

Small and Medium Business a Prime Cloud-Computing Segment for Internet Security

FOR IMMEDIATE RELEASE

Jacksonville, FL – Wednesday 17 February 2010 – BluePrint Data, the leader in high quality OEM internet content filtering solutions announced today its Cloud Based Program for Internet Security Vendors that use Cloud Based Internet content filter databases or URL filter lists. Manufacturers of Software as a Service (SaaS), Unified Threat Management (UTM) Systems, as well as Managed Service Providers (MSP and MSSP), and Anti-virus, Anti-spyware, and Anti-malware solution providers that utilize the cloud for network services can take advantage of BluePrint Data's recent offering.

A recent article in Channel Insider magazine¹ notes that small band medium businesses (SMBs) are likely to be the first customers to be broadly receptive to the idea of putting their entire IT infrastructure in the cloud and that this could mean an opportunity for VARs and businesses that are ready with offerings.

Internet Security manufacturers or providers (including VARs, Resellers, and others) that source their Internet Web Filtering databases from vendors such as 8e6 technologies, Fast Data Tech, McAfee/Secure Computing, NetSweeper, RuleSpace, St. Bernard Software or WebSense/SurfControl can benefit from the Cloud based services BluePrint Data offers. The BluePrint Data Internet / web filtering cloud based or traditional services can be used to replace any of these providers' solutions that use web site content classifications and categorizations.

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 a billion URLs/Web pages (Universal Resource Locators, i.e. Web pages) which accounts for over 98% of the World Wide Web traffic according to Neilson/Net Ratings a global leader in Internet media and market research. The BluePrint Data URL / Web site Content Filtering Database is exceptionally accurate as it is the only database of its size where 100% of the Websites have been reviewed by trained and certified Web site content specialists. And the only OEM internet filtering company that offers a zero false positive guarantee.

“We have been offering cloud based services since before the term was being used.” Said Bob Dahlstrom BluePrint Data's CEO. “We are pleased to extend these services and provide this offer to Internet Security manufacturers and providers demonstrating again or dedication and

¹ [Business Opportunities and Threats in the Technology Cloud](http://www.channelinsider.com/c/a/Cloud-Computing/Business-Opportunities-and-Threats-in-the-Technology-Cloud-621484/), in Cloud Computing DATE: 2009-11-30 | By Jessica Davis <http://www.channelinsider.com/c/a/Cloud-Computing/Business-Opportunities-and-Threats-in-the-Technology-Cloud-621484/>

commitment to our products and services.” Interested companies are encouraged to contact Blueprint Data for more information.

About BluePrint Data.

BluePrint Data OEMs its URL filter and content filtering databases, technology, and security 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), help telecom, carriers, and ISPs and other companies. 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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