



SAFEDNS

AI-powered Web Filtering and Cybersecurity





SafeDNS is a leading vendor of cloud-based solutions for web content filtering and cybersecurity, powered by Artificial Intelligence. Being experts in web categorization, cloud security and analysis of internet resources, SafeDNS helps its clients to prevent access to websites with malicious, irrelevant and unwanted content.



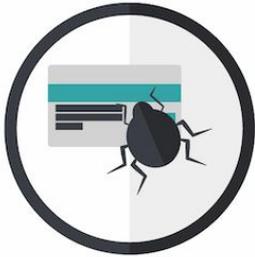
Why SafeDNS?

Helps you to avoid malware
and phishing, fights botnet
C&Cs

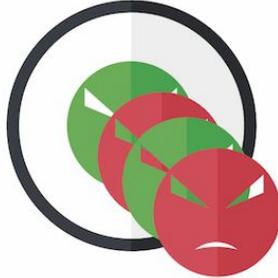
Blocks access to porn,
distracting content or
untrustworthy websites

Makes integration with the
existing security stack very easy,
requires no additional software
and hardware

Working at the DNS level and resolving DNS requests, the SafeDNS system analyzes all the network traffic, directed to its filtering servers, and automatically prevents access to malicious and unwanted websites, according to user-defined filtering policies.



