

ISP GO

Web Filtering Platform for Mobile & Internet Service Provider



Centralized security
for all your endpoints and networks



SAFEDNS



Is it possible to turn network operators' pain into gain?
Is there any single way for operators to increase users' safety online, offer new services and grow the customer base?

As a network operator you might have already got customer requests for a parental control and web content filtering. Nowadays, family people expect their operator to provide services to stop kids from accessing inappropriate content online. Can you help parents with that?

Businesses need tools to limit irrelevant web activity of their staff. Can you meet the demand? How to make additional profit off it?

Due to the very nature of the internet the number of illegal and harmful content and various web threats grows constantly. How to better deal with it increasing entire network security, keeping existing customers and attracting new ones in the process?

It is no easy task for any company, telecoms included. In the often crowded market of telecommunications the only way to beat competition and stand out from the rest is to exceed customer expectations. For you SafeDNS has a hi-tech solution to reach the goals mentioned above.

Solution

To answer these questions in the best possible way we offer mobile and internet service providers of any size to deploy **SafeDNS ISP Go**. It is a DNS-based software platform for parental control and web content filtering. ISP Go is installed on a dedicated server and with an open API incorporates seamlessly into the mobile and internet service provider's infrastructure regardless of the kind of internet connection the network operator provides – mobile/cell of any kind



“In our opinion, the DNS security screening service is one of the most effective, easy to configure and affordable on the market! SafeDNS service is an essential addition to any security firewall configuration and public hotspot”. Yannick Goupil, Autobus Maheux



(GSM/CDMA/LTE), wireless (Wi-Fi), broadband, and DSL.

Using the platform you can successfully protect all your end users from malware, phishing and botnets. Besides, with ISP Go you can introduce new products and services for managing web access. You can both, set uniform filtering rules for all of your end users and allow them to configure the filtering as they find necessary.

The SafeDNS web filtering platform provides useful services for:

- Residential users
- Educational institutions
- Business users – from SMB to enterprise
- Public Wi-Fi hotspots' owners
- The network operator's entire customer base

Unlike DPI based systems, ISP Go can easily be scaled according to your needs to filter traffic from any number of end users. Total cost of ownership of our platform is several times lower than that of any deep packet inspection system.

Whether you have ten thousand or hundred thousand end users, SafeDNS ISP Go is designed with your company in mind. With our content filtering platform you provide a faster and safer internet to every customer and end point.

Opportunities You Get

With SafeDNS ISP Go you can offer end users:

- **Parental control service** allowing to block children's access to inappropriate content in web browsers and mobile apps and limit time they spend online.
- **Corporate filter** enabling employers to manage and control their staff's internet activity, enforce corporate web policies across all networks and locations.
- **Content filter** for libraries and for educational establishments of all kinds.
- **Wi-Fi protection** necessary to prevent kids from visiting dangerous and age-restricted resources from public Wi-Fi networks.
- **Additional layer of protection** against phishing, malware and botnets for your entire customer base.

"The one thing SafeDNS offers that most parental control systems don't is network-wide content filtering".
Neil Rubenking, PC Mag





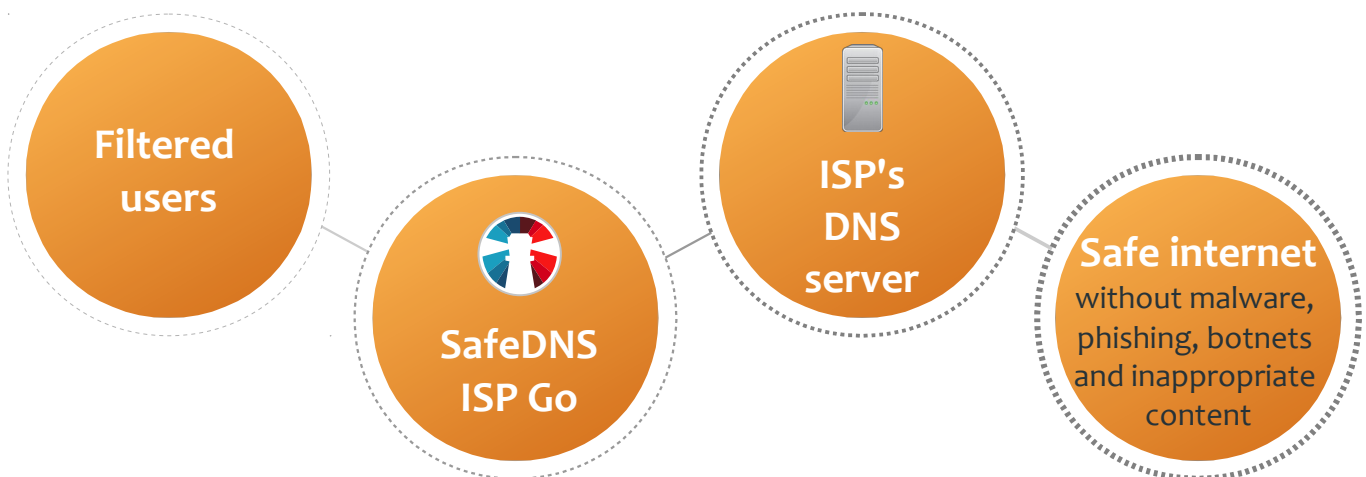
In a word you can do good and make additional profit. Use the opportunities to the full!

Our Technology

The SafeDNS technology of filtering is based on resolving DNS queries and our own daily updated domain database. Now it contains over 90M domains covering billions of pages. The database is constantly appended.

Based on the DNS protocol the SafeDNS web filtering platform is able to accommodate any number of user requests and provides fast response worldwide.

Our filtering process is simple



The flow of non-filtered traffic



This technology powers the SafeDNS high performance web filter with many useful features which benefit its users in many different ways. Below is the list of the most essential of them.



