Company Overview

Netacea is a UK based cyber security company focused on next-generation bot management and a recognized leader in the Forrester New Wave: Bot Management 2020 and 2022. After three years in development Netacea began serving customers in 2018, and now works with some of the world's most recognizable brands.

In 2021, Netacea launched its U.S. go-to-market plan and is rapidly gaining market share.

What are bots?

Bot traffic is any set of legitimate requests made to a website that is made by an automated process rather than triggered by a direct human action. Bots account for up to 50% of total internet traffic, and up to 25% of these bots are malicious. It is these bad bots that warrant our attention, a study by Mordor Intelligence revealed that the bot management market is estimated to grow annually by 25% and reach $15.25bn by 2025. Netacea discovered that automated bots cost businesses an average of 3.6% of their online revenue each year, for the 25% worst affected organizations this equates to at least a quarter of a billion dollars.

What are malicious bots targeting?

- Merchandise - The higher the value the better

- High demand, limited supply items - Such as new product releases, concert and sporting tickets

- Services - typically those with a subscription

- Customer accounts - Specifically those containing valuable assets such as loyalty points

- Personally identifiable data – This is used to carry out fraudulent activity such as the creation of fake accounts

- Loyalty points – These assets can be converted to dollars or cryptocurrency, merchandise or travel points and sold on the dark web

- Website performance - A large amount of bot traffic slows down websites and skews behavior metrics which inform marketing decisions

- Customer satisfaction - Poor security, a bad website experience and stolen data drive your customers to your competitors

- Corporate image - Without a robust cybersecurity infrastructure in place to prevent continual bot attacks, your business' brand reputation and finances are at risk

Ideal customer profile

According to Netacea's 2021 survey, 94% of US businesses dedicated 10% of their overall security budget to bot management. We expect this percentage to increase as bots continue to grow in sophistication. Netacea's target industries are:

- Online retail

- Hybrid retail with an online presence

- Travel (including airlines, hotels and cruises)

- Online gaming/wagering

- Multi-player video/mobile video gaming

- Ticketing

- Enterprises with loyalty programs (most have one)

- Subscription based services of all kinds (such as streaming services)

- Banking/finance and insurance

- Healthcare

- Any other company with a consumer web presence

Value proposition/Why would my customer care?

Bots are a pervasive and growing problem affecting a wide range of industries. Unless quickly detected and mitigated, bot traffic costs businesses millions in revenue, while driving customers towards competitors. Managing the threat is now one of the fastest growing areas of cyber security. Whether known, or unknown, almost all companies have a bot problem. Making matters worse, legacy bot management solutions are not effective at identifying and stopping sophisticated bots. Netacea has taken a next-generation approach to solving sophisticated, malicious bot threat and leads the market in bot management.

"The bot management market is estimated to grow annually by 25% and reach $15.25bn by 2025."

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Netacea's differentiation

- Netacea Bot Management is the strongest bot management offering available today

- Average of 40%-70% improvement over legacy solutions

- Perfect track record in technical evaluations

- Netacea beats all competitors in competitive proof of value evaluations (POV)

- 100% retention rate across our customer base

- In-year ROI to solve costly bot problems

- Revolutionary machine learning (ML) techniques are applied to every bot use case

- Continuous deep learning increases efficacy and accuracy

- Big data ingest allows Netacea to process trillions of data points at scale

- Agentless, server-side approach eliminates the need for Java Script, SDK, or appliances

Common Questions/Objections

1. **We put in a bot management solution a while ago and we think it's fine. Why talk to Netacea?** A: Existing solutions have been overcome by today's sophisticated bots. In each and every case against every leader in this space, Netacea has detected 40% to 70% more bots than our competitors.

2. **This seems too good to be true. Why is Netacea so much better than everyone else?** A: Netacea employs revolutionary machine learning techniques against large datasets to deliver highly accurate behavior-based decisions instantaneously. Our system learns over time, enabling us to accurately identify user intent and stop bad bots. No other provider has this technology.

3. **I'm not sure I have a bot problem. How can I find out?** A: If you have a web presence and sell or store anything of value, it is highly likely that you have a bot problem. If you're not sure, Netacea's team of Bot Experts can investigate your web logs to understand if a bot problem exists and to what extent.

4. **We're very busy with projects and can't try this now.** A: Netacea Bot Management can be implemented in less than a day thanks to multiple commonly used plug-ins and easy techniques to pass along your log data. Can you really afford to allow your bot problem to persist?

5. **What if I run a proof of value test and want to keep it running? Can I?** A: Yes. Most customers are so pleased with the test results they simply move into production with no changes required to the system. Netacea is happy to keep a test system running while completing a contract.

6. **How expensive is a solution like this?** A: When examining the cost of bots, a Netacea solution normally pays for itself in a matter of weeks or months. We can quickly provide a budgetary quote based on a discovery call.

7. **We already spend lots of money on security. Why should we add this?** A: Many security solutions are designed for threats that might happen, but may never happen. Netacea is designed for threats that are actually occurring and affect most companies.

Qualifying Questions

1. Do you have a bot management solution in place today? Have you considered one?

2. Have you experienced any loss on your e-commerce system? If so, how much?

3. Do you force your customers to use multi-factor authentication at login?

4. What are your most costly security problems today?

5. Do you measure customer satisfaction based on their interaction with your web properties?

6. Do false positives pose a challenge with your existing security solutions?

7. Have you looked at the cost of fraud on your web properties?

Deal Registration:

https://www.netacea.com/partner-opportunity-registration/