



# netsweeper

**NETSWEEPER  
OEM SOLUTIONS**

## *What's in your toolbox?*



*Internet content filtering OEM solutions from Netsweeper will add immediate value to your product offering. Contact us today to learn more.*

### **OEM Solutions by Netsweeper**

The requirement for Internet content filtering is now a must have component of security suites and Internet service packages. Whether servicing a business, school board, government institution or household, the inherent benefits of content filtering deliver the value being sought in relation to the investment.

As an Internet filtering software development organization, Netsweeper has spent over a decade developing and improving the art of content filtering. The categorization engines, web administration and policy management tools developed - combined with extensive expertise on the subject - provide a solution suite that delivers, speed, accuracy and, above all, flexibility.

Netsweeper now offers its intellectual property to other 3<sup>rd</sup> party content filtering providers, Internet Service Providers (ISPs) or Unified Threat Management (UTM) solution providers in a variety of forms. For some, simply accessing our real-time web page categorization engine provides faster and more accurate web page classification to their end users. Others will embed and private label the entire Netsweeper solution and resell it as their own as part of a solution suite or simply as their own standalone filtering solution. Either way, Netsweeper's business partners receive a truly proven solution, with market leading categorization accuracy and functionality.

### **Proven solutions will add immediate value**

#### ● **Quickly maximize ARPU**

Embedding or accessing Netsweeper OEM solutions will enhance revenue opportunities *now*, as opposed to waiting out a lengthy and complex development cycle.

#### ● **Improve customer loyalty; decrease churn**

Retain and grow your client base by offering a valued Internet service that is proven and complete.

#### ● **Minimal development and support investment**

Why invest significant time and funds into the development and support of a product when readily available solutions can be deployed quickly with little impact to your business?

#### ● **Establish a competitive edge**

Netsweeper content filtering possesses over a decade of development expertise. Offering a solution of quality, accuracy and credibility provides an immediate competitive advantage



## Netsweeper Content Filtering Features

- HTTP virus, malware and phishing protection
- On-demand categorization technology
- Centralize or delegate administration rights for policy management and reporting
- Customizable group and user profiles
- Optional laptop filtering on and off network
- Time based filtering segmentation
- Per-user filtering with no client application
- On-demand and scheduled reporting
- Automated report distribution
- Access logs for monitoring usage
- Directory-based authentication

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## An Overview of Netsweeper OEM Solutions

### Technical Highlights

At the core of Netsweeper's filtering solution is a real-time, web content categorization engine. This component automates the categorization process of newly found web pages by analyzing and then assigning one or more categories to each URL. At present, Netsweeper has over 90 web page content and Internet Protocol categories.

Unlike traditional URL lists or manual URL assignment, this 'on demand' process quickly and accurately assigns categories to ensure that the users' Internet access rights are not compromised.

Secondly, Netsweeper maintains a global network of Content Naming Servers (CNS) which house databases of categorized URLs. The Master CNS is located in Netsweeper's core network and is designed to be accessed by all Netsweeper users worldwide in the event that a new URL is found. As new URLs are categorized, the Master CNS records them and will then update the entire CNS network.

Finally, Netsweeper has invested considerable efforts in designing the tools required for networks to filter Internet traffic. Components such as the Enterprise Filter, Client Filter, Policy Server, Reporting and Logging Server, and the web-based administration module are all pieces of the greater picture. This collection of tools provides scalable and flexible solution that facilitates the entire filtering process

### Embedded Solutions

Service providers and Unified Threat Management appliances may embed various components of or the entire Netsweeper product suite. In many cases, the components embed will be private labeled though identified as a 'Powered by Netsweeper' product.

### Real-time Content Categorization or URL Database Service

Third party content filtering providers have traditionally relied on URL lists as their source for categorized URLs. Today, Netsweeper offers a Software Development Kit (SDK) to third party OEMs that provides enhanced web content categorization, complete with real-time updates and an automated, on demand categorization process. Adopting nsConnect allows other filtering OEMs the opportunity to quickly and accurately categorize web page content and not be subjected the latencies affiliated with list updates. Users of third party filtering solutions that have integrated nsConnect can now rest assured that newly posted web pages will be quickly and accurately classified, thus ensuring their Internet usage is not compromised by a failure or short-coming in the filtering tools being used.