kasada

How True Alliance protects their retail and eCommerce with Kasada

Discover why the custodians of world-class companies, such as Lacoste and The North Face, chose Kasada to protect their brands

true alliance

Background

True Alliance is home to some of the world's most famous "must have" brands including Lacoste, The North Face, Lee, Speedo, Wrangler, Riders, Ben Sherman, Nautica, Teva, Rockport and more. Established in 1982 with the launch of Reebok, True Alliance is now one of the largest retailers, distributors and licensees of premium accessories, fashion, sports and outdoor brands in Australian and New Zealand.

E-commerce represents an essential part of True Alliance's business and it required reliable protection after being confronted with an alarming number of online threats, including account takeover and credit card scams.

The Pain

As credential stuffing, credit card scam, address scrambling, and other attacks were increasing in volume and sophistication, True Alliance was starting to feel the pain. Revenue and customer losses from website slowdowns and downtimes were becoming unbearable.

The Solution

To maintain its position as a market leader, True Alliance focuses on the long-term success of all of its brands. Considering cybersecurity to be a major driver of its business optimization, it was intent on investing in a best-in-class solution to protect its platforms against automated threats and bot attacks.

Regan MacDonald, Group IT Manager at True Alliance, and his team raised the bar high, searching for the perfect solution that would be easy to deploy, prove efficient from day one, generate a low total cost of ownership, and offer prime customer service. After evaluating several vendors, the team unanimously selected Kasada.

"Kasada was implemented in just minutes, and immediately neutralized our flow of attacks. Amazed by how simple and immediately efficient the solution was, we also really liked the interaction with the Kasada team. They were enthusiastic, highly knowledgeable and very easy to do business with," said Regan.

Kasada uses AWS to accelerate the velocity of response times and releases.. Kasada customers trust the scalability, security, and dependability of AWS to ensure their applications and businesses run smoothly.

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The Gain

Since implementing Kasada, True Alliance across all its brands is now:

- Ensuring maximum efficiency in protecting against malicious attacks
- Improving website uptime to as much as 99.9%
- Understanding and controlling synthetic traffic, increasing its conversion rate by as much as 60%
- Protecting its brands against price scraping and IP theft
- Controlling the rate of false positives to below 0.01% since implementation
- Improving actual user experience, with bots no longer consuming website resources
- Saving costs across improved conversion rates, right-sized marketing spend, and accurate analytics of genuine, real people shopper traffic
- Optimizing overall online business performance.

The Kasada Difference

Enduring protection
Defeat adversaries with a platform that's frustrating, time consuming, and expensive to attack.

Decisive Defense
No management, rule updates, or decisions to make. Simplify your life.

Happy Users
Hidden challenges mean zero friction and exceptional user experiences.

Caring Team
Kasada gives you a team, not just a tool. We're accountable for stopping the bots.

Kasada Quick Facts

85%
Of Kasada customers previously used a different provider. They've switched. And stayed.

$150B
Dollars protected annually for eCommerce organizations.

10B
Monthly requests we stop that other systems fail to detect.

40%
Average % of login attempts that are fake

About Kasada

Kasada is the most effective and easiest way to defend against bot attacks across web, mobile, and API channels. Its modern, proactive approach adapts as fast as the attackers working against them. The solution frustrates and strikes back at fraudsters to make automated attacks unviable. Invisible defenses eliminate the need for CAPTCHAs and ensure a frictionless user experience. Kasada onboards customers in minutes, requires no ongoing management, and empowers enterprises with long-lasting protection and optimal online visibility. Kasada is based in New York and Sydney, with offices in Melbourne, San Francisco, and London. For more information, please follow us on Twitter, LinkedIn, and Facebook and visit www.kasada.io.