

# CDN Levels Up Its Security Offering with Netacea White Label Bot Management



## Partner profile

- Content Delivery Network serving 5% of all internet traffic
- Over 300 points of presence globally
- Provides cloud security services including WAF & DDoS protection



## Key outcomes

- Fully featured bot protection available within partner's existing portal
- Partner's own brand maintained and fully integrated
- Quickly added millions of dollars in pipeline with new upsell offering
- Full sales and technical support from Netacea



Millions of dollars  
new pipeline created



Millions of attacks  
mitigated for clients



## The challenge

A Content Delivery Network with over 300 points of presence provides its large customer base with security features such as DDoS protection and a Web Application Firewall (WAF).

They recognized that their bot protection module had fallen behind what was needed to protect its customers from increasingly complex automated attacks. With most competitors bundling bot protection with their services, it was time to upgrade their own offering and leap ahead of the competition.

There were two paths ahead for the CDN provider: Build their own bot protection module, or partner with an established, proven solution. The former option was expensive, difficult and could have taken years to achieve.

Netacea have already invested years developing an advanced bot protection solution. After validating the superiority of Netacea's bot detection capability against other solutions, the CDN provider decided a partnership with Netacea was the best path forward.



## The solution

Netacea provided a fully featured white label version of our bot protection product to augment the CDN's all-in-one solution, whilst maintaining their trusted branding.

Through the simple connection of APIs, the partner can now offer its customers Netacea's core bot protection service, taking advantage of highly accurate detection, instant attack mitigation and extremely low false positives to let visitors in and keep adversaries out of customer websites and apps.

The integration provides the partner's customers with dashboards and controls that seamlessly embed into the existing CDN portal. The partner's customers can easily drill down into each attack via these dashboards, just as direct Netacea customers can, without leaving the partner's dashboard.

They can also control and configure the solution, including adding custom blocking and trust rules, manage data streams, and configure CAPTCHA pages, as well as managing user accounts.

Netacea's Reporting API allows the partner's customers to log into the CDN portal as normal and easily drill down into each attack via Netacea's embedded data visualization dashboards. From here they also have easy access to their latest audit trail and actioned data.

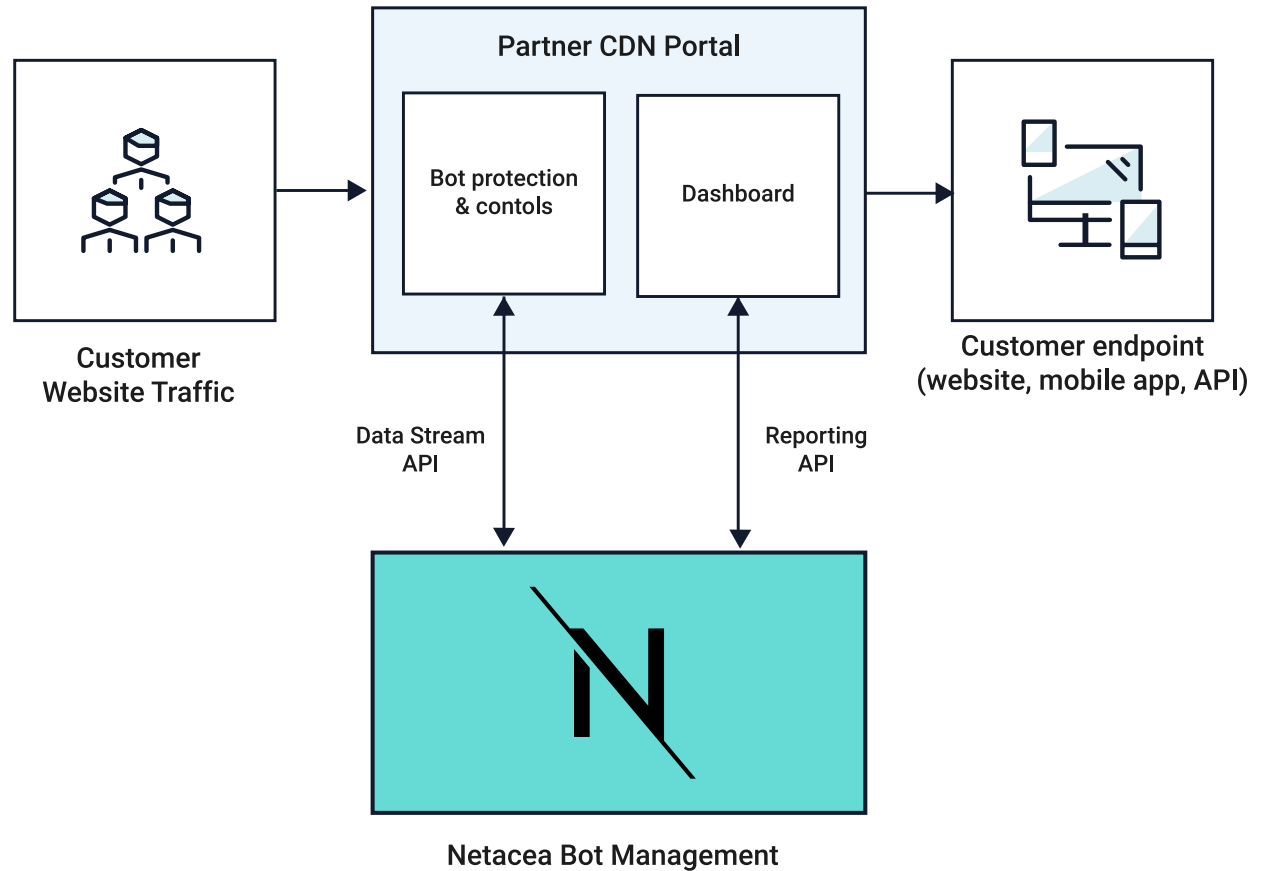
Connection to Netacea's Data Stream API also means the CDN's customers can also control and configure the solution, including adding custom blocking and trust rules, manage data streams, and configure CAPTCHA pages, as well as managing user accounts, all from within the familiar interface of the CDN portal.





## Full technical and sales support from Netacea

Netacea made sure the partner had the confidence to maximize the value of our bot protection solution by providing extensive training for sales, customer success and technical support, as well as providing user guides and documentation that could quickly be rebranded as the partner's.





## The outcome

The partner is now able to offer the most accurate and intelligent bot protection to its customers, keeping their CDN security suite modern and competitive in the market. By partnering with Netacea, they saved significant costs in the years of development time building their own solution would have taken.

This also dramatically cut how long it took them to upgrade their security and fraud prevention capabilities, improving their ability to compete with other CDNs.

The collaboration has also created millions of dollars in new pipeline sales for the new offering, fully supported by Netacea's sales personnel, tools and materials. Not only can the partner upsell advanced bot management to existing customers, but this added value is also a powerful incentive in winning new deals. This is already proving profitable for the partner business.

## About Netacea

Netacea provides an innovative bot management solution that solves the complex problem of 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 behavior, 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.