Malware



Botnet



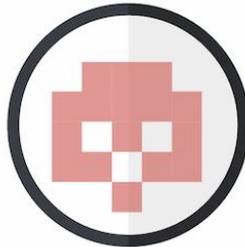
Phishing



Spyware



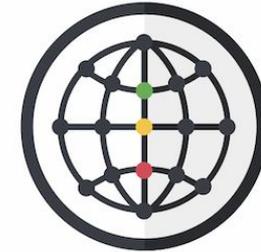
Adult content



Terrorist content

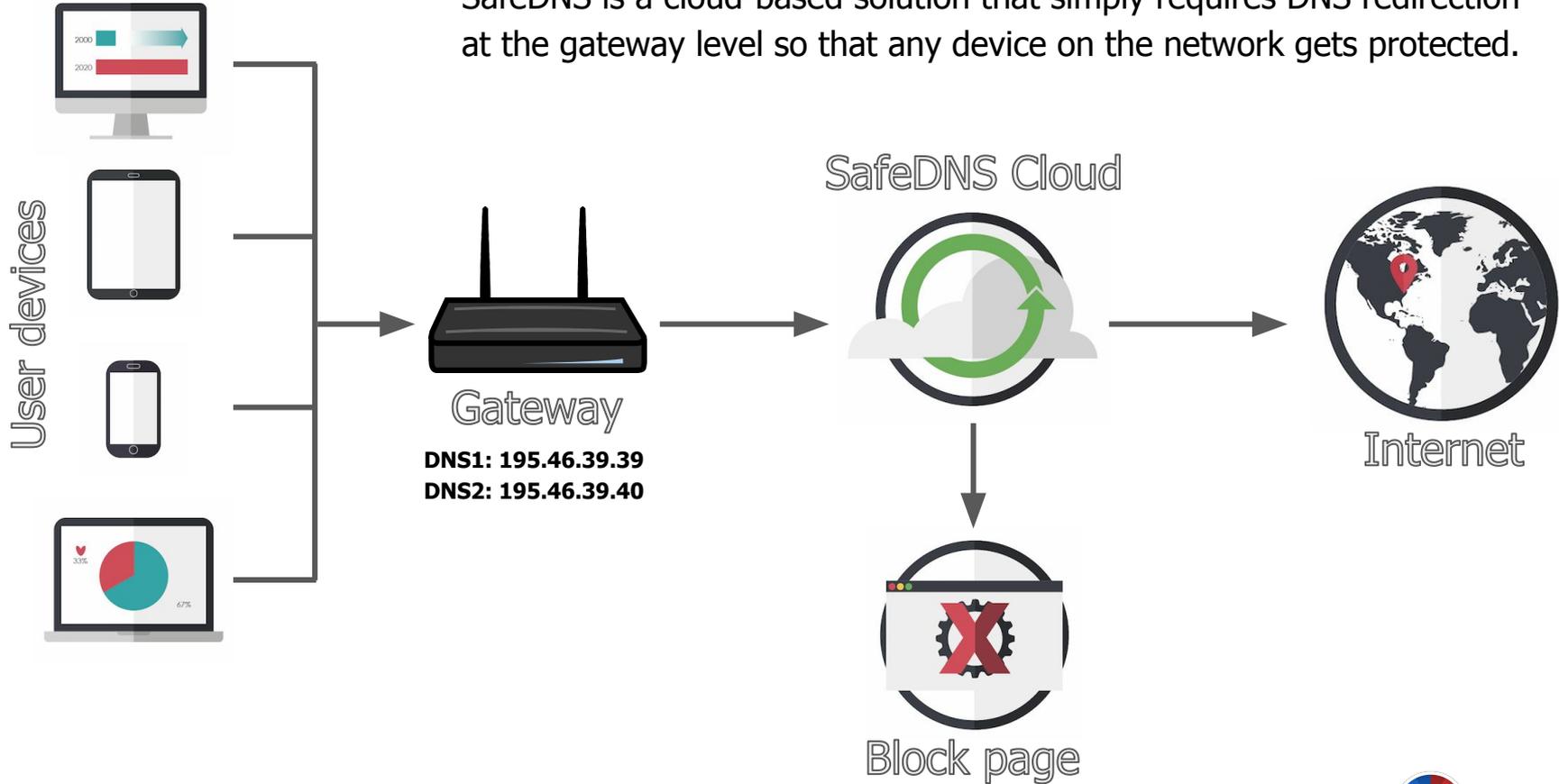


Gambling



Social networks

There is no need to install any additional hardware and software.
SafeDNS is a cloud-based solution that simply requires DNS redirection
at the gateway level so that any device on the network gets protected.



To categorize and identify malicious and inappropriate resources
SafeDNS uses various algorithms



Big Data processing

Constant updates to
SafeDNS Database of
categorized websites



Machine learning and
artificial intelligence

The DB contains more than
105 million domains



User behavior

60 content categories to choose
from - which to block or allow

SafeDNS nodes are located in the largest data centers around the globe, ensuring a stable connection without latency anywhere in the world.



SafeDNS features



Works with static or dynamic public IP addresses



Supports filtering both HTTP and HTTPS traffic



Works with any type of Internet connection and devices within the network



Can be managed from anywhere on the internet, 24/7



Can be customized with individual black and white lists



SafeSearch for Google and Bing, Restricted Mode for YouTube help exclude especially gross and explicit content

