

A black and white photograph of a laptop keyboard and a smartphone resting on a surface. The laptop is open, and the keyboard is visible. A smartphone is placed on the laptop's surface. The background is a textured, light-colored surface.

GlobalDots

Bye Bots, Hi Growth:

Security Innovation
Increases Fashion
Retailer's Sales by 25%

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Executive Summary

Every online merchant knows that unique offerings and offers attract not only customers – but cybercriminals too. For UK fashion retailer End Clothing (“END.”), this became a matter of make-or-break as their global eCommerce operations grew.

GlobalDots, a world leader in Web Security innovation, geared END. with the latest word in managed bot mitigation. Greatly offloaded, END.’s IT staff invested the time saved in UX innovation and performance. This was immediately translated to immense revenue growth: +25% in 2020 alone.



About END.

Since opening our doors in 2005, END. has developed into one of the most influential, forward-thinking fashion businesses globally. It’s known worldwide as a hub for contemporary fashion and streetwear online, stocking over 400 sought-after fashion brands and shipping to over 80 countries.

A cloud-native, eCommerce-native business, END.’s first-ever brick & mortar flagship stores only opened during 2015-2016 due to its massive online growth.

From the very beginning, END. is constantly pursuing technology innovation, whether it is in business scalability, cost reduction, web performance or automation. As a fashion brand, they pursue an outstanding visual experience - hence web content delivery and shopper experience in general is their very top priority.

When Bots Become More than a Security Issue

Starting 2016, END. was able to grow its global eCommerce presence thanks to GlobalDots' help with CDN migration and scaling. Then came the 2020 Pandemic, giving another boost to fashion eCommerce in general, and END.'s business in particular.

But business growth also means an expansion in threat volume: END. has become a major target of automated bot and fraud attacks, causing severe losses to the company's bottom line, and a high potential damage to its brand reputation.

Specifically, END. is a major target of advanced automated attacks ("bad bots") due to its unique offering of limited-edition items from the world's most sought-after luxury brands. These items are mostly offered at END.'s subdomain [Launches](#). The following anecdote demonstrates the magnitude of demand on some of END.'s items:



A well-known US rapper once appeared on stage with a pair of sneakers, quite similar to a pair offered on END.'s online store for \$159. The demand for those sneakers that night was so high, that END.'s IT team (not aware of the rapper's appearance) believed that the website was under bot attack.

END. is constantly targeted by scalpers using sophisticated automation fraud to track and purchase the more rare, limited-edition items before human users. Scalpers then resell those items in unofficial channels at much higher prices. The money they made allowed scalpers to invest in highly sophisticated bots, immune to traditional bot filtering measures. END.'s tech team decided they had enough, and approached GlobalDots for a worthwhile solution.

The demand for those sneakers that night was so high, that **END.'s IT team believed that the website was under bot attack.**

