



F5 and AWS Deliver Secure Shopping Experience

KEY TAKEAWAYS

Scalable infrastructure

VegNonVeg utilizes AWS services, including Amazon CloudFront CDN, to rapidly scale to meet the 50-100x traffic demands during product launches.

The bot menace

Malicious resellers swarmed VegNonVeg's applications and server with a lenty of sophisticated bot attacks that infuriated their community of consumers. In-house efforts of CAPTCHA, MFA, and honeytraps couldn't mitigate the bots.

F5 thwarts bots

F5 Distributed Cloud Bot Defense provided visibility into the type of bot attacks and applied analytics, telemetry, and AI to mitigate VegNonVeg's bot problem.

Lower costs, happy customers

By mitigating bot attacks, F5 significantly lowered VegNonVeg's infrastructure costs and improved the customer shopping experience.

WE KNEW WE HAD BOT TRAFFIC, BUT F5 HELPED US SEE HOW MUCH OF OUR TRAFFIC WAS FROM BOTS AND HOW IT WAS AFFECTING US. BY MITIGATING THESE BOTS, WITHOUT IMPACTING CUSTOMERS, THEY'VE HELPED US BRING DOWN INFRASTRUCTURE COSTS SIGNIFICANTLY.

Kamal Kalra, Director of Operations, VegNonVeg

VegNonVeg, an Indian multi-brand sneaker and streetwear eCommerce company, developed a dedicated following for their highly hyped sneaker launches. Due to the high demand, low supply nature of the high-end sneaker market, an unrelenting swarm of malicious bots began to plague VegNonVeg's eCommerce platform, stressing their infrastructure and upsetting their consumers.

Amazon CloudFront CDN

Based upon AWS's renowned reliability and scalability throughout the digital retail industry, VegNonVeg built and operates its infrastructure on AWS. With an impossible to forecast demand, AWS's plethora of on-demand services, including Amazon CloudFront CDN, enable VegNonVeg's platform to quickly scale computing power to meet their extreme spikes in traffic (50 – 100x) during sneaker launches. However, Amazon CloudFront's native DDoS protection became ineffective in preventing malicious resellers from dispatching bots to instantly purchase all of VegNonVeg's launch inventory, forcing their dedicated consumers to buy on reseller platforms at exorbitantly marked-up prices.

F5 Distributed Cloud Bot Defense

After a straightforward deployment of F5 Distributed Cloud Bot Defense to their Amazon CloudFront CDN, VegNonVeg experienced a significant reduction in bot attacks and hits against their server. F5 empowered VegNonVeg to:



Improve customer experience

By eliminating server timeouts from reseller attacks by leveraging F5's analytics, telemetry, and AI capabilities



Get complete threat visibility

Understand types of bots and attack vectors and easily share reports with leadership



Reduce infrastructure costs

By no longer dedicating computing costs to attempting to mitigate bots in-house

To learn more, please watch the [on-demand webinar](#) or speak with a [bot defense expert](#).

