

# BluePrint Data Launches “We Love VARs” Program to Add Value Through its content filtering ISV Offerings

Jacksonville, FL -- 11/2/09 – BluePrint Data, the leader in high quality OEM content filtering solutions and an independent software vendor (ISV), today introduced its “We Love VARs” program. Many VARs are looking to ISVs such as BluePrint Data as a way to customize their offerings, improve quality and increase their margins. By adding BluePrint Data’s content filtering technologies, VARs have the ability to offer customers more complete services while improving returns.

As many VARs looking for a way to increase their margins they consider partnering with an ISV. According to a recent article in Channel Insider, “Solution providers who team up with ISVs find they add more value for end-customers -- value that end customers will pay for.” (Adding Value through Reseller/ASV Partnerships, by Jessica Davis).

The “We Love VARs” program offers new customers a 20% discount for any of BluePrint Data’s content and internet filtering technologies and services. BluePrint Data offers a personal touch (including hands on implementation) to ensure an exact fit for its services into the VARs current and future offerings. This includes the SaaS and cloud based BluePrint Data services.

“We are delighted to offer VARs this new program that reduces our rates to VARs by 20%” said Bob Dahlstrom, BluePrint Data’s CEO. “We are committed to providing VARs that OEM URL content Filtering technologies and services as part of their security offerings the largest and most accurate URL content filtering database available.” BluePrint Data also offers custom SLA’s and specific guarantees so their VARs and partners can rest easy knowing the stability and continual availability of the BluePrint Data’s systems.

## **About BluePrint Data.**

BluePrint Data provides its URL filter and content filtering technology, services, and products to Internet Security vendors including UTM, MSSP and SaaS, enables ISPs, telecommunication companies and carriers to filter and manage their Internet traffic and provide Internet Filtering solutions to Information Technology Solutions Providers and Value Added Resellers (VARs). BluePrint Data has the world’s largest 100% human reviewed URL Filter Database covering over a billion million web pages that is combined with tools and services to provide easy integration of the BluePrint Data OEM URL Filter database.

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**FOR MORE INFORMATION:**

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