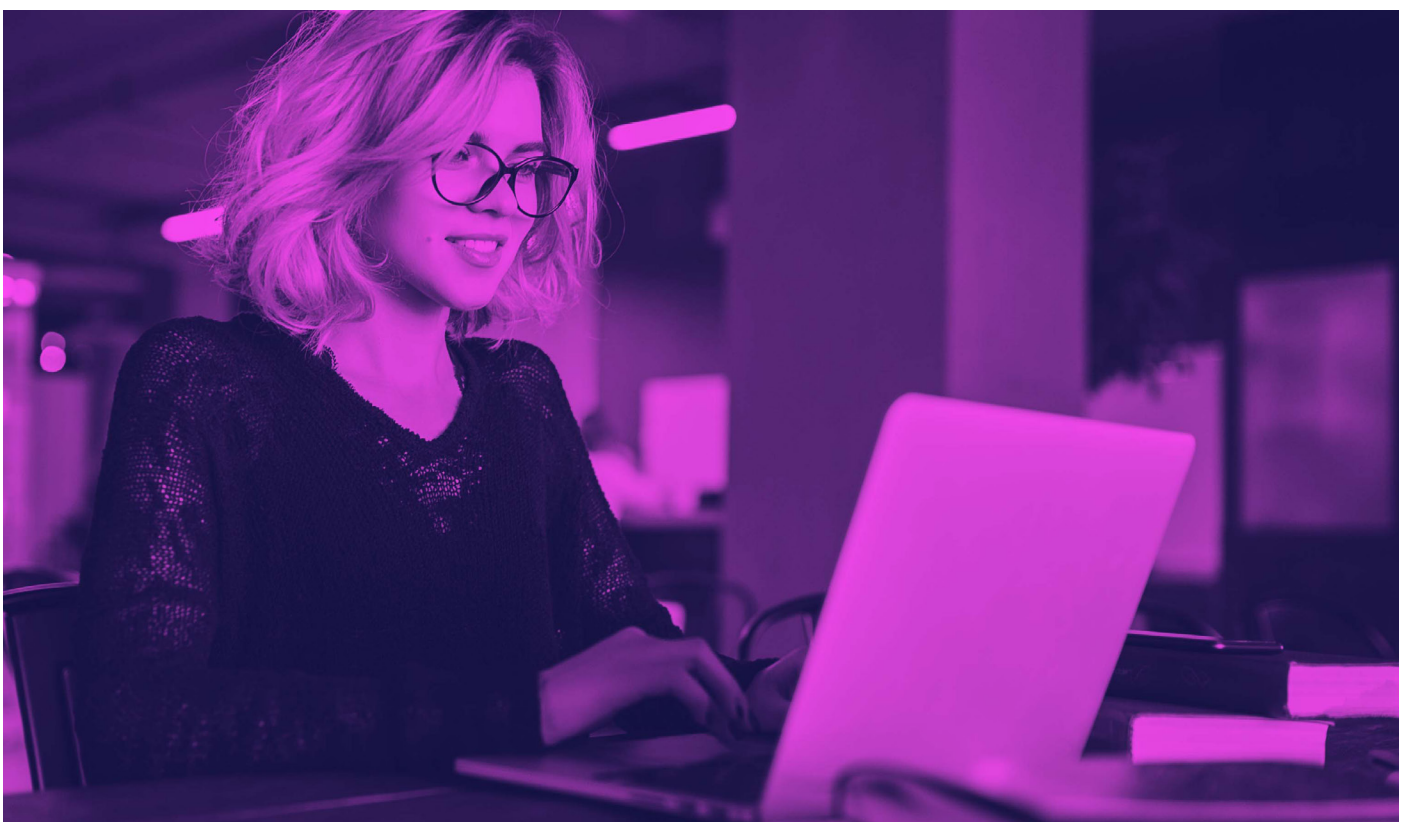
Solution: Fully Managed eCommerce Security Innovation

While on a previous provider's platform, End's team had to play a never-ending "cat and mouse game" by writing mitigation rules and changing them once attackers retool. Bot operators and scalpers constantly morphed their traffic signatures in order to bypass the previous solution. In certain periods of several weeks, a daily effort was required. This forced END. to be in constant engagement with the vendor, which isn't what you want from a bot solution. This prevented End's IT team from properly focusing on their business which eventually became unmanageable.

GlobalDots, therefore, equipped END. with the most advanced eCommerce Anti-Bot technology existing today: **Shape Enterprise Defense.**

Shape's fully managed solution presented END. with a reliable, accurate bot & fraud mitigation platform, with seamless integration with their web performance stack.