SafeDNS Features

Safer Internet Experience

To fine tune the filter and to create the ideal protection policy for your customers you may choose from over 55 content categories, covering with several dozen millions resources.

Moreover, we enable you to fully customize the filtering to meet specific needs with white and black lists. You can create exceptions to always allow or block specific domains or give access to internal non-public domains.

Centralized Management

Centralize policy configuration for all your end users through a ready-to-use network operator's frontend.

Whitelist-Only Mode

When it is necessary you can switch to the whitelist-only mode to limit your end users' surfing only to the websites from your white list which are always allowed on your network.

End User Online Dashboard

With ISP Go you can provide filter's users with a self-care dashboard. So they can adjust categories, manage their internet access setting filtering rules and tuning them to their individual needs.

Multi-Policy Control

ISP Go is a multi-policy filtering platform. This means that customers can set different filtering policies for different computers and mobile devices.

Ads Blocking

It filters out almost any type of advertisements – banner, context, video, audio, and pop-up – contributing to end users' internet safety as malware is often distributed through seemingly innocuous online ads.

YouTube Restricted Mode

There are all kinds of videos on YouTube – from child-friendly ones to those extremely ill-suited for kids. To give themselves some peace of mind parents can use a SafeDNS option for enforcing YouTube Restricted Mode. With the option on, watching YouTube videos is much safer for children.



SafeSearch Mode for Google and Bing

To avoid explicit content when searching the web for information it's easy to enable a SafeDNS feature which activates a safe search mode for the two most popular search engines – Google and Bing. In this mode most of inappropriate content is removed from Google and Bing search results.

Aliases for Network Operator's Internal Resources

Such websites can be given aliases to make it easier for end users to access these resources.

Licensing of SafeDNS

You are the one to decide whether to deliver the web filtering services for free or for a fee and how much to charge for it. Customers will surely appreciate your effort to make their web connection safer.

There are two ways of licensing to choose from. One is a **pay-as-you grow model** based on the number of active users of the filtering service. The **other one is based on the overall amount of mobile and internet service provider's users** – the more users you have the less you pay for each one of them.

Why SafeDNS?

SafeDNS is one of the top developers of cloud-based web filtering solutions. We process over a billion queries from users of our service every day. Our filtering servers are located throughout data centers in Europe, New Zealand, North and Central America. That's why there is no latency in our DNS filtering and internet surfing.

Since 2010 our service has been deployed in >40 countries by over 100 ISPs, 300 partners, more than 4000 schools and libraries and tens of thousands of home users. We protect networks in offices, malls, national parks, buses, hospitals, and many other places.

Our daily updated database of categorized internet resources contains 90M sites covering billions of web pages. In July, 2016 to further improve our users' online protection SafeDNS launched an innovative system for detecting botnets and malicious internet resources which is based on continuous machine learning and user behavior analysis.



The efficiency of the SafeDNS web filtering service has been proved 3 times – starting from 2015 – by AV Comparatives, a world leading test lab. Our web filtering system is named **Approved Parental Control Product**. According to the latest test results SafeDNS blocks 99.8% of requests to adult content, over 85% of other harmful content and has no false positives.

SafeDNS is **Editor's Choice for Content Management & Filtering Solutions in 2016** Cyber Defense Magazine Infosec Awards. This recognition by the industry's leading electronic information security magazine emphasizes the fact that all users enjoy advanced technology for protection from web threats and making the internet cleaner and safer. The award further validates our company as an innovator in the sphere of online security and web content filtering.



SafeDNS is **Internet Watch Foundation (IWF) Member**. IWF is a leading organization for reporting and removing online child sexual abuse images and videos. Together we're making the internet a safer place. Read more or report a website here: www.iwf.org.uk. Do the right thing.

Being IWF Member, SafeDNS includes in its web filtering systems and blocks URLs of indecent images of children and abuse domains from Child Abuse Images and content list (CAIC) compiled by IWF.

SafeDNS is also **Friendly WiFi Approved Provider** which means our content filtering solutions are recommended for public Wi-Fi owners and providers seeking to ensure safe web connection for their users.



Benefits You Get

- **Near zero costs** of deployment and low TCO. Very little or no investment is needed to deploy the SafeDNS filtering service.
- **Fast deployment**. In some cases it takes just a few hours.
- **Recognition of network operator's internal IPs** by ISP Go allows you to set individual filtering rules for individual end users and groups of them.
- **Easy integration** of our software platform with your existing systems and portals.



- **ISP's frontend** allows you to create and delete user accounts, introduce uniform filtering rules for the entire customer base.
- **Extra protection from online threats.** The SafeDNS filter prevents possible attacks from the internet as well as from infected end users' devices.
- **Safer web surfing**, free of ads, your customers are going to like.
- With **wider range of products and services** you can increase ARPU and revenue in general.
- **New marketing channels** which can be vital for success in the often crowded market.
- **Competitive advantage** will surely help you to differentiate from other mobile and internet service providers.
- **Regulatory compliance** achieved with fine tuning the filtering rules.
- **Free trial period** helps you test the SafeDNS web filtering platform to the full.
- **Standard support** by sending feedback from our site: www.safe.com and by email.

Deploy SafeDNS ISP Go Now!

Contact us

+1-800-820-2530 | +1-571-421-2990 (outside US)
sales@safedns.com

901 North Pitt Street Suite #325
Alexandria VA 22314

www.safedns.com



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SafeDNS was founded in 2010 for developing sophisticated web filtering solutions for different markets and customers. Since 2013 SafeDNS provides products to educational institutions, home and corporate users like telecom operators, MSPs, and VARs. Now the SafeDNS products and cloud service are used by more than 4000 organizations and tens of thousands of home users worldwide.