BluePrint Data OEM Internet Filtering
"Twice as Nice for Half the Price"

Jacksonville, FL – Friday 4 February 2011 – BluePrint Data a provider of OEM Internet / Web Filtering has completed a competitive pricing analysis with the results that its products and services are on average approximately 50% of its leading competitors. In addition to being "half the price" BluePrint Data is approximately, "twice as nice" to do business with according to the majority of its customers.

BluePrint Data, the leader in high quality OEM internet content filtering solutions with the largest database of exclusively human reviewed web site reviews (aka URL reviews), provides its OEM Web Filtering technologies and URL filter database can provide 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. It is the only Internet Filtering Company to offer a Zero False Positive Guarantee and complete 100% of its web site / URL reviews with trained human reviewers. For its web site / URL reviews, BluePrint Data uses a minimum of two human reviewers 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.

The BluePrint Data filtering database is the largest 100% human reviewed data store in the world. The BluePrint Data web content review specialists have reviewed web sites that comprise over a billion URLs/Web pages (Universal Resource Locators, i.e. Web pages) which is in excess of 98% of the World Wide Web traffic according to statistics from Neilson/Net Ratings a global leader in Internet media and market research.

"We are happy to find the results of this latest internal analysis confirm what we always knew." said Bob Dahlstrom BluePrint Data's CEO. "We are not the largest company in this business space, just the best. Not only do we offer a better value but our product quality is excellent as spiders, crawlers, bots and various artificial intelligence and other automatic technologies are not as good at determining the content of a web site as a person." BluePrint Data's use of people NOT bots is the key to its high quality OEM internet content filtering solutions and ability to offer its Zero False Positive Guarantee.

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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