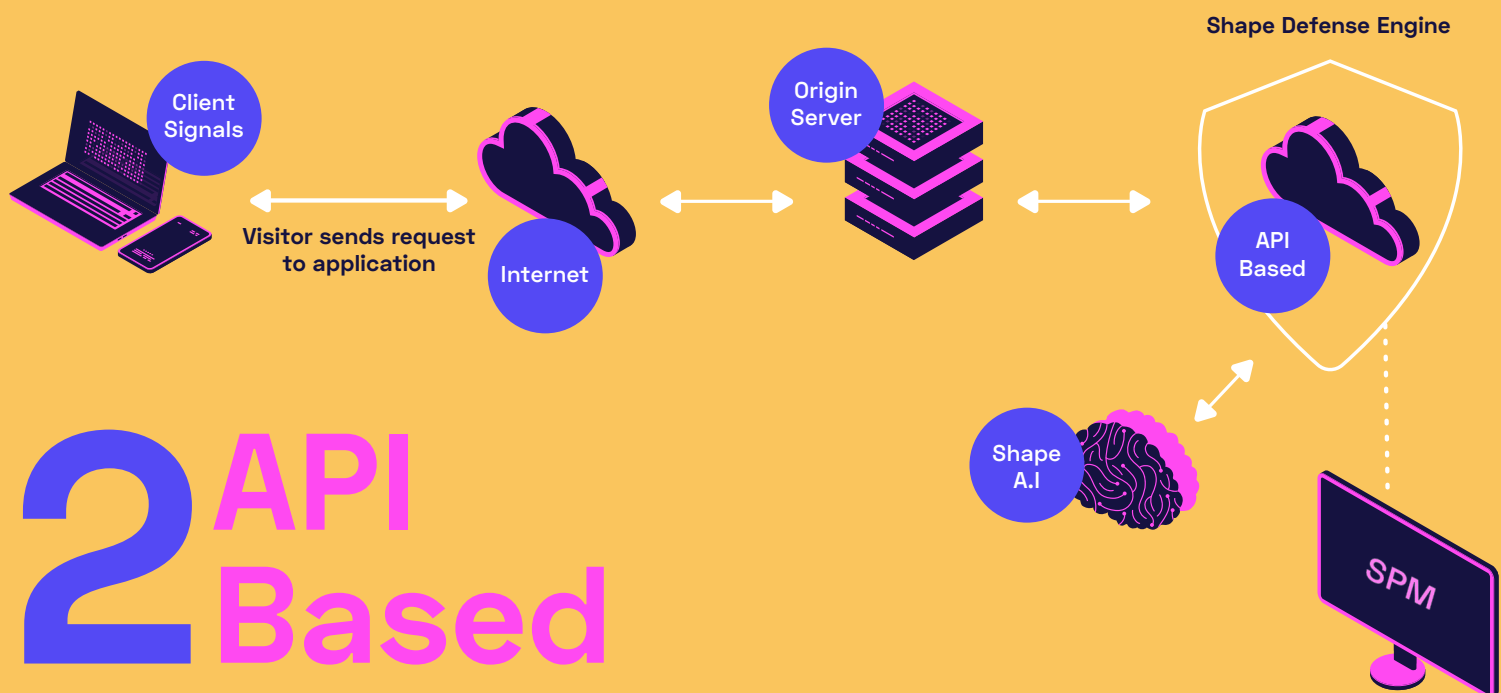
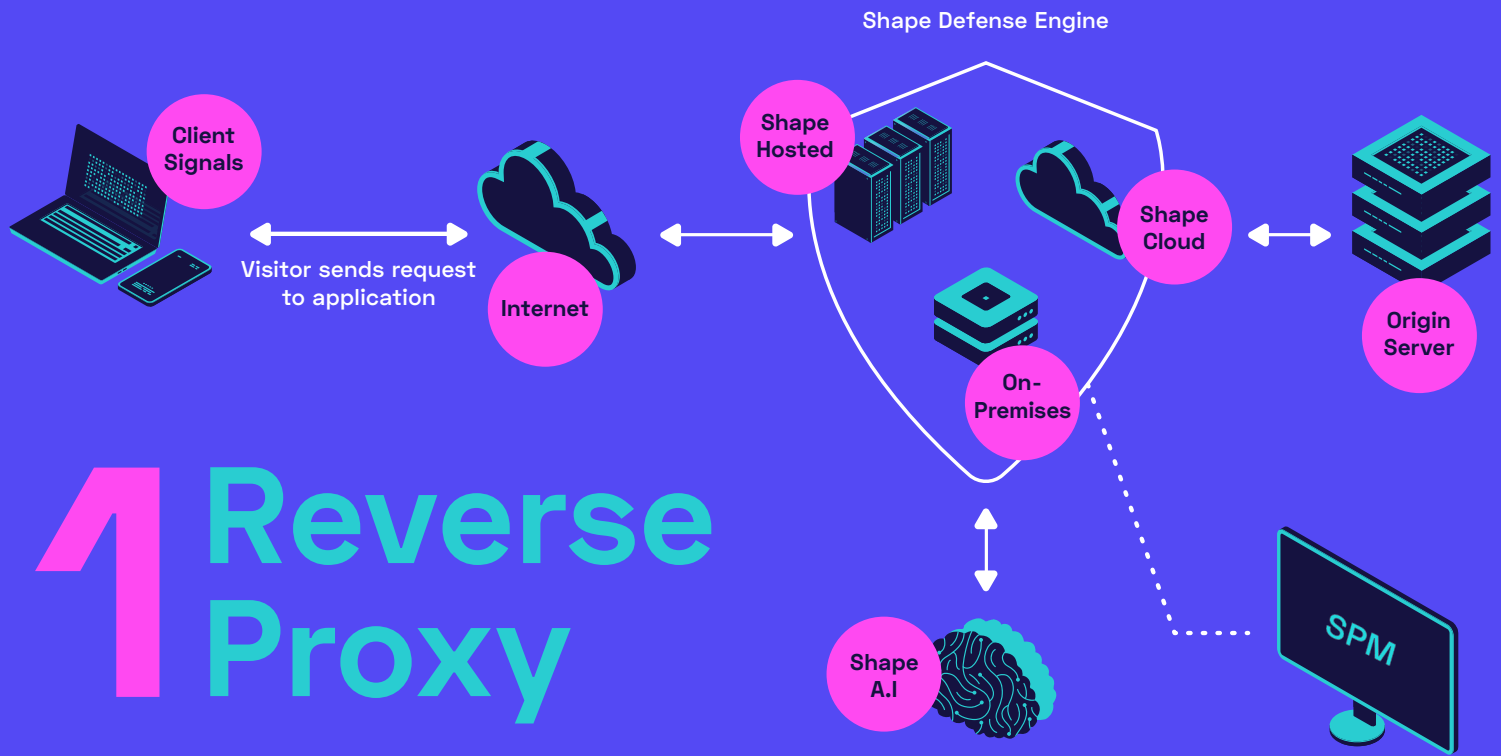
Similarly to other advanced bot mitigators, Shape's solution injects a javascript into the webpage to get more information from the browser, to establish who the user is. Shape's differentiator is a smarter javascript with a live team behind, constantly managing mitigation rules to offload the client's IT team.



