



PUTTING BOTS OUT OF BUSINESS

# Safeguarding the Humanity of Digital Interactions with HUMAN and AWS

As companies continue to build applications leveraging Amazon Web Services (AWS), using AWS Edge Services, including Amazon CloudFront, AWS Shield, AWS WAF, remains an important piece in helping secure and accelerate content delivery. With the proliferation of cloud-based applications also comes the proliferation of bot fraud, which can result in degraded customer trust, loss of inventory, security breaches, and increased resource utilization. That's why bot mitigation is increasingly important to conduct business securely, regardless of your industry.

In collaboration with



Together, AWS and AWS Partner HUMAN provide a layered solution to seamlessly improve application performance and protect your cloud-native web and mobile applications from sophisticated bots masquerading as humans. Deploying BotGuard for Applications from HUMAN adds another layer of protection on top of the native capabilities provided by CloudFront, AWS Shield, and AWS WAF. The combined solution means that by the time a bot lands on your digital doorstep, you've already seen it and can mitigate its impact.

## Detecting what's real

It's reported that 40 percent of web traffic is fake\*, meaning generated by bots rather than actual human beings. These bots impact performance, consume excess resources, and skew business data. Safeguarding your applications from automated traffic is becoming increasingly difficult as cybercriminals use sophisticated bots that mimic human behavior such as mouse movement, fake browser behaviors, and more.

While several bot management solutions exist, they require a substantial amount of training to work and may only stop a small portion of automated fraud threats. HUMAN observes more than fifteen trillion digital interactions per week and uses this data to establish hard technical evidence of fraud. BotGuard utilizes this evidence to detect and block today's sophisticated bots with unparalleled precision, ensuring that only real humans interact with your applications. The scale and performance of AWS underpins HUMAN's capabilities.

\*Source: [How Much of the Internet Is Fake?](#)

## Bot mitigation is a top priority when it comes to application security



**78 percent**

of companies have experienced a bot-based identity attack such as account takeover, credential stuffing or cracking, or new account creation fraud



**52 percent**

predict it can take at least seven months to regain customer trust following a bot attack



**90 percent**

say protecting websites and applications from bot attacks is a top security initiative



**60 percent**

think specialized bot management solutions are the most effective approach

Source: [2021 Bot Management Trends](#)

## Performance and protection at the edge

Amazon CloudFront is a global content delivery network (CDN) service that you can use to securely deliver your applications with low latency and high transfer speeds. CloudFront offers programmable and secure edge CDN computing capabilities through CloudFront Functions and AWS Lambda@Edge, a serverless compute feature that allows you to run code closer to application users, which helps improve performance and reduces latency.

By implementing CloudFront and BotGuard for Applications via Lambda@Edge, you not only get the global scale of the AWS Edge network, but you also protect applications by blocking unwanted bots at the edge, allowing only authorized traffic to go through. The combined solution can protect against platform impersonation, stolen credentials, inflated business metrics, and content scraping that can ultimately negatively impact a business's bottom line and its customers' experiences.