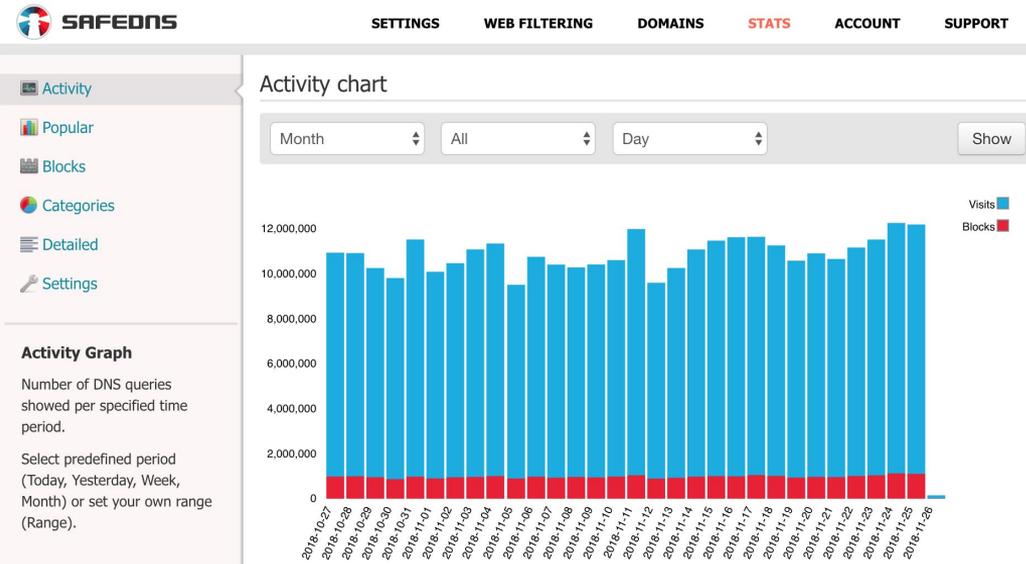


Supports filtering devices behind NAT. Set up to 6 different policies with a single public IP address

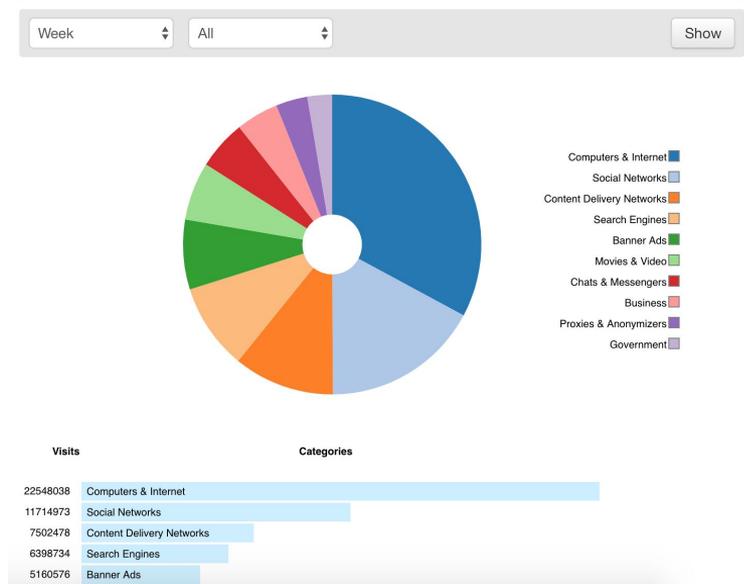


Blocks most of pop-up, banner, context, audio and video ads

Comprehensive internet usage statistics, generated by SafeDNS, helps control all the user activity on the internet, showing what resources have been visited and which of them are the most popular, if there are requests to sites from the blocked categories and more



Popular Categories





Test Results	
	Block Rate
Adult	98.3%
Gambling	94%
Weapons	53%
False-Positives	0

For 4 years straight the SafeDNS filtering technology is certified by the world-known test lab, AV-Comparatives. According to the latest tests, SafeDNS blocks near-perfect 98.3% of requests to adult content and 75% of requests to other harmful content.

During all the 4 years of testing SafeDNS has had zero false positives.



SafeDNS collaborates with different global and local organizations to guarantee high precision web filtering.



SafeDNS is **Internet Watch Foundation/IWF** Member, a leading organization to report and block images and videos of child sexual abuse on the Internet. IWF compiles Child Abuse Images and Content list (CAIC) containing indecent images of children and abuse domains which SafeDNS includes into a separate category for blocking.



SafeDNS collaborates with **Metropolitan Police** (UK) and adds to company's Categorization Database a list of websites compiled by Counter Terrorism Internet Referral Unit, run by the Metropolitan Police, to block terrorism-related content



CANADIAN CENTRE *for* **CHILD PROTECTION**®

Helping families. Protecting children.

SafeDNS supports Project Arachnid, run by **Canadian Centre for Child Protection/C3P**. As part of this project, C3P compiles a list of resources containing child sexual abuse images and videos publicly available on the internet. SafeDNS includes this list into a separate category for blocking.

BPJMModul 2018



Bundesprüfstelle
für jugendgefährdende
Medien

FSM

Info: www.bundespruefstelle.de

SafeDNS has a separate category for blocking sites from a list compiled by Germany's **Federal Department for media harmful to young persons/BPjM**. In the list Department includes resources that provoke violence, crime and racial hatred.



