

Application Protection Case Study

M3 Blocks Bots and Optimizes Customer Experience



M3 USA, part of the M3 Group, provides physicians and other healthcare professionals with clinical education, as well as the opportunity to participate in market research projects and career growth initiatives. The company offers highly targeted interactive marketing, education, content and research solutions to the life science industry. M3 USA's service for physicians and other healthcare professionals, MDLinx, provides physicians with up-to-date and relevant clinical information and education.

Challenge

MDLinx was built using a monolithic system. Their bot mitigation solution leveraged a reverse-proxy-based architecture, meaning all traffic passed through a third-party platform. As the business evolved, M3's engineering team began migrating MDLinx from the existing monolithic system to a new, redesigned system with a microservices architecture. The reverse-proxy-based bot mitigation tool increased latency without providing granular access to log data or control over the proxy behavior. M3 needed a modern bot management solution that could scale with their business.

"Since we already needed a reverse-proxy for other purposes, another layer of reverse-proxying just to support bot-mitigation was something we wanted to avoid. Our previous solution required us to use it as a black-box."

— Brian Hooper, CTO at M3

Solution

M3 needed a solution that would fit a microservices architecture and accurately block bot traffic while ensuring authorized users received an optimal experience. They turned to [Application Protection](#) to detect and mitigate bad bots.

Application Protection employs behavior-based analytics to detect anomalies and prevent even the most sophisticated bot attacks. It offered a range of features that aligned with the team's requirements:



FLEXIBLE ARCHITECTURE

The cloud-based solution was a perfect fit for microservices because it easily integrated with any existing infrastructure, without adding appliances or latency.



FAST DEPLOYMENT

Application Protection was deployed quickly and easily with the close support of an experienced onboarding team.



RESPONSIVE CUSTOMER

HUMAN offers support via Slack, email, or phone to investigate security incidents, provide actionable insights and function as an extension of M3's team.

Results

By implementing Application Protection, M3 realized compelling benefits:

- **Improved performance:** Replacing the previous solution with Application Protection immediately improved the user experience by reducing the response time by 400ms – a reduction of over 30%.
- **Better access to data:** The M3 team enjoyed the enhanced reporting capabilities of the HUMAN portal and dashboards. free access to logs to enable a higher level of independence and control.
- **Improved technical support:** The level of knowledge and availability of the HUMAN support team, especially via Slack, was a game-changer for the M3 team. This cut the time they spent on technical issues.

About HUMAN

HUMAN is trusted by the world's leading enterprises and internet platforms to prevent, detect, and respond to cyber attacks with unmatched scale, speed, and decision precision across their advertising, application, and account surfaces. Safeguard your customer journey end to end with complete confidence by consolidating with the Human Defense Platform.