

Next generation web  
management solutions  
for the **Private Sector**

# The Bloxx TVT and Impresa ranges offer maximum Internet protection, large cost savings and easy administration delivered with fantastic support.

## Worrying Issues

The security issues associated with Internet use within government establishments are extremely important and if an appropriate Internet policy is not put in place and an effective Internet management solution implemented, the consequences can be devastating.

Legally, inappropriate Internet access can have serious ramifications. For instance, it is increasingly common for employees to sue employers over exposure to offensive material within the workplace. The government is above all accountable to the taxpayer and issues such as these, which ultimately cost money, have to be managed effectively in order to maintain good public relations.

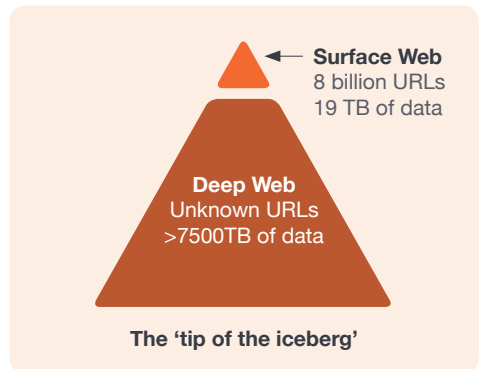
These issues emphasise the need for a thorough and comprehensive Internet security system that can make the best use of the resources available to an organisation.

## Web Filtering – The Old Way

Traditionally, Internet access solutions have relied on a regularly updated database of URLs, which are categorised into various groupings. The IT administrator can then decide on what types of access users will be allowed, at what time of day. This is effective up to a point but with an estimated 7.5 million new URLs EVERY DAY, clearly the task of keeping a database up to date manually is at best impractical, but more realistically impossible.

## The Size of the Problem

The Internet can be split logically into two, often referred to as the Surface Web and the Deep Web.



The Surface Web may be thought of as the 'tip of the iceberg'. The number of URLs in existence is impossible to quantify. The Surface Web is estimated to consist of over 8 billion URLs, while the Deep Web is estimated to be 400-600 times this size, or to put it another way, 19TB vs. 7500TB (1 Terabyte = 1000GB or about 715,000 floppy disks!).

The Deep Web includes information such as data stored in university databases. Interestingly, 95% of the Deep Web is accessible to the public. The danger of Deep Web content is that sites with negative content, such as terrorism or paedophilia, are often in this area of the web.

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The problem for URL based solutions is that the web is simply too big and growing too fast to catalogue. The danger subsequently for the end user is that no matter how big the URL database, they are MASSIVELY exposed to an estimated 95% of web content. Clearly there is a need to do things better!

### **Scanning of Websites**

Several companies have attempted to implement solutions to dynamically identify web content using techniques like keyword scoring. However, these solutions have experienced a number of difficulties concerning performance, cost, accuracy and stability. Very obviously, when trying to achieve this task using technology, accurately identifying the content of any given page is essential.

Some solutions rely solely on a dynamic scanning technique (with 3rd Party URL database as an added cost option), which can be very easily circumvented by simply using different language terms. Approaches like keyword scoring can be good at blocking offensive material – as the words involved are fairly obvious. But when it comes to other types of sites, like travel, the technique is less effective. These technologies can't cope with the growth of the internet.

### **Bloxx Approach – Tru-View Technology**

Using the most innovative technologies on the market today, Bloxx is the ideal fit for networks looking for superior web filtering to manage employees' web access.

The revolutionary Tru-View Technology not only stops nasty material from hitting users' desktops but also gives you en-

hanced control over access to other types of 'inoffensive' websites, such as travel and shopping, which really affect organizational efficiency and the productivity of your staff.

Combining established technology with innovative intelligent identification and analysis techniques Bloxx Tru-View Technology views the hidden depths of the Internet to rapidly classify web traffic in real time. You can be confident you have up-to-the-minute protection and control over web traffic through your network.

### **Extra benefits**

Cost and time are inherent concerns to any business and the Bloxx range offers a fantastic solution to deal with these issues successfully. We operate a flat pricing model, where there are no 'cost per user' fees or high recurring costs and module fees.

Bloxx appliances are in self contained units thus making them the most secure and reliable solution compared to software alternatives. This makes them very easy to implement thereby freeing up the time of IT staff.

Many types of sites need to be accessed by users and the flexible group policies provide for these diverse requirements. Also, Bloxx's thorough and clear reporting allows you to see if your group Internet policies are working sufficiently or if they need fine tuning, and provides invaluable real time monitoring to see which users are frequently violating policies.

Our proven track record within the corporate sector demonstrates how Bloxx can fulfill your business's Internet security needs.

**Call now on 08700 4 25699 or visit [bloxx.com](http://bloxx.com)  
for more information or to book a free demo.**



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