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Approved Provider



APPROVED PARTNER

SafeDNS collaborates with **Friendly WiFi**, a UK government-initiated safety certification for public Wi-Fi. In 2018 we upgraded the company's status with Friendly WiFi from "Approved Provider" to "**Approved Partner**".

This means that the SafeDNS filtering solutions are recommended by Friendly WiFi for use by public Wi-Fi owners and providers to secure their wireless networks from cyberthreats and inappropriate content. As Friendly WiFi Partner, SafeDNS offers public Wi-Fi providers a discount to have their networks certified as safe and family-friendly.

SafeDNS Partnership Program

Web filtering solutions are essential for MSPs, MSSPs, VARS, system integrators, and other IT service providers to drive revenue and improve their clients' cybersecurity.

SafeDNS has a partnership program for these companies offering them a high quality solution to achieve a sustainable and mutually beneficial business.



SafeDNS solutions



Business

Secure the entire IT infrastructure against emerging threats and malware. Limit employees' online activity to relevant, work-related sites only



Education

Protect students from harmful, inappropriate content and unwanted web resources



WiFi

Provide a safe and fast browsing experience, free from pornography, violence and irritating ads

Licensing

SafeDNS offers 3 different licensing models:

- On **Safe@Office** Plan the filtering service is licensed according to the number of employees
- On **Hotspot Edition** Plan the filtering service is licensed according to the number of Wi-Fi access points
- On **Safe@Education** Plan the filtering service is licensed according to the number of students and teachers

SafeDNS Partnership Program

SafeDNS offers partners exclusive prices and provides:

- Access to marketing materials
- Technical and commercial training
- Pre-sales engineer and account manager support
- Presentations, webinars and joint event participation
- Technical support
- An additional discount for large projects



Benefits SafeDNS provides

Security for all systems, computers and mobile devices of your customers

Easy and fast implementation. With no additional hardware or software. No dedicated staff.

Real-time protection against malicious and inappropriate resources

No limit on the number of customers/users to protect

High precision web filtering, well tested and recommended by a respected test lab and world famous IT publications

Additional income and new customers/markets



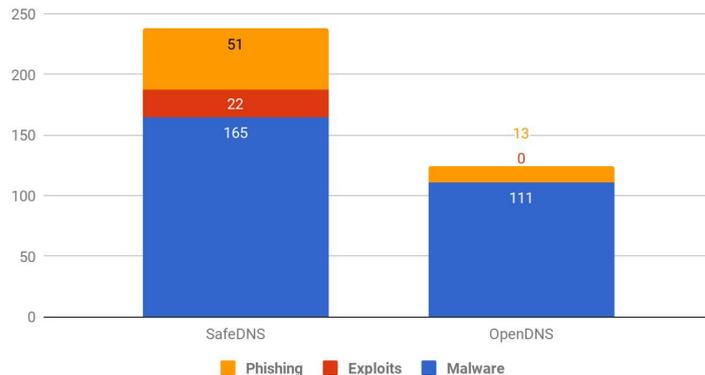
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VS



	SafeDNS	OpenDNS/Umbrella
Headquartered	Alexandria, VA, USA	San Francisco, CA, USA
Feature		
Cloud	yes	yes
DNS filtering	yes	yes
Filtering protocols	HTTP, HTTPS	HTTP, HTTPS
Ad blocking	yes	no
SafeSearch	Google, Bing, Youtube	no
Friendly Wi-Fi Member	yes, Approved Partner	no
Support for private local DNS records	yes	no
Custom Black/White List	yes	yes
NAT DNS	yes	no
Statistic & Logging	yes	yes
Scheduling	yes	no
AV-comparatives approved	yes, for 4 consecutive years	no
White list only	yes	no
Customized block page	yes	yes
Dynamic IP support	yes	yes
Rebrandable	yes	no
\$ / user / month	\$0,8	\$2,70

SafeDNS blocks more malicious resources than OpenDNS



According to a study conducted by [CryptoAustralia](https://www.cryptoaustralia.com.au) in December 2017



SAFEDNS

Thanks for your attention!

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