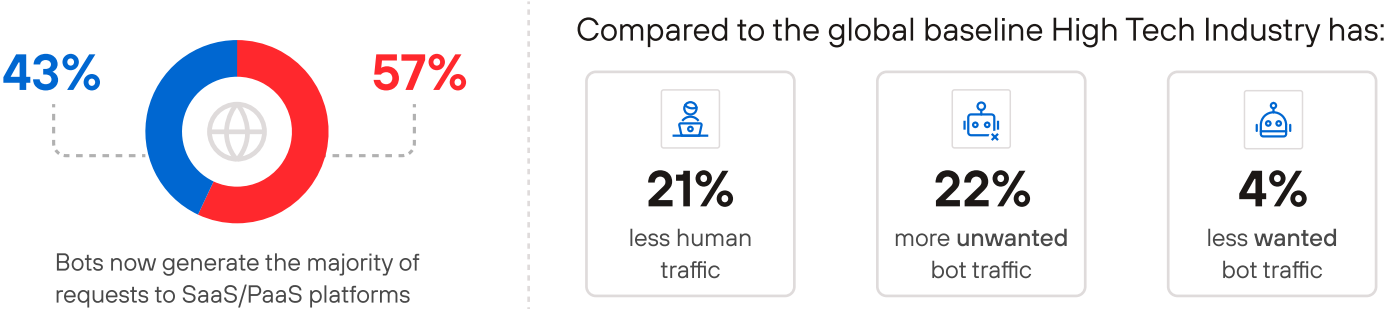


SaaS/PaaS in 2026: Bots Are Taking Over Traffic

New data from Fastly reveals how automation is reshaping traffic to SaaS and PaaS platforms.

The internet is becoming increasingly automated.
Gain the visibility and control to make every request count.

Bots vs Humans in SaaS/PaaS



Not all bots are the same

Not all bots are the same.
Visibility drives better decisions.

- Allow what’s valuable
- Block what’s harmful
- Reduce unnecessary costs

- Protect content and APIs
- Future-proof your platform

What this means for your platform



Infrastructure waste

Bot traffic can significantly increase egress and compute costs.



Security & abuse risk

Unwanted bots can scrape, probe, enumerate, and abuse APIs and accounts.



Visibility gap

Many teams struggle to distinguish helpful bots from harmful or costly automation.

What SaaS/PaaS Teams Should Do Next



Gain Visibility

Understand who is accessing your content and APIs.



Evaluate AI Traffic Value

Determine how AI access supports business goals.



Go Beyond Blocking

Differentiate valuable bots from harmful automation.



Disrupt Unwanted Automation

Reduce scraping, abuse, and malicious activity.

Automation is changing the web. Take control with Fastly.

Understand every request, stop unwanted automation, and make smarter decisions about AI and bot traffic with Fastly.

Talk to our team →

*The global baseline represents the percentage across all observed regions and industries in Fastly traffic.
Source: Fastly Threat Insights Report, January 2026 dataset

fastly.com