Implementation process

Phase 1: Integration

GlobalDots' engineers integrated Shape with END.'s backend servers to create the architecture illustrated below.



Phase 2: Performance check

Following the successful integration, GlobalDots' engineers wished to verify the collected data and the performance improvement. For that purpose, END.'s previous solution was kept in place, and the two solutions were simultaneously exposed to the same traffic. Upon comparison, Shape's solution did detect more illegitimate traffic than the old solution.

Shape was also a better fit to END.'s API-first approach: The previous solution had an expensive SDK, while Shape offered greater value SDK, with lower pricing and wider data sets.

The Revenue Impact of Innovation

Benefit: Shape's solution allowed END. to massively reduce the costs with the backend servers and infrastructure, while allowing IT team to properly focus on the business growth, rather than endless bot mitigation efforts. This directly impacted End's 2020 sales, which increased by more than 25%.

Conclusion

Although a security issue, END.'s automated fraud problem had a negative impact on its ability to scale. Once introduced with a managed solution, carefully customized by GlobalDots' engineers, END. unlocked the growth opportunity presented by the Pandemic to eCommerce retailers.

As a result, END. is now emerging out of the Pandemic bigger, stronger, and ready to provide a one-of-a-kind shopping experience to returning and new customers.

Paul Younghusband, END's CTO, stated:

“GlobalDots is responsible for the technology which enabled our massive growth from 2017 and on. As they constantly bring innovation to the table, END. is always using the best-of-breed technology. This fortifies our brand reputation as eCommerce innovators, to the benefit of our growing circle of loyal customers worldwide.”

GlobalDots Your Tech Innovation Partner

GlobalDots is a world leader in discovering and implementing cloud & web innovation. Over the last 17 years, GlobalDots enabled streamlining and smart growth in over 500 business customers, providing enterprise-grade web performance & CDN; Web Security & anti-fraud solutions; DevOps & Cloud services; Cloud Security; Corporate IT; Cloud-native networking and infrastructure.

Our vendors range from world leaders to innovative, cutting-edge startups.

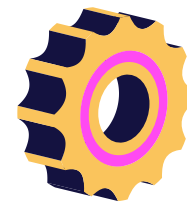
Our seasoned engineers test & master each solution's capabilities, pros, cons, and best practices. This allows them to quickly spot your perfect fit of technology and enable fast, smooth adoption.

What makes GlobalDots the best choice for a technology partner?



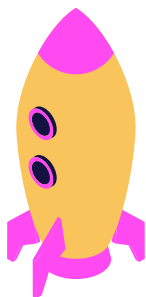
Innovation Hunters

Constantly tracking the industry to provide spot-on solutions for your ecosystem.



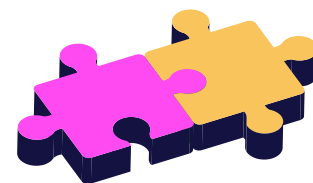
Vendor-Agnostic

Our ever-evolving portfolio and customizable solutions cater for each unique use case.



Streamlining Technology Adoption

Breezing you through from selection to deployment, exhausting every feature to your business benefit.



Holistic, Business-Oriented Approach

We align your IT architecture with your business profile, use case and goals focusing on what matters in terms of complexity and financial impact.

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