



# **BluePrint Data Offers 40% Off Its Cloud Based OEM Internet Content Filtering Services**

FOR IMMEDIATE RELEASE

JACKSONVILLE, FLORIDA USA – Wednesday May 18, 2011 – BluePrint Data today announced it is offering 40% off 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. Companies that register for a free trial / evaluation before 30 June 2011 will receive a 40% discount for their first year's subscription to any BluePrint Data product or service utilizing the BluePrint Data cloud based system.

The BluePrint Data's cloud based offering to Internet Security decreases the time and complexity of integrating a URL / Web 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 four million (4,000,000) 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. Not only does BluePrint Data complete 100% of its web site / URL reviews with trained human reviewers, it uses a minimum of two human reviewers to independently categorize websites / URLs to ensure the categories match prior to adding the information to the master URL Review database. 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 to offer this new discounted price for our cloud based solution to potential Internet Security Companies thus enabling easier and quicker integration **and** lower costs." said Bob Dahlstrom BluePrint Data's CEO. "BluePrint Data has always prided itself on its excellent product, service, and value. We are happy to provide this discount for our cloud based services 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.**

Since 1998, Blueprint Data has offered 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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