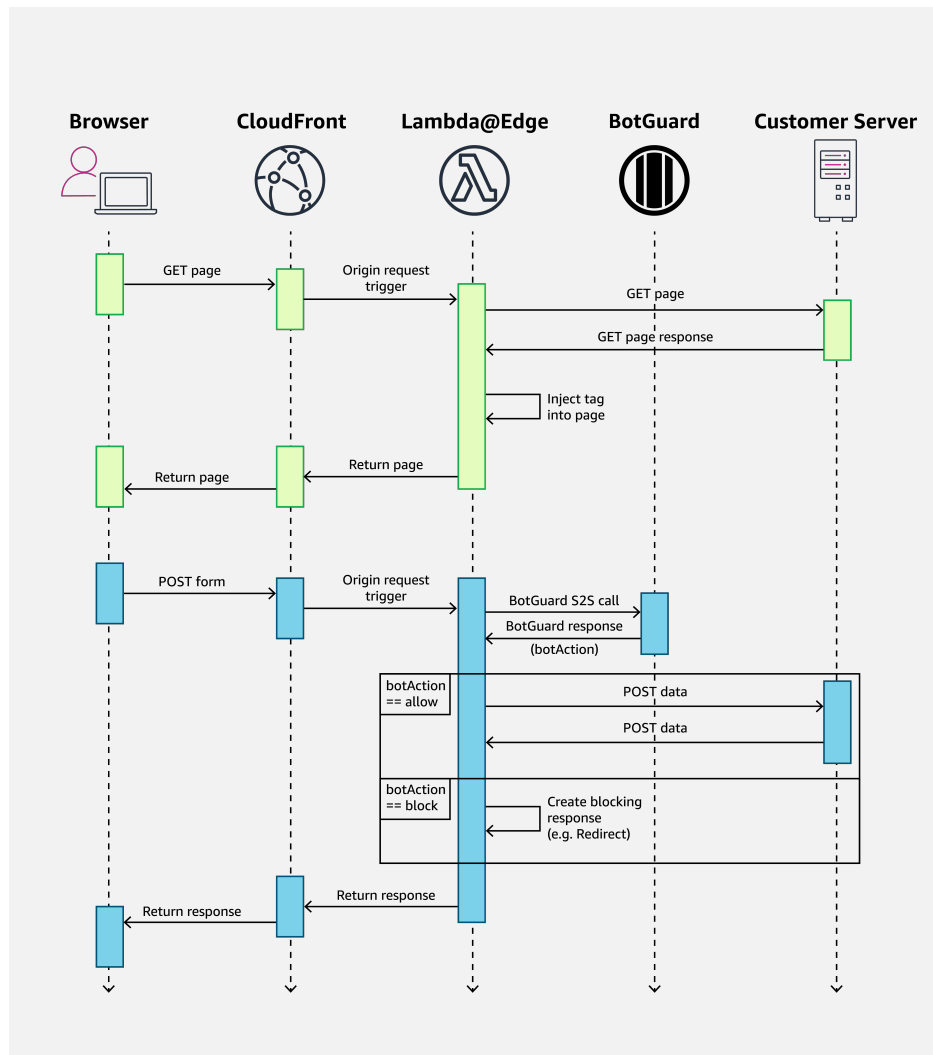
## Use CloudFront via Lambda@Edge to deploy BotGuard for Applications

The simplicity of CloudFront enables you to deploy the BotGuard for Applications solution without modifying front-end or back-end code.

**This integration can be set up in two steps:**

1. Create an AWS Lambda function for your integration.
2. Deploy this function to Lambda@Edge and add a new CloudFront trigger to your desired distribution.

Implementing this solution doesn't require changing code and helps you maintain a seamless user experience for your customers. Powered by the Human Verification™ Engine, the solution applies a multilayered detection methodology to spot and stop sophisticated bots and fraud by using technical evidence, continuous adaptation, machine learning, and threat intelligence.



## Case study: Ensuring inventory is human verified

An online audio distribution platform, a mutual customer of HUMAN and AWS, faced the following business challenges:



Mitigating new sign-up fraud



Blocking comment spamming



Stopping account takeover



Preventing credential stuffing

Within two weeks of deploying BotGuard for Applications on AWS, the company identified three distinct bot profiles and specific information about threat categories they represented, their origin locations, and activities. Contextual information provided by BotGuard for Applications helped the organization understand how to improve its systems to prevent future incidents instead of just mitigating the problems.

## Better together: HUMAN and AWS

HUMAN and AWS help protect your customers' experiences and the integrity of your platform by giving you visibility into where your traffic is coming from and what's legitimate and what's not, so that you can remediate any harmful activity.

Get a complimentary 30-day audit of your applications.  
Visit **AWS Marketplace**.

## About HUMAN

HUMAN is a cybersecurity company that safeguards enterprises and internet platforms from sophisticated bot attacks and fraud to keep digital experiences human. Our modern defense strategy enables internet-class scale and observability, superior detection techniques and hacker intelligence & takedowns empowering us to defeat attackers, improving the digital experience for real humans. Today we verify the humanity of more than 15 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To **Know Who's Real**, visit [www.humansecurity.com](http://www.humansecurity.com).

