

# **BluePrint Data Offers Internet Security Vendors a Competitive Switch Program for its OEM Internet Content Filtering and Malware Prevention Services**

FOR IMMEDIATE RELEASE

Jacksonville, FL – Thursday 2 May 2013 – BluePrint Data, the leader in high quality OEM internet content filtering solutions announced today its Competitive Switch Program. Internet Security Vendors that use content filter databases or URL filter lists, and / or URL Malware protection services can receive a discount of 25% from what they are currently paying for similar services. This limited time offer expires 31 May 2013.

Internet Security Vendors that provide Unified Threat Management (UTM) Systems, Managed Service Providers (MSP and MSSP), Software as a Service (SaaS), and Anti-virus, Anti-spyware, and Anti-malware solutions source their Internet Web Filtering databases and Anti Malware services from vendors such as 8e6 technologies, Fast Data Tech, McAfee/Secure Computing, NetSweeper, RuleSpace, St. Bernard Software, WebSense or Zvelo. The BluePrint Data Internet / web filtering and anti malware 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 99.9% of the active web<sup>1</sup>. BluePrint Data's URL 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. BluePrint Data's URL review process consists of web site reviews with a minimum of two human reviewers categorizing 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.

“We are delighted to offer this exciting competitive switch program“ said Bob Dahlstrom, BluePrint Data's CEO. “This program is unique in the industry and demonstrates our confidence in the quality and value of our products and services.” Interested companies are encouraged to contact blueprint Data and complete a free evaluation.

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<sup>1</sup> For every million websites end users of BluePrint Data's customers visit over 99.9% of them are already categorized in the BluePrint Data URL / Web site Content Filtering Database

The multiple reviewer web site review process works as follows: For example, reviewer A receives the website [www.example.com](http://www.example.com) to review and categorizes it as “Nudity”, independently reviewer B receives the same URL and reviews it as “Nudity” so the URL is added to the master URL Review database. If, for example, reviewer B categorized the URL content as “Intimate Apparel / Swimsuits”, the URL is then independently provided to third reviews, reviewer C, for categorization.

### **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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### **FOR MORE INFORMATION:**

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