CEQUENCE®
SECURITY

Protecting Commerce Cloud Storefronts from Malicious Bots

salesforce

The Challenge: Bots are Impacting Your Business

Increasingly sophisticated bots, complete with marketplaces, user forums and documentation are wreaking havoc on ecommerce organizations that often have small, understaffed security teams. The impacts are significant - in their State of Online Fraud and Bot Management Report[1], Forrester Research reported that bot impacts resulted in bottom line losses as high as 10%. Business impacts include infrastructure cost overruns, site slowdowns or outages, poor decision making due to skewed marketing analytics and brand damage from the lost customer who is unable to buy the desired item. The Cequence Bot Defense SaaS integration with Salesforce Commerce Cloud allows ecommerce organizations to minimize the business impacts caused by malicious bots.

The Solution: Block the Bots for a Better Bottom Line

Bot Defense SaaS provides Commerce Cloud customers with an ML-based bot prevention solution that requires zero application integration and can be deployed as a security proxy in a matter of minutes. Before ecommerce transactions hit your storefront, the multi-dimensional analysis performed by Bot Defense detects malicious transactions hiding in plain sight, creating a unique Behavioral Fingerprint that can be used in mitigation policies to stop the malicious bots and enable legitimate buyers.

Key Benefits

› SaaS-based architecture enables rapid time-to-protection while reducing the operational burden associated with stopping bots.

› Zero application integration required for Commerce Cloud plug-ins and mobile applications.

› Complete protection for Commerce Cloud storefronts and APIs, which can be extended to any other web applications or APIs not hosted on Commerce Cloud.
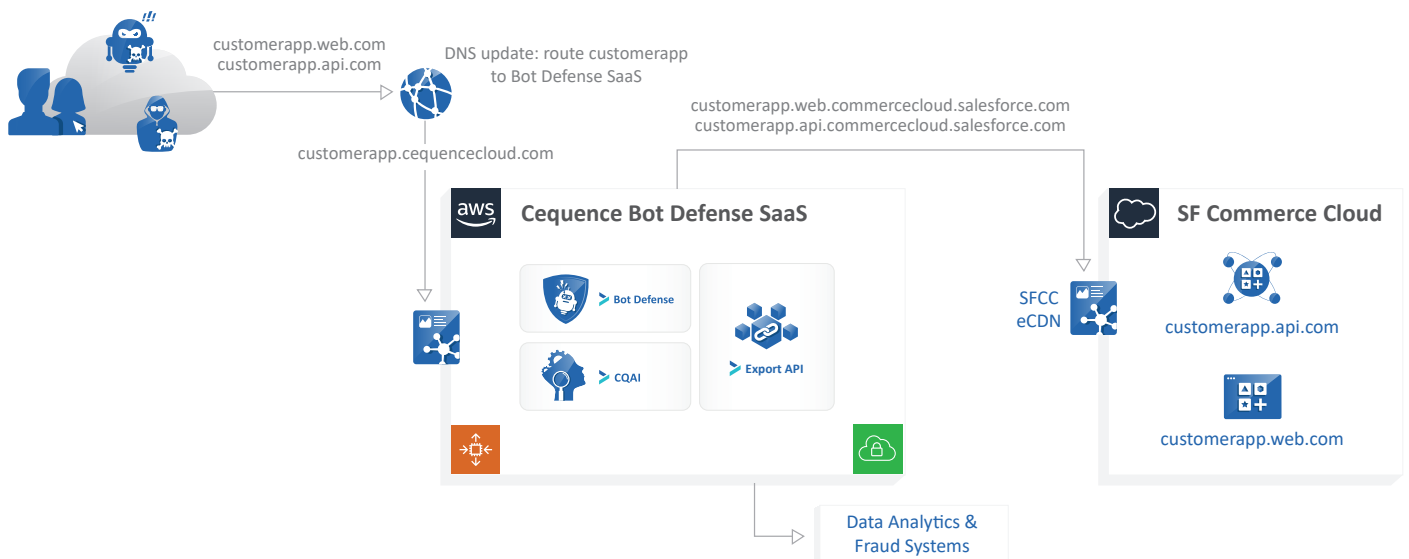

Image 1: Bot Defense SaaS and Salesforce Commerce Cloud integration architecture.

While Cequence cloud operations manages all aspects of the Bot Defense SaaS backend, your security and fraud teams have full access to the management dashboard for visibility and analysis of transactions flowing through Bot Defense SaaS, enabling faster response to new attacks and retooling efforts. Cequence Bot Defense doesn't require JavaScript or SDK integration efforts, making application and API onboarding easy, allowing your developers to focus on features, not third party code.

› **Rapid time to protection** – Bot Defense SaaS can start blocking bots within hours of receiving network traffic. Traffic is routed to Cequence Bot Defense via a simple CDN configuration change or by updating DNS records.

› **Globally available** – Bot Defense SaaS can be deployed in multiple locations around the world and near customer bases or Commerce Cloud instances. Retailers with strict data processing requirements have more flexibility in choosing tenant locations favorable to their data residency requirements.

› **Centralized protection for multiple environments** – Retailers can extend Bot Defense SaaS to protect applications and APIs not running on Commerce Cloud, which may include hosted APIs dedicated for supply chain integration.

› **Bot Defense SaaS** has achieved both SOC2 Type II and PCI DSS 3.2 Level 2 for Service Providers accreditation.

About Cequence Security

Organizations trust Cequence Security to protect their web apps and APIs with the most effective and adaptive defense against online fraud, business logic attacks, exploits and unintended data leakage, which enables them to remain resilient in today's ever-changing business and threat landscape. Cequence is the only vendor that unifies runtime API visibility, security risk monitoring, and patented behavioral fingerprinting technology into a single platform. Learn more at www.cequence.ai

About Salesforce Commerce Cloud

Commerce Cloud is the world's leading B2C and B2B commerce solution. Commerce Cloud is a multi-tenant, cloud-based commerce platform that empowers brands to create intelligent, unified buying experiences across all channels — mobile, social, web, and store. https://www.salesforce.com/products/commerce-cloud/overview/

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[1] State Of Online Fraud And Bot Management Report; a commissioned study conducted by Forrester Consulting on behalf of Google, November 2020.