



Protect B2C Salesforce Commerce Cloud Apps with F5 Distributed Cloud Bot Defense

You may not realize it, but your storefront is under a barrage of automated attacks. F5 can help you uncover your bot problems and put an end to the threat to your business and your customers.



KEY BENEFITS

Enable real-time bot defense

High-performing advanced ML capabilities rapidly detect attacker retooling and deploy updated models to mitigate attacks in real-time.

Protect web and APIs

F5 Distributed Cloud Bot Defense protects various attack surfaces, enabling retailers to provide secure experiences for customers wherever they interact.

Get started fast

Easily deploy the solution from AppExchange and seamlessly integrate it through a prebuilt connector.

GLOBAL ONLINE FRAUD LOSSES ARE PROJECTED TO EXCEED \$48 BILLION A YEAR IN 2023.¹

Malicious Bot Attacks Are Growing Rapidly

Malicious bots are flooding eCommerce web traffic and targeting big and small retailers alike, which can have a dramatic impact on customer experience and your bottom line. They are sneaky, sophisticated, and they look and behave just like real customers.

Malicious bots have various methods to wreak havoc on your digital storefront, including causing website outages, abusing the checkout process, creating fake accounts, cracking gift cards, scraping content, engaging in credential stuffing, and taking over user accounts. The damaging results for retailers include lost sales, shattered trust, and a decline in customer base.



Stay a Step Ahead with F5 Distributed Cloud Bot Defense

F5® Distributed Cloud Bot Defense detects and blocks malicious bot traffic and provides end users with a safe, secure experience that preserves app performance. Distributed Cloud Bot Defense determines in real-time if an application request is from a fraudulent source and takes immediate preventative action. It uses rich signal analysis, AI, and human domain expertise to guard against sophisticated and constantly retooling attacks.

Seamless Experience with Native Salesforce Commerce Cloud Integration

It's easy for retailers to get Distributed Cloud Bot Defense up and running. Our native integration with Salesforce Commerce Cloud includes:

- Protection across both Commerce Cloud certified platforms (Site Genesis, SFRA)
- Native integration directly into the Salesforce Commerce Cloud storefront
- Near-zero impact on eCommerce app performance
- Customization options available from the Salesforce Commerce Cloud GUI; customization also available through CLI
- Preserve operational efficiency
- Easy download from [Salesforce AppExchange](#)

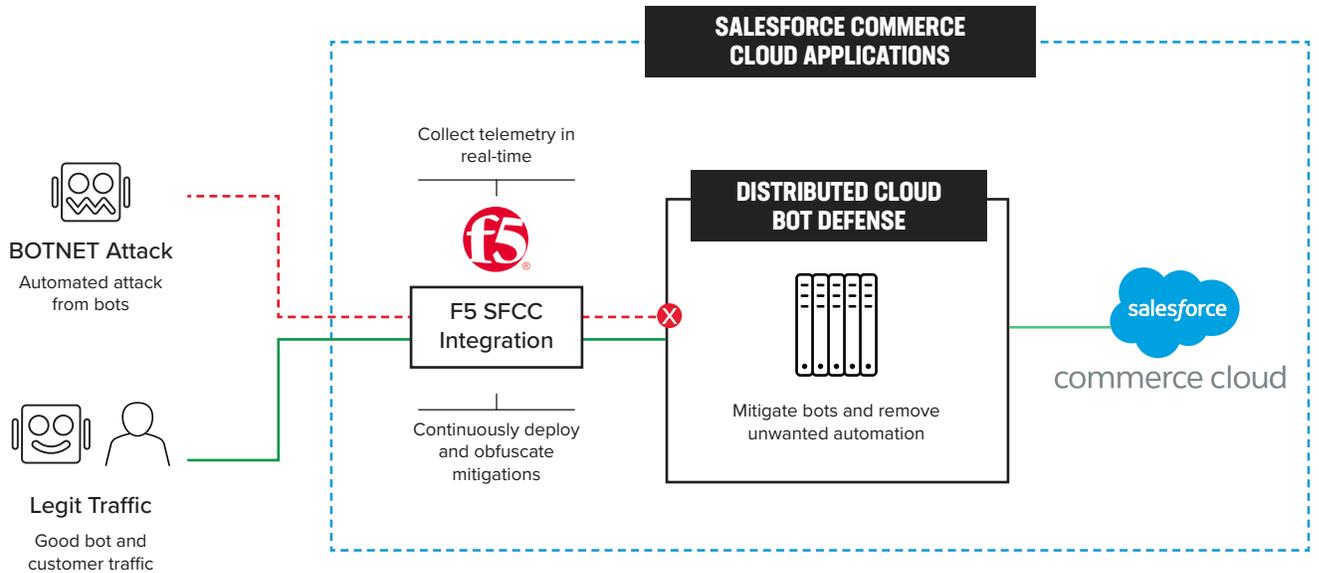


Figure 1: F5 native integration with Salesforce Commerce Cloud

F5 Distributed Cloud Bot Defense Benefits for Retailers

Ready to keep bad bots at bay? F5 Distributed Cloud Bot Defense comes with everything you need to put up protective barriers and maintain happy, loyal shoppers.



Slash fraud and abuse

Prevent fraud resulting from gift card cracking, content scraping, account takeover, and inventory hoarding.



Safeguard your reputation

Protect your brand and reputation by ensuring the security of customer data.



Enable a frictionless user experience

Minimize slow response times caused by high bot traffic and protect popular inventory for your customers.



Improve storefront performance and uptime

Protect application uptime and performance to help prevent lost revenue from outages and downtime.



Increase security and protect customer data

Mitigate bots without adding friction to improve conversion and increase revenue.



Avoid additional overhead

Simplify deployment and operation, minimizing IT burden and overhead.

Learn more about F5 Distributed Cloud Bot Defense for Salesforce Commerce Cloud at f5.com/sfcc.

Sources:

1. Juniper Research, [Online Payment Fraud: Market Forecasts, Emerging Threats & Segment Analysis 2022-2027](#)



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