



BluePrint Data Celebrates Two Year Anniversary of its Cloud Based OEM Internet Filtering

FOR IMMEDIATE RELEASE

JACKSONVILLE, FLORIDA USA – Wednesday May 2, 2012 – BluePrint Data announces their second year anniversary of their cloud based OEM Internet Filtering Services for Employee Internet Filtering, Parental Controls or other uses of web site content categorization. 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.

BluePrint Data reviews web sites in 63 languages and has 66 categories of content such as Adult/Sexual to Weapons Promotion and 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 provides free software that utilizes the cloud lookup such as a locally installable “content engine”, APIs, SDKs, technical documentation and limited free support to companies to assist with the integration of the BluePrint Data Internet Filter services within their products and services. These free tools and utilities allow Internet Security providers and others interested in integrating this service decreased time and complexity of integrating a URL Content Filtering service. 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 (1,500,000) 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 happy with how our cloud based solution is performing and we continue to build 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. We are happy to provide this cloud based internet filtering URL lookup service and the new tools and utilities 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

Keywords = OEM Internet Filter, OEM Internet Content Filter, OEM Web Filter, OEM Cloud Internet Filter, SaaS Internet Filter, OEM URL Filter, Web Filter, Content Filter

Additional Keywords:

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,