



Distil Networks
Customer Success Story

Honolulu Board of REALTORS®

“Bad Bots in Paradise”



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Background

Established in 1922, the Honolulu Board of REALTORS® is one of the largest of 1,500 boards of REALTORS® in the nation, and, with over 5,300 members, it is one of the largest trade organizations on Oahu. The organization operates a public-facing website for their REALTORS® that displays listings from their MLS, HiCentralMLS, Ltd. HiCentral.com is the premier provider of real estate tools and information in Hawaii, providing the most current and comprehensive Hawaii real estate listings and news.

The Challenge:

Understanding Website Traffic Numbers

Prior to Distil Networks, the Honolulu Board of REALTORS® was not using any filtering services for HiCentral.com. The organization sought out Distil to find out if the heavy volume of traffic regularly experienced on HiCentral.com was, in fact, legitimate. “We had strong suspicions that a lot of our public website traffic probably was not human-generated, but had no way of analyzing this,” said Floyd Murashige, Director of Information Services, Honolulu Board of REALTORS®.

Familiar with Distil Networks after a presentation at a conference highlighting another MLS organization’s experience with Distil, the Honolulu Board of REALTORS® signed up for a free trial service to better understand their web traffic. Their suspicions about non-human traffic were soon confirmed as Distil Networks was able to identify bad bots and unwanted visitors on their website. The Honolulu Board of REALTORS® saw bot attacks originating from over 100 companies using thousands of IP addresses. Additionally their website had 1000+ IPs that had only one single bot request, thus rate limits were proven to be ineffective.

Presented with the truth, the Honolulu Board of REALTORS® decided to take action. “Knowing we were getting a lot of undesirable traffic to our site, we worried that it would also impact the performance of our servers,” said Mr. Murashige. “With the established background in other areas of business, we felt Distil could apply that experience to help the MLS industry tighten its data security without throwing up road blocks to legitimate consumer traffic.”

AT A GLANCE

Company: Honolulu Board of REALTORS®

Founded: 1995

Industries: Real Estate – MLS

Website: www.hicentral.com

Key Results:

- Bots with same fingerprint were detected across 100+ IPs and those same 100+ IP had 10,000+ legitimate human users
- Blocked bot attacks from over 100+ countries
- Prevented 10+ brown-out attacks (server slow down) days when bot requests were 2x the human requests — because of Distil the site wasn’t ‘down’ due to bots.
- 35% reduction in bad bot traffic in 8 months- bots were impacting website speed and some were ‘scraping’ listing data, images, and member content

The Benefits

Since utilizing Distil’s bot blocking platform, the Honolulu Board of REALTORS® have seen a 35% reduction in bot traffic this year. “At a reasonable monthly cost, Distil Networks keeps the bad guys off of our website and lets the true consumer make use of our site. Additionally, the filtering on our website is not only useful for our own site’s performance, but the data gathered from blocking the ‘bad guys’ increases security for the entire customer community,” added Mr. Murashige. “If you think your site is popular because of the traffic you’re seeing, you’d better get Distil to give you an accurate depiction of your traffic.” Since the success at the Honolulu Board of REALTORS®, the Distil solution has been adopted by many of the trade group’s members’ websites, with similar results.



About Distil Networks

Distil Networks is the global leader in Bot detection and mitigation offering the first software-as-a-service solution focused on stopping automated attacks to make the web more secure. Distil works like a protective shield and blocks malicious bots, malware, and competitors that try to scrape or copy your website data without permission. Prevent web scraping, eliminate form spam and click fraud, reduce infrastructure costs, and regain your competitive advantage with Distil Networks.

The company also publishes the annual
Bad Bot Landscape Report.

Visit us on the web at
<http://www.distilnetworks.com>



Our Cloud Locations

Seattle, WA
San Jose, CA
Los Angeles, CA
Denver, CO
Dallas, TX
Chicago, IL

New York, NY
Washington, DC
Miami, FL
São Paulo
Dublin
London

Amsterdam
Singapore
Hong Kong
Tokyo
Sydney



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