



Fastly Unveils New Bot Management Solution to Help Detect and Block Threats at the Edge

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Enhanced bot management capabilities leverage the power and performance of Fastly's Edge Cloud Platform, and are now available and fully integrated into its security offerings

SAN FRANCISCO--(BUSINESS WIRE)-- Fastly, Inc. (NYSE: FSLY), a leader in global edge cloud platforms, today introduced Fastly Bot Management to help organizations combat automated “bot” attacks at the edge and significantly reduce the risk of fraud, DDoS attacks, account takeovers, and other online abuse. Fastly Bot Management represents an important cybersecurity milestone for the company, building on its proven bot mitigation expertise and capabilities currently available in its Next-Gen WAF.

“Organizations increasingly are delivering more enhanced digital experiences to their users at the edge. Not surprisingly, cyber adversaries have followed so the need to detect – and stop – attacks as close to the threat as possible has never been greater. Fastly’s decision to extend and enhance its bot protection capabilities on the company’s flagship edge cloud platform is both timely and a natural evolution of the company’s overall cybersecurity strategy,” said Christopher Rodriguez, Research Director, Security & Trust, IDC.

“Every day, bad actors, including bot operators, are looking to disrupt and fraudulently monetize ecommerce and other Internet traffic with automated attacks, putting organizations at risk of fraud, security attacks, and account takeovers. Organizations need to quickly protect good traffic and block malicious traffic,” said Kip Compton, Chief Product Officer at Fastly. “With Fastly Bot Management as a unified part of our security offerings all powered by Fastly’s Edge Cloud Platform we are helping our customers – especially global e-commerce and media companies – defend against these attacks with our simple-to-use single platform solution that scales to meet their website and application needs and reduces fraud risk and infrastructure costs.”

Fastly’s Bot Management solution enhances the company’s overall security capabilities, which customers trust to significantly increase their security in real-world deployments. In fact, while many security tools are not configured to block traffic in order to avoid incorrectly blocking legitimate traffic, Fastly’s Next-Gen WAF is used in “full blocking mode” by nearly 90% of customers ¹, a direct reflection of the trust and confidence customers have in Fastly’s solutions.

“Fastly’s new Bot Management solution provides granular visibility and rule setting capability to let the good traffic in and keep the bad traffic out, which helps us protect our content and reduce infrastructure costs,” said Paul Laleu, Chief Technology Officer, Le Monde.

Fastly Bot Management: How it Works

Fastly Bot Management helps protect websites, applications, and valuable data from malicious automated traffic. The solution instantly classifies non-malicious and malicious bots at the Network Edge and provides multiple server-side and client-side mitigation techniques. Built for modern development teams, Fastly Bot Management helps reduce complexity by being simple to use, developer-friendly, and highly performant through the power of Fastly’s Edge Cloud Platform.

Customers will benefit from:

- **Reduced fraud and resource abuse** through a multi-layered approach that automatically identifies and stops malicious bots that power fraudulent activity, like account takeover and carding attacks, which can result in bad customer experiences, costly refunds and customer support overhead. Edge deployment and enforcement reduces origin costs by only serving traffic to real customers.
- **A safeguarded customer experience** with Fastly’s edge-based solution helps reduce latency and keeps apps performant, while client-side features like challenge flows reduce buyer friction and promote higher conversion rates.
- **Unified bot mitigation, application security, and delivery services** through a developer-friendly console that allows teams to quickly deploy and block attacks.

Fastly Bot Management is now available to all Fastly Edge Cloud Platform customers. For more information, please visit [here](#).

¹ As of March 2023.

Fastly's powerful and programmable edge cloud platform helps the world's top brands deliver online experiences that are fast, safe, and engaging through edge compute, delivery, security, and observability offerings that improve site performance, enhance security, and empower innovation at global scale. Compared to other providers, Fastly's powerful, high-performance, and modern platform architecture empowers developers to deliver secure websites and apps with rapid time-to-market and demonstrated, industry-leading cost savings. Organizations around the world trust Fastly to help them upgrade the internet experience, including Reddit, Wendy's, Stripe, Neiman Marcus, Universal Music Group, SeatGeek, and Advance Publications. Learn more about Fastly at <https://www.fastly.com>, and follow us [@fastly](#).

Forward-Looking Statements

This press release contains "forward-looking" statements that are based on Fastly's beliefs and assumptions and on information currently available to Fastly on the date of this press release. Forward-looking statements may involve known and unknown risks, uncertainties, and other factors that may cause its actual results, performance, or achievements to be materially different from those expressed or implied by the forward-looking statements. These statements include, but are not limited to, those regarding the expected benefits and functionality of Fastly's bot management solution, including its ability to reduce and defend against the risk of online abuse, reduce complexity, and safeguard customer experience. Except as required by law, Fastly assumes no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future. Important factors that could cause Fastly's actual results to differ materially are detailed from time to time in the reports Fastly files with the Securities and Exchange Commission (SEC), including in Fastly's Annual Report on Form 10-K for the fiscal year ended December 31, 2023. Copies of reports filed with the SEC are posted on Fastly's website and are available from Fastly without charge.

Source: Fastly, Inc. 

Media Contact

Spring Harris

press@fastly.com

Investor Contact

Vernon Essi, Jr.

ir@fastly.com

Source: Fastly, Inc.