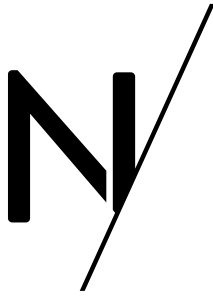


N

MAJOR SPORTS AND
GAMING SITE STOPS
FRAUDULENT BETS



MAJOR SPORTS AND GAMING SITE STOPS FRAUDULENT BETS

[CUSTOMER PROFILE](#) | [THE CHALLENGE](#) | [THE SOLUTION](#) | [ABOUT NETACEA](#)

CUSTOMER PROFILE

- / £1.6bn annual turnover
- / Top 10 global gambling company
- / 2000+ retail shops

THE HEADLINES

- / 20% increase in online capacity
- / 85% reduction in unwanted bets placed by bots
- / 40% reduction in total website requests
- / Overall savings across infrastructure, fraud losses and staffing of £3 Million
- / Improved manageability and predictability of traffic patterns

"Netacea has worked closely with us to help us understand the bot challenges we were previously unaware of, enabling us to significantly reduce infrastructure costs and fraud losses."

- Head of Operations

THE CHALLENGE

A world leading gaming and sports betting organization was experiencing high levels of automated bot traffic across its extensive online portfolio.

The rise in traffic was linked to an increase in fraudulent bets that were costing the business an estimated \$15 million per year, while the volume of automated traffic caused significant availability issues for legitimate customers.

Despite having multiple WAF solutions, security and fraud tooling in place, the business recognized that they were unable to establish the necessary visibility of bots and scale of the problem created by bot traffic.

The organization's operations and SOC teams were required to use manual analysis to identify bots, followed by manual blocking techniques that inadvertently led to the blocking of legitimate customers. The business' reputation and revenue were affected, driving the organization to seek a new approach to the bot challenge.

THE SOLUTION

During an initial Proof of Value (POV), Netacea identified that as much as 30% of all site visitors were bots, and that a small group of malicious actors were responsible for a large proportion of bot traffic.

Netacea worked closely with the business to understand their requirements and how our solution could best complement their existing technology stack. The result was a direct integration into the business' SIEM and WAF. This implementation allowed Netacea to provide real time feedback into the operations and SOC teams, whilst enabling the business to take automated actions of their choosing within their WAF; depending on the severity and risk posed by the bots.

Since 2018, Netacea has allowed the business to take control of bot traffic, mitigating an average of 3 million malicious bot requests per day, to deliver the following benefits:

- / 85% reduction in fraudulent bets
- / 25% reduction in costs across infrastructure and licenses
- / Improved availability
- / 20% increase in site capacity

ABOUT NETACEA

Netacea provides an innovative bot management solution that solves the complex problem of account takeover and malicious bot activity for its customers, in a scalable, agile and intelligent manner, across websites, mobile apps and APIs.

Our Intent Analytics™ engine is driven by machine learning to provide an in-depth analysis into all traffic to your site. This gives us an incredibly fast and comprehensive understanding of human and automated traffic behaviour, enabling us to identify and block bots in real-time with unparalleled accuracy.

With machine learning at the heart of our approach, our technology provides an innovative and profoundly effective solution that is configurable to your environment and adapts to changing threats.

Efficacy

Internal monitoring tools and regular customer review meetings ensure that the most effective mitigation strategy is in place. The programmatic hand off of data also allows the business to monitor the efficacy of the strategy in place, and promotes a two way dialogue to monitor the recommended mitigations.

Solution Scalability

Utilisation of cloud technology ensures that Netacea can scale to meet customer demand. Auto-scaling and proactive monitoring enables the solution to meet demand during periods of peak usage.

Hosting

The Netacea solution is hosted within the AWS public cloud. There are multiple options for integration with a customer's private cloud environment.

Performance Monitoring

Integration with the customer SIEM tool allows the ingestion of access logs with no impact to latency or performance. Real time recommendations are streamed back to the operations and SOC teams who can configure rules within the WAF to carry out automated actions; again this has no impact on latency.

Security Controls

Defence in-depth is a core principle at Netacea, our solution employs industry standards such as TLS1.2 and AES-256 to protect data in-flight and at rest, along with multiple layers of platform level access controls.

Change Management

Security by design is a key component of all changes made by Netacea and technical designs are assessed and approved for security prior to project execution. Change request forms are submitted and must be approved before code or infrastructure is deployed.

Netacea integrates with customers' change management processes to gain acceptance of deployments, providing the opportunity for customers to temporarily delay a deployment if there is a business need.

SOC Support

The Netacea solution is backed by a Bot Operations team. The Bot Operations team:

- / Supports the management of the solution.
- / Provides recommendations made by Netacea Intent Analytics™.
- / Raises awareness of emerging bot threats with research.

Netacea provides advanced insight and visibility into your web traffic, allowing you to create powerful actions based on deep machine learning insight, using APIs. Visit [Netacea.com](https://www.netacea.com) to find out more.