



### Case Study - URL Filtering Database Integration

Summer 2008

#### Customer Profile

PineApp offers Internet security appliance solutions for small, medium and large organizations. The PineApp Surf-SeCure appliance is an Internet / Web filtering system that provides enforcement of an organization's surfing policy and protects against Internet-based threats.

#### The Challenge

PineApp's use of Active Content Recognition (ACR™ technology), was intended to enable Surf-SeCure to provide real-time classification of Web-pages without the need for a static database. However after implementing the solution it became apparent that the accuracy was not as high as customers were expecting. PineApp needed a solution that accurately categorized Web sites, could be rapidly implemented, and was fiscally responsible.

#### The BluePrint Data Solution

BluePrint Data's trained and certified Web content specialists have reviewed Web sites that comprise over 800 million Web pages. BluePrint Data's database is the largest and most accurate data store of reviewed Web sites in the world! The BluePrint Data list of Web site content is sorted into 162 categories (3 General Information, 36 Descriptive Classifications, 82 General Classification categories, and 41 Language, Sex & Nudity, and Violence ratings). Additionally, BluePrint Data maintains separate data stores (and data feeds) of information on Web sites for data reputation, malware, and other purposes. These data feeds are available in customized formats for ease of integration within almost any technology or Internet security system.

#### The Results

BluePrint Data was able to provide its URL data in a format that could easily be imported into the existing categories and systems within Surf-SeCure appliances with a minimum of effort and "turn around". The BluePrint Data solution dramatically improved Web site classification accuracy which significantly improved the satisfaction of existing users of the Surf-SeCure appliances leading to increased retention rates. Finally, the BluePrint Data solution was affordable and competitively allowing Pine-App to install a second solution replacing an already paid for software service.



#### PineApp

PineApp™, a leader in securing networks and email systems, offers comprehensive appliance solutions for small, medium and large organizations and focuses on the development of unique and innovative engines which fight the different threats that exploit networks.

#### Consumers

PineApp has significant presence in more than 50 countries with offices in Israel, US, Canada, UK, Italy, Spain, France, Russia, and Singapore. With many high profile implementations including McDonalds, Gilat Satellite, Suny Electronics, Bank Leumi, etc.

#### Results

- ◆ Extreme increase in Web site categorization accuracy
- ◆ Improved satisfaction with existing Surf-SeCure users (increased retention rates)
- ◆ Remarkable ease of integration
- ◆ Phenomenal technical quality
- ◆ Very competitive pricing—less than the licensing fee for the ACR software

#### THE AMERICAS

2002 San Marco Blvd, Suite 201  
Jacksonville - Florida USA  
Office +1 (904) 398-1911  
Sales@BluePrintData.com

#### EUROPE

St Giles House - St Giles Hill  
Winchester SO23 0HH - UNITED KINGDOM  
Office +44 (0) 1962 868-922  
Europe\_sales@BluePrintData.com

#### ASIA PACIFIC

Director of Sales +65 9855-1463  
Asia\_sales@BluePrintData.com

#### INDIA

Office +91-1128032496  
IndiaSales@BluePrintData.com

