

## CONTROL ACCESS TO WEB CONTENT AND BLOCK WEB THREATS

As part of the Application Delivery Network (ADN), an infrastructure that provides complete application visibility, acceleration and security, Blue Coat WebFilter™ protects user productivity, blocks malware downloads and Web threats, and enables compliance. WebFilter is continuously updated by the WebPulse community watch cloud defense that detects hidden malware and provides reputation and Web content analysis. WebFilter is 100% user driven for relevance creating an unmatched real-time Web content rating service. WebPulse uses Dynamic Link Analysis (DLA) to check popular Web sites for attack injections and search engine results for bait pages, both leading to Web threats via dynamic links. WebPulse provides cloud intelligence to ProxySG Web gateways, and to ProxyClient and K9 Web Protection remote clients. WebFilter is the next generation of Web filtering by combining URL filtering and anti-malware technologies together into a collaborative cloud defense architecture.

### FEATURES

#### Awareness & Response

WebFilter provides over 6 billion ratings per day for over 62 million users located in the largest enterprise and service provider networks around the world:

- > WebPulse has eight operation centers to support cloud defense analysis of over 1 billion Web requests per week
- > New Web content or links detected by Web gateways or remote clients are sent in real-time to the WebPulse cloud for DLA inspection where updates to the master WebFilter database provide immediate protection
- > Blocks malware, Web threats, fake software updates, fake AV offers, phishing offers and botnets or keyloggers calling home
- > Blocks only Web threats using DLA inspection, allowing users access to popular Web sites and avoiding over blocking
- > Provides Web 2.0 filtering for mashed-up or customized web portals, blocking panels and dynamic content per policy settings
- > Provides coverage in over 50 languages using proprietary machine analysis knowledge algorithms and human raters
- > WebFilter integrates with Google malware feeds and other third party ratings for Web threats, phishing, scamware and content ratings

#### Protection Beyond the Web Gateway

ProxyClient provides enterprise remote users with WebFilter cloud protection requiring no downloads or update cycles for protection in any location or Web service:

- > ClientManager provides custom filtering policies for ProxyClient, plus custom allow/deny URLs and categories

- > K9 Web Protection extends the cloud protection of WebFilter to internet parents and children for protection in any location at no charge
- > Web gateways and clients are cloud connected for immediate protection, plus Web gateways can receive 5 minute updates for security categories, and 6 hour updates for all categories to improve Web gateway efficiency
- > WebFilter is the only URL filtering solution to provide a real-time Web content rating service, a public accessible site review service, and a one day resolution process for ratings

#### Accuracy & Relevance

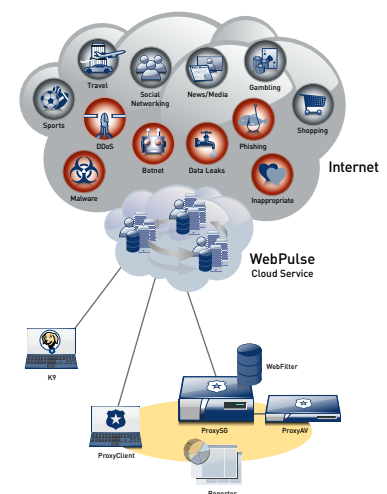
WebFilter is 100% user driven for Web content rating inputs from a broad and diverse user community without the need for Web crawlers or artificial analysis:

- > For new customers, WebFilter quickly learns user Web habits with real-time feedback for relevance in new ratings
- > WebFilter analyzes objectionable content, within image searches, cached content, and translation services for accurate ratings and compliance with its real-time rating service
- > Extend WebFilter with custom categories, plus ProxySG supports up to four URL lists enabling global, regional and local filtering possibilities, including child protection
- > WebFilter provides reputation ratings so policy controls can opt for inline threat analysis, or blocking downloads such as drive-by installers and executables from these sites
- > Proxy Avoidance protection comes from WebFilter ratings plus ProxySG controls for user-agents and invalid SSL session controls

#### Dynamic Cloud Protection

WebPulse cloud analysis uses Dynamic Link Analysis (DLA) with four key elements to its architecture:

