



# Battle Bot Fraud with Adaptive Applications

Stop bot fraud and human abuse with cloud-powered protection from F5 and Google Cloud.



Online fraud is increasing in sophistication and is often perpetrated by organizations that employ constantly changing and automated techniques to skirt traditional security defenses. This puts security teams on the defensive, strains resources, and disrupts customer experiences.

Many organizations have experienced increased web traffic in the last year. Consumers have turned to the web, workers are working remotely, and business-to-business transactions have moved largely online. This growth in web traffic has led to a growth in bot traffic and other automated transactions.

**Automated bot attacks increased 41% in the first half of 2021.<sup>2</sup> Defend your web and network-connected applications or fall victim to fraud.**

## Did You Know?



Only 15% of businesses are protecting themselves against web scraping attacks, yet 73% face such an attack weekly.<sup>1</sup>



Credential stuffing and other bot attacks are the #1 application security concern in the world.<sup>2</sup>



Bots account for over half of all automated web traffic.<sup>1</sup>

Automated threats require automated defenses. F5 security solutions, powered by Google Cloud, enable adaptive applications that bring intelligence and real-time changes to application deployments so you can adjust quickly and effectively to evolving conditions.

## Protect against bots and human fraudsters

F5 offers the most effective solution for mitigating malicious human and bot traffic, applying data analytics and controls for an array of security and fraud use cases. Our mitigation is built on a foundation of secure telemetry, AI, and human analysis that is constantly learning and adapting to the world's most sophisticated attack traffic.

## Trusted cloud for everyone

Google Cloud defends customer data using the same infrastructure and security services used internally, with advanced capabilities normally unavailable to all but the most well-resourced global organizations.

Google Cloud operates with Trusted Cloud requirements including a secure platform that delivers transparency and enables sovereignty, a proven zero-trust architecture, and a shared fate with customers, not shared responsibility.

Making your applications more secure and adaptive can significantly reduce the likelihood of fraud. Effectively battle malicious bots with F5 security solutions powered by Google Cloud.

## Want to learn more?

Check out the Google Cloud Marketplace for F5 solutions or visit us at [f5.com](https://f5.com) for more information.