Application Protection Case Study

Indochino Protects Customer Experience and Online Revenue

Indochino provides men's suits, shirts, blazers, outerwear and accessories. Clothing is made to measure, ensuring a perfect fit. Customers can shop online or in-person at over 80 showrooms across North America.

Challenge

Indochino has rapidly grown its customer base and bolstered its reputation through contracts with NFL franchises and celebrity customers. As the company's popularity increased, so did bot attacks against its e-commerce portal. Malicious traffic slowed site speed, negatively impacted customer experience, and skewed key performance indicators (KPIs).

The Indochino IT team often worked around the clock to manually adjust rule sets in an effort to prevent account takeovers (ATOs). But without an automated bot management solution in place, the company was losing time, resources, and revenue.

> "We looked at many options to find the right automated solution to block bot traffic. The benefit of HUMAN was the product roadmap, the way Application Protection leverages AI and the way (they) looked at bots. It was really advanced."
>
> — Alex Buhler, Chief Technology Officer, Indochino

Solution

Indochino needed a solution to accurately identify and block malicious bot activity while guaranteeing a fast and frictionless experience for real users. HUMAN Application Protection was the clear choice for two key reasons:

ACCURACY AGAINST SOPHISTICATED BOTS

Application Protection uses a unique combination of behavioral analysis, predictive methods and intelligent fingerprinting to detect and mitigate bots with unparalleled accuracy. The machine-learning solution evolves in real time to stay ahead of increasingly sophisticated bot threats, while maintaining low false positive rates and preserving page load performance.

SEAMLESS INTEGRATION

Application Protection's open architecture can easily interface with any technology stack. This allowed Indochino to leverage its existing relationship with YOTTAA, a SaaS platform which helps online retailers and brands create faster websites that increase conversion rates and improve shopper experience. Application Protection easily and seamlessly integrates with YOTTAA to provide unmatched security and performance.

Results

Indochino is now protected from ATO and other bot-based attacks, and their site performance no longer suffers due to malicious traffic. This instills confidence that real human customers will have a positive experience free from malicious bots. As a result, Indochino's IT team can concentrate on enhancing the e-commerce portal for customers, without worrying about bad bots getting in the way.

Not only does Application Protection stop bot attacks, but it also provides detailed threat intelligence dashboards for each incident. This allows Indochino's security team to make informed strategic decisions that deliver on the company's bottom line.

About HUMAN

HUMAN is a leading cybersecurity company committed to protecting the integrity of the digital world. We ensure that every digital interaction, transaction, and connection is authentic, secure, and human. HUMAN verifies 20 trillion digital interactions, providing unparalleled telemetry data to enable rapid, effective responses to the most sophisticated threats. Recognized by our customers as a G2 Leader, HUMAN continues to set the standard in cybersecurity. For more information, visit www.humansecurity.com