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Lean Times – Doing More with Less: How Internet Filtering Security Can Improve Profits for Service Providers (MSP, SaaS, UTM, Carriers and Teleco’s)

JACKSONVILLE, FLORIDA – Monday 19 January 2009 – BluePrint Data, an Internet Filtering OEM supplier, announced today programs to allow service providers to do more with less in the area of Internet Filtering. With the economic downturn companies, subscribers, and consumers are looking for better value in all areas including Internet security.

We give you less - so you can do more

- **LESS user interface** - Employees don't realize they are being filtered unless they try to access an inappropriate Web site.
- **Less settings** - Just click yes to install and you are done.
- **Less complexity** - Install directly from your browser, no software to download, locate and then install.
- **Less cost** - with discounts and a “competitive switch” offer.
- **MORE productivity** - Keep employees off non-work related web sites.
- **More security** - 1 in 10 web pages scrutinized by Google contained malicious code that could infect a user's PC. BluePrint Data Internet Filtering helps keep computers from being infected.
- **More value, protection and simplicity** - You are protected fraudulent and illegal web sites as well as "inappropriate" content such as adult sexual, alcohol promotion, and hate speech web sites.

Given the current economic climate and the need for greater value in IT spending, companies that OEM Internet / Web filtering database and technologies will receive a “competitive switch” offer which includes a significant discount from the BluePrint Data list price. OEM typically refers to a situation in which one company uses a component made by a second company in its own product, or sells the product of the second company under its own brand.

Many companies that provide Unified Threat Management (UTM) Systems, Managed Service Providers (MSP), Software as a Service (SaaS), and Anti virus, Anti spyware, and Anti malware solutions source their Internet / Web Filtering databases from a vendor such as 8e6 technologies, Fast Data Tech, NetSweeper, RuleSpace, Secure Computing, St. Bernard Software or WebSense / SurfControl. In addition some providers purchase URL information for classification from companies such as Alexa or Netcraft.

In addition, to UTM, MSP, and SaaS companies, Carriers, Teleco's and Internet Service Providers (ISPs) can avail themselves of the "competitive switch" offer. Telecommunications companies that provide access to the Internet frequently supply Internet Filtering products and services free to their customers, both business and residential. BluePrint Data provides the full spectrum of products for ISPs from software only to fully managed appliances that are installed in the ISPs data center. Given that Internet Filtering is not a large profit area for ISPs BluePrint Data offers very low prices and products and services that increase average revenue per user (ARPU).

The BluePrint Data Internet / web filtering database can be used in any of these providers' solutions. The BluePrint Data filtering database is the largest 100% human reviewed data store in the world. BluePrint Data's trained and certified Web content review specialists have reviewed web sites that comprise over 800,000,000 URLs/Web pages (Universal Resource Locators, i.e. Web pages). This is vastly in excess of the number of URL's that account for over 98% of the World Wide Web traffic according to Neilson/Net Ratings, a global leader in Internet media and market research.

BluePrint Data's CEO Bob Dahlstrom stated, "We are dedicated to making the Internet Filtering component easier to implement and provide, and more profitable for service providers, carriers and telcos. Partnering with BluePrint Data can allow providers to easily include excellent Internet filtering capabilities to their security solution while significantly reducing costs and increasing profits."

About BluePrint Data

Established in 1997, BluePrint Data has developed the world's largest database of reviewed web pages built exclusively by human reviewers. BluePrint Data's URL Filter databases, internet security and internet filtering products are sold to companies for integration into their Internet Security products for enterprise and SMB businesses around the world. For more information, visit www.BluePrintData.com

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