



# **BluePrint Data Celebrates One Year Anniversary of Providing its Cloud Based OEM Internet Filtering Services**

**FOR IMMEDIATE RELEASE**

JACKSONVILLE, FLORIDA USA – Thursday April 28, 2010 – BluePrint Data today announced the one year anniversary of its cloud based OEM Internet Filtering Services to Internet Security companies that offer Employee Internet Filtering, Parental Controls or other uses of web site content categorization. BluePrint Data uses people to complete 100% of its web site and URL reviews with multiple reviewers independently matching the categories prior to the web site / URL being added to the master URL Review database.

The BluePrint Data cloud based offering to Internet Security providers is a great success as it decreases the time and complexity of integrating a URL Content Filtering service into software or hardware based security products and offerings. The service also enables current cloud based service suppliers to expand their offerings to include Internet Content Filtering or Parental Controls. BluePrint Data has licensed over one million (1,000,000) end users via this system receiving hundreds of millions of URL “lookups” per month.

BluePrint Data is a leader in high quality OEM internet content filtering solutions and provides its OEM Web Filtering technologies and URL filter database to Internet Security manufacturers or providers (including VARs, Resellers, and others) that source their Internet Web Filtering databases and technologies from OEM providers such as McAfee/Secure Computing, RuleSpace, or WebSense/SurfControl. The BluePrint Data cloud based service augments the current integrations options and services. BluePrint Data is the only Internet Filtering Company to use a minimum of two human reviewers to categorize each web site. Using trained people to review website content not Bots or automated technologies enables BluePrint Data to ensure the most accurate product available enabling them to offer the industries only Zero False Positive Guarantee.

“We are very excited and happy with this new offering of a cloud based solution for our existing and potential Internet Security Companies enabling easier and quicker integration and lower costs.” said Bob Dahlstrom BluePrint Data’s CEO. “BluePrint Data has always prided itself on our excellent service, response and commitment to our customers. We are happy to provide this service as it provides another tool and increased options for companies looking at integrating cloud based back end operations of their Internet Content Filtering Services.”

## **About BluePrint Data.**

BluePrint Data OEMs its URL filter and content filtering databases and technology products and services to Internet Security vendors such as Unified Threat Management (UTM), Managed Service Providers (MSP), Managed Security Service Providers (MSSP) and Software as a Service (SaaS) providers as well as providing private label / OEM services to Value Added Resellers (VARs), Information Technology Providers, Anti Virus and Anti Spam service providers, Independent Software Vendors (ISVs), and telecom, carriers, and ISPs and other companies. BluePrint Data has the world's largest 100% human reviewed URL Filter Database 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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