Introducing Veracity – Ensuring Humanity on the Internet

Bad bots continue to consume resources and overwhelm organisations, accounting for at least a quarter of all internet traffic.

Veracity provides the ability to detect and defend against sophisticated bot attacks, reduce friction and improve customer experience, and provide visibility across an organisation and their close partners. Importantly, Veracity checks for 'bot or not' – a step before the usual identity validation process.

Allowing bad bots to access systems can be very expensive for organisations in several ways, including:

- Loss of revenue associated with website downtime and/or performance degradation
- Increased operational expense including infrastructure costs, authentication expenses, and the people cost of the time spent on bot mitigation
- Regulatory penalties such as the huge fines imposed on organisations for breaches of, for example, GDPR or AML regulations
- The intangible (and sometimes tangible) damage to brand reputation resulting from negative publicity and loss of customer confidence

A solution built on solid foundations preventing ad fraud

Veracity is a rapidly maturing solution that meets the needs of small organisations with a single application as well as large enterprises with hundreds of them. The creators of Veracity previously specialised in ad fraud and now see the need to expand the offering to support customers from other market sectors including security, financial crime, financial services, crypto, and e-commerce.

We recognise that protecting against a range of attacks - protecting web applications, mobile apps, and APIs; and leveraging machine learning - have all become 'must-haves'. Veracity is designed to keep up with ever-evolving attacks, offer a range of reporting options, and enable human end-customers to transact business with little friction or frustration.

Constantly evolving to meet new threats

Veracity detects and deters the most sophisticated bots, engaging in an ongoing game of one-upmanship. While basic bots can be blocked by most defences, more-sophisticated bots use a multitude of techniques to mimic human behaviour and subvert detection. The criminal gangs involved tweak their bots when they encounter solutions like Veracity, forcing us to continually adapt and instigate defences that thwart bots, confuse their instigators, and increase the cost of the attack to the point where it's no longer worth it.

Veracity demonstrates our continual research and innovation on bot threats. New bot threats arrive regularly, and we need to stay on top of new attacks and techniques, share trend and threat information, and identify potential new product enhancements to defend against new threats.

Low friction integration

Available as a plug-in service, Veracity is designed to be deployed in minutes and will easily integrate with other core tools that are used by organisations in the security, financial crime, crypto, and e-commerce market sectors.

Why Veracity?

Veracity's AI-powered bot detection engine detects and blocks automated threats in real time, protecting customer data and reducing the risk of a data breach, without you having to think about it.

Online businesses tell us that they are switching to specialised bot mitigation solutions like Veracity because current WAF (web application firewalls)/in-house solutions have severe limitations that advanced bots can bypass, such as:

- Don't protect all endpoints, including mobile apps
- Fail to protect against malicious Ajax calls
- Are not compatible with all infrastructures and does not integrate well with multi-cloud and multi-CDN setups
- Requiring customers to manage CAPTCHA display themselves because the SDKs don't support third-party networking libraries

Sector Solutions for:

- Fraud and Financial Crime
- eCommerce
- Financial services
- Payment systems
- Crypto
- Ad Tech

Protecting:

- Online advertising spend
- Account takeover
- Fake account creation
- Flash sales
- And much more....

Channels to Market:

- As a SaaS product
- By direct engagement with Enterprise organisations
- With complementary partners as part of their solutions

Onboarding

Our streamlined onboarding process has been designed to minimise your time to protection.

Available as a plug-in service, Veracity is easy to implement, highly effective in stopping non-humans gaining access to your websites and does not compromise the user experience. It lives within your ecosystem as a component in your anti-fraud stack to sift out the bots from the humans quickly, effectively and without compromise.