



# **BluePrint Data Offers Brandable OEM Cloud Based DNS Internet Filtering**

FOR IMMEDIATE RELEASE

JACKSONVILLE, FLORIDA USA – Thursday June 7, 2012 – BluePrint Data today announced the beta release of its private label brandable cloud based DNS Internet Filtering Services. The BluePrint Data DNS Internet Filter cloud service offers a Web content filtering service to help control Internet use in businesses and organizations as well as residential and family uses. The BluePrint Data URL filtering service and Parental Controls helps protect businesses and families from the negative implications of inappropriate Web content.

The BluePrint Data DNS based Internet Content filter service is designed for companies to integrate into their products and services or just brand as their own Web security and Internet Filter solution. The DNS Filter service is designed to meet the Web security and internet filtering needs of residential users and businesses of all sizes. It is highly configurable and contains a sophisticated database of tens of millions of websites. The service offers 66 website categories that can be used by businesses to tailor policies to promote acceptable Web usage and by families to disallow access to content inappropriate for children. By using the BluePrint Data Web Security DNS cloud based URL filtering service, IT departments can easily, transparently, and without software, implement a quick, reliable and configurable solution.

BluePrint Data has the highest quality URL filtering available as it 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. With web site reviews in 63 languages and 66 categories of content such as Adult/Sexual to Weapons Promotion BluePrint Data has the best quality filtering product available. BluePrint Data is the only company to offer a “Zero False Positive” guarantee assuring their customer’s end users are not disallowed access to a website because it is incorrectly categorized. Blocking a Web site / URL that should be allowed can disrupt business operations and negatively impact productivity.

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 and retail providers such as Open DNS and others.

“This additional service for service providers, software companies, and others is a demonstration of how BluePrint Data is committed to building additional features, functions, and tools and utilities for our existing and potential customer base 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 and are continually finding new and innovative ways to unlock the value of our URL Filter database. We are happy to provide this cloud based internet filtering DNS service as it provides increased options and flexibility 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.

### **FOR MORE INFORMATION:**

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Introductory Video:

[http://www.youtube.com/watch?feature=player\\_embedded&v=ozf8XSxyJuU](http://www.youtube.com/watch?feature=player_embedded&v=ozf8XSxyJuU)

Keywords = OEM Internet Filter, DNS Internet Filter, DNS OEM Filter, Private Label DNS, OEM Internet Content Filter, OEM Web Filter, OEM Cloud Internet Filter, SaaS Internet Filter, OEM URL Filter, Web Filter, Content Filter

### Additional Keywords:

Open DNS compete, Open DNS replace, brandable internet filter, brandable DNS, private label DNS, private label DNS filter, OEM DNS filter, 8e6 compete, 8e6 replace, Alexa compete, Arabic internet filter, Arabic Internet Filter, block gambling, block porn, BlueCoat compete, BlueCoat replace, Blueprint Data, brandable internet filter, brightcloud compete, brightcloud replace, business internet filter, Carrier internet filter, carrier web filter, Chinese internet filter, Cloud based Internet Security, Cloud Internet Security, content filter, CyberGuard compete, CyberGuard replace, Dutch internet filter, English internet filter, Enterprise Internet Filter, fast Data Tech compete, fast Data Tech replace, filter drug, filter gambling, filter hate, filter internet, filter internet access, filter porn, filter stock, French internet filter, German internet filter, Hindi internet filter, human web categorization, human web reviews, internet filter, Internet filter China, internet filter data, Internet Filter database, internet filter OEM, Internet Filter SaaS, Internet filter software, Internet Filter Appliance, Internet Filter Challenge, Internet Filter India, Internet Security Service provider, iprism compete, iprism replace, ISP internet filter, ISP web filter, ISS Compete, ISS Replace, Italian internet filter, Japanese internet filter, Korean internet filter, managed content filter, Managed Security Service Provider, managed service provider, MSP, MSSP, multiple human web reviews, Netcraft compete, NetSweeper compete, NetSweeper replace, OEM Internet Filter, OEM SaaS, OEM URL Database, OEM URL filter, OEM URL List, OEM web filter, Persian Internet Filter, Polish internet filter, Portuguese internet filter, rebrand internet filter, brandable internet filter, Romanian Internet Filter, RuleSpace compete, RuleSpace replace, Russian Internet Filter, SaaS Internet filter, SaaS provider, Secure Computing compete, secure computing replace, Serbian Internet Filter, smartfilter compete, smartfilter replace, Spanish internet filter , St Bernard replace, St Bernard compete, SurfControl compete, SurfControl replace, Swedish Internet Filter, telco Internet Filter, telco web filter, Telecom Internet Filtering, Telecom Italia, Thai Internet Filter, Turkish Internet Filter, Ukrainian Internet Filter, Unified Threat Management, universal threat management, URL Database, URL filter, URL filter database, UTM provider, value SurfControl replace, value Websense replace, Vietnamese Internet Filter,, web filter, web filter database, Web page filter, Websense compete, Websense replace, white label SaaS, x stop compete, xstop replace, Zero false positive, Zero False Positive Internet Content Filter, zero false positive internet filter,