



Bloxx Tru-View Technology – Third Generation Web Filtering

The Internet continues to grow in size with millions of new websites created every month. First and second generation web filters relying solely on URL databases and keywords to control user access only offer limited protection and can't cope with the continual growth and dynamic nature of the web.

With other Internet filters it's easy for your users to view inappropriate or unproductive content – travel, gaming, pornography, shopping and much more.

This can reduce employee productivity and efficiency and expose your network and organization to increased security risks and legal liabilities.

That's why Bloxx went back to the drawing board and developed its revolutionary Tru-View Technology web filtering appliance. Using patented language analysis and

intelligent identification techniques, Bloxx Tru-View Technology analyzes, categorizes and filters websites in real time with multi-tiered filtering algorithms. Its cutting edge intelligence helps organizations proactively manage user access to Web content. Overall, the technology serves to increase productivity, reduce risk and liability and improve security on the Internet and network.

See below to find out why Tru-View Technology is radically different to other web filters.

TRU-VIEW TECHNOLOGY VS. FIRST AND SECOND-GENERATION WEB FILTERING SOLUTIONS

So why is Bloxx's new Tru-View Technology giving our competitors sleepless nights? The following table shows why Bloxx Tru-View is the future of web filtering:

First and Second Generation Web Filters	Bloxx Tru-View Technology
- URL databases, no matter how large they are, provide only limited coverage of the Internet.	+ Bloxx Tru-View Technology automatically analyzes and categorizes requested URLs not included in the optimized Bloxx URL database, providing greatly improved coverage of the Internet.
- Manual URL categorization using humans is slow and inconsistent, prone to categorization errors and cannot keep up with the growth of the Internet.	+ Bloxx Tru-View Technology can automatically analyze and categorize up to six million URLs a day and its patented technology delivers unrivalled levels of classification accuracy.
- New websites not yet categorized in a URL database are easily accessible and often need to be manually added to a blacklist to block them.	+ It doesn't matter what Bloxx category the URL belongs to – shopping, violence, travel, anonymous proxies – Bloxx Tru-View Technology controls it with minimal effort from you.
- New websites need to be discovered and categorized before being added to a URL database – this could be several months after a website is launched.	+ Bloxx Tru-View Technology automatically categorizes and filters web pages – even if no one has seen the content before – giving you outstanding zero-day protection.
- URLs in a URL database are seldom re-classified. If the site content changes then the site may be mis-categorized and available to your users.	+ When the content on a site changes, Bloxx Tru-View Technology will analyze and categorize the site into the appropriate Bloxx category.

Want to know more?

If you like what you see, why don't you try Bloxx yourself? Contact us for an online demonstration with one of our technical specialists to see exactly what Bloxx can do for you.

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