



# USE CASE

SWEDISH WI-FI ROUTER  
MANUFACTURER CHOSE  
SAFEDNS CONTENT  
FILTERING SOLUTION TO  
ADD VALUE TO WI-FI  
ROUTERS FOR SOHO AND  
HOME USERS

dovado



2018

# Swedish Wi-Fi Router Manufacturer Chose SafeDNS Content Filtering Solution To Add Value to Wi-Fi Routers for SOHO and Home Users

## ORGANIZATION OVERVIEW

Dovado develops Internet routers for fixed, wireless and mobile broadband. The company was founded in 2004 and has R&D and sales office in Kista, north of Stockholm, with corporate headquarters in Dubai Internet City.

LOCATION  
**Kista, Sweden**

DURATION  
**Spring 2017 – Spring 2018**

SOLUTION  
**An integration-ready SafeDNS content filtering module for router firmwares**

IMPACT  
**The integration of the filtering module added value to Dovado networking equipment by expanding Wi-Fi router functionality**



The SafeDNS web filtering solution proved to be the best one to add cyber security features and value to Wi-Fi routers, manufactured by the Swedish vendor

## The Problem

**Was there more than reliable wireless connection, that a Wi-Fi router manufacturer could offer consumers?**

To thrive in the SOHO and home user market Dovado found it important to make its Wi-Fi routers stand out from the rest, manufactured by scores of network equipment vendors. In this market, most of ordinary, non tech-savvy consumers saw little or no difference in Wi-Fi routers by different manufacturers from all over the world. Almost all of them claimed their hardware provided superb, reliable connection. But was it about all Wi-Fi routers could offer SOHO and home users?

As a far sighted vendor, Dovado knew a modern-day Wi-Fi router manufacturer could offer SOHO and home users much more than that. Dovado sought to add value to its networking hardware by improving cyber security for its users and enlarging the number of Wi-Fi router features available to them, without investing much R&D resources into developing its own solution.

To achieve that, Dovado looked for high-quality third-party OEM solutions. The manufacturer was ready to test such a solution on condition that it required little time and effort for integration into Wi-Fi router firmware. In spring 2017 a Dovado rep came across a LinkedIn post by SafeDNS Business Development about a new SafeDNS product, an OEM content filtering module ready to be integrated into the router firmwares based on OpenWRT/LEDE. The filtering module was needed to perfectly showcase, what SafeDNS could provide Wi-Fi router vendors with.

Behind the short message in this LinkedIn post, there was a well thought-through strategy of providing Wi-Fi router manufacturers with a simple, yet comprehensive cyber security and web filtering solution to be easily integrated – to improve the sorry state of security in the SOHO and home Wi-Fi router market and add value to the network equipment.



## The Solution

### How the collaboration between SafeDNS and Dovado unfolded

The Swedish Wi-Fi router manufacturer immediately saw potential value the SafeDNS filtering module could bring Dovado and its Wi-Fi router users. The manufacturer pounced on the opportunity to learn all about this SafeDNS solution and benefits it provided.

SafeDNS Business Development told Dovado R&D what a comprehensive set of features the filtering module had and how Wi-Fi router users could benefit from these features. The all-important functionality, the SafeDNS solution provided, was a granular multi-policy filtering for each device behind a router into a NATed environment. In a word, consumers of Dovado Wi-Fi routers could get the entire set of features users of the SafeDNS cloud filtering service enjoyed.

To try the filtering module Dovado integrated it without a hitch into its Wi-Fi router firmware and soon got all the expected results. SafeDNS-enhanced routers could **inspect both HTTP and HTTPS traffic**, a feature unavailable in most routers with inbuilt sites blocking option and parental control.

Dovado Team found it vital to **enable Wi-Fi router users block porn, adult-only and any other unwanted content** as responsible parents were always concerned for kids' online safety and for what sites their children accessed. With a SafeDNS enhanced Wi-Fi router, it did not matter what internet-connected devices (PCs, Macs, iPhones, iPads, Android devices, game consoles, etc.) kids surfed the internet from, as any and all devices behind the Wi-Fi router were reliably protected against dangerous and unwanted sites.

The manufacturer appreciated it that SafeDNS could **improve overall internet security** of Wi-Fi router users by enabling them to filter out botnets, malicious and phishing resources.



The **protection is also on for smart home/IoT devices** behind such a Wi-Fi router – like, smart bulbs, refrigerators, thermostats, etc. against virus and malware propagating resources.

The network-wide **ad blocking feature proved quite enticing** too, as ubiquitous online ads annoyed and distracted web surfers. Worse still, such ads were often used by internet bad actors to distribute malicious payloads.

SOHO users of Dovado Wi-Fi routers could greatly **benefit with SafeDNS by filtering out irrelevant, non work-related sites** to save money and work time. An opportunity to create and enforce any necessary internet usage policies could prevent issues with web access management and control.

**Availability of internet usage stats** per filtering policy met the demand of Wi-Fi router users to always be in the know about who did what on the internet.

Inspired with the test results of the SafeDNS solution, Dovado got ready a new version of router firmware, with SafeDNS integrated into it, for its PRO AC model of Wi-Fi routers by the spring of 2018.

The manufacturer added information about the SafeDNS web filtering into the router management interface. Besides Dovado made an activation of the filtering in the interface very easy for its users. They had to just enter their SafeDNS credentials to activate the filtering in their Dovado Wi-Fi router. If they had none, they could easily register with SafeDNS on the company's site. With that, everything was set for a SafeDNS enhanced Wi-Fi router launch.



## The Results

### **Happy with partnering SafeDNS to enhance into Dovado Wi-Fi routers, the Swedish manufacturer integrated the filtering module into the second product**

In spring 2018 the new firmware could be downloaded from the Dovado site and a bit later the manufacturer started selling SafeDNS enhanced Wi-Fi routers in many corners of the world – Europe, Middle East Africa, Australia, and New Zealand. During the 2nd half of 2018 both companies saw that Dovado Wi-Fi router users started to activate the SafeDNS filtering.

This was what Dovado said about the release of the SafeDNS enhanced router, "We've introduced a really nice and simple parental control solution we know parents are going to love! Simply insert your SafeDNS login credentials into the router and surf in peace".

Dovado was so satisfied and content with partnering SafeDNS that the Swedish Wi-Fi router manufacturer integrated the web filtering module into the second product, WiFi XL Mesh Kit to achieve the same goal as with the Wi-Fi routers – to drive cyber security of users and add value to their network equipment.

These moves made Dovado different from a multitude of other networking hardware manufacturers, which could not care less about user safety on the internet. The Swedish Wi-Fi router manufacturer was sure that partnering SafeDNS was the right choice to stand out from the competition and improve network equipment functionality.





For 4 years straight the SafeDNS filtering technology is reviewed and 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.

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

## CONTACTS



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SafeDNS provides AI-powered internet security and web filtering solutions to the network equipment manufacturers, telecoms and end users. Now, over 100 network operators protect millions of subscribers with the SafeDNS solutions. In 40+ countries 4,000 businesses and institutions, hundreds of thousands of home users and hundreds of corporate ones like telecoms, MSP and VAR use SafeDNS products and services.

