The Game of Secure App Delivery Is Won with Intelligence and Automation

The value of the bot security market reached more than $400 million in 2021.[1] For the gaming industry and other sectors, some of the key drivers for this valuation include rising bad bot traffic, increased sophistication of botnet assaults, a shift from mobile to web, and an explosion in the use of APIs. As a result, the number of users facing gaming-related malicious and unwanted software continues to rise,[2] highlighting the obligation for gaming executives to take swift action to keep their gaming systems up and running while protecting data integrity.

Hackers stole $2 million worth of virtual skins from a user's account[3]

F5 and Google Cloud can help gaming companies secure and deliver extraordinary digital experiences for their increasingly younger and more demanding users. This is accomplished through adaptive applications that grow, shrink, defend, and gain insights to quickly evolve to changing environments targeting these popular ecosystems. Provide modern, user-centric services that delight users while protecting their accounts and personal data from compromise and misuse.

Maintain Data Integrity

Combine powerful artificial intelligence (AI) and machine learning to identify and stop sophisticated, malicious activity without frustrating legitimate users.

Block automated bot traffic to reduce the burden on infrastructure and stop attempts to compromise the integrity of user and proprietary gaming information.

Build and Secure Modern Apps

Modernize your existing applications, build new ones, and run them flexibly and securely in hybrid or multi-cloud environments.

Safely build adaptive web and mobile apps and bring them closer to customers without delaying releases or compromising the end-user experience.

Create Integrated Experiences

Utilize API-driven services to facilitate communication and the exchange of data between different applications for a modern, integrated experience.

Deliver new services to users and increase agility with APIs. Maximize performance by improving API response times while keeping integrations secure.

Engage Users with Confidence

Securely enable trust across the entire customer journey with AI-powered recommendations and personalization.

Monitor every transaction for signs of fraud or risky behavior to gain comprehensive insights.

For more information, please visit f5.com.

Source:
1. Maximize Market, "Bot Security Market – Global Industry Analysis and Forecast (2022-2029)," October 2022
2. Infosecurity Magazine, "Game-Related Cyber-Threats: Almost 100K Malicious Files Last Year," September 2022
3. Eurogamer, "Hackers Steal $2M Worth of CS:GO Skins from Collector," June 2022