintain a competitive advantage and retain control over customer relationships by preventing price and content scraping
- Combat fraudulent activity by validating client behavior against legitimate user workflow

AT&T Content Delivery Network Cloud Security Solutions
Bot Manager

AT&T Business

Manage, not mitigate

Identify known and unknown bots. Categorize bots based on business impact and detection method. Assign appropriate management policies to every bot category. Report on and analyze ongoing bot traffic and activity.

How it works

Our Bot Manager combines the visibility and scale of our globally-distributed platform with bot-specific capabilities to identify, categorize, manage, and report on bot traffic. Bot Manager identifies bots as they connect to websites through the closest AT&T Content Delivery Network server, using a combination of visibility into worldwide bot activity, bots already known to individual organizations, and the near real-time detection of unknown bots.

Key capabilities

- **Bot Manager-categorized bots** – Our service continuously updates its directory of over 1,200 known bots and bot categories based on interactions with other customers, using its Cloud Security Intelligence (CSI) data analysis engine.
- **Customer-categorized bots** – Bot Manager allows organizations to create custom bot signatures and categories to identify specific bots that regularly interact with their website and assign a specific action to be taken.
- **Detection of unknown bots** – Bot Manager can detect traffic from unknown bots using a variety of characteristics including request rate, request characteristics, bot behavior, and workflow validation.
- **Business-oriented policies** – Bot Manager enables organizations to categorize different types of bots and create management policies that define how traffic from different categories will be handled based on their business impact.
- **Advanced management actions** – Bot Manager provides a range of actions that can be applied to different bot categories including alert, block, delay, serve alternate content, and more.
- **Analysis and reporting** – Our Security Center dashboard provides pre-configured reports including high-level bot activity, detailed analysis, and sampled bot traffic.
- **Logging** – Increase your threat posture awareness by integrating event logs with your security information and event management (SIEM) or other reporting solution through our Log Delivery Service (LDS).

The AT&T Content Delivery Network ecosystem

AT&T Content Delivery Network services help make the Internet faster, more reliable, and more secure. Our comprehensive 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 who get you up and running easily and inspire innovation as your strategies evolve.

For more information on the AT&T Content Delivery Network, contact your account team or visit att.com/cdn.

To learn more about Bot Manger from AT&T, visit www.att.com/cdn **or** have us contact you.