- > A cloud connected user community of over 62M users that is broad and diverse
- > Real-time input of any new web links or content to the cloud analysis centers (Web gateway participation is optional, with on, off or passive mode settings)
- > Immediate cloud analysis of new Web links using proactive machine analysis, a bank of anti-malware engines, Web hunters, human raters, active script analysis, and sandboxing
- > WebFilter master cloud database updates to immediately protect all cloud connected Web gateways and clients with new ratings
- > WebFilter is continuously updated by WebPulse cloud analysis using a DLA architecture that is unmatched by any other URL filtering solution
- > WebPulse and DLA define the next generation of URL filtering for Web 2.0 content and dynamic links



## Effectiveness and Security

WebFilter provides Web 2.0 protection and content ratings with cloud awareness from a global user community and an array of threat prevention technologies in the cloud and on the Web gateway:

- > Downloads and patch cycles are no longer required as Web gateways and remote clients are cloud connected for immediate protection with rating updates
- > Offers leading edge Web 2.0 defense by uniting URL filtering with threat analysis in a cloud architecture to rapidly find hidden malware downloads, fake software updates, scamware and phishing attacks
- > Protection extends beyond ProxySG Web gateways to remote clients using ProxyClient at no extra charge or licensing; remote filtering policies are managed by ClientManager and include custom filtering options

## Reporting and Visibility

Extend WebFilter with Reporter 9 to provide visibility and governance verification of web filtering policies:

- > Reporter 9 has an entirely new interface, work-flows, custom dashboard and reports
- > Performance of up to 10B log lines for over 150,000 users using an optimized custom database
- > Enable access for up to 50 administrators to their own dashboard and reports they customize for their line of business or department
- > ProxyClient leverages Reporter 9 for visibility of remote filtering by user, group or custom view
- > WebFilter, Reporter 9 and ProxyClient combine to create an unmatched enterprise filtering solution

## Blue Coat WebFilter URL Categories

The Blue Coat WebFilter database contains millions of website ratings representing billions of web pages, covering more than 50 languages, and organized into 80 useful categories.

- > Abortion
- > Adult/Mature Content

- > Alcohol
- > Alternative Sexuality/Lifestyles
- > Alternative Spirituality/Belief
- > Art/Culture
- > Auctions
- > Audio/Video Clips
- > Blogs/Personal Pages
- > Brokerage/Trading
- > Business/Economy
- > Charitable Organizations
- > Chat/Instant Messaging
- > Computers/Internet
- > Content Servers
- > Education
- > Email
- > Entertainment
- > Extreme
- > Financial Services
- > For Kids
- > Gambling
- > Games
- > Government/Legal
- > Greeting Cards
- > Hacking
- > Health Sites
- > Humor/Jokes
- > Illegal Drugs
- > Illegal/Questionable
- > Internet Telephony
- > Intimate Apparel/Swimsuit
- > Job Search/Careers
- > LGBT
- > Media Sharing
- > Military
- > News/Media
- > Newsgroups/Forums
- > Non-viewable
- > Nudity
- > Online Meetings
- > Online Storage

- > Open/mixed Content
- > Pay to Surf
- > Peer-to-Peer (P2P)
- > Personals/Dating
- > Phishing
- > Placeholders
- > Political/Activist Groups
- > Pornography
- > Potentially Unwanted Software
- > Proxy Avoidance
- > Radio/Audio Streams
- > Real Estate
- > Reference
- > Religion
- > Remote Access Tools
- > Restaurants/Dining/Food
- > Search Engines/Portals
- > Sex Education
- > Shopping
- > Social Networking
- > Society/Daily Living
- > Software Downloads
- > Sports/Recreation
- > Spyware Effects/Privacy Concerns
- > Spyware/Malware Sources
- > Suspicious
- > Tobacco
- > Translation
- > Travel
- > TV/Video Streams
- > Uncategorized
- > User-Defined
- > Vehicles
- > Violence/Hate/Racism
- > Weapons
- > Web Advertisements
- > Web Applications
- > Web Hosting