



ContentKeeper - Web Content Appliance with *Closed-Loop Collaborative™* Filtering

Enterprise Web Filtering ContentKeeper v121 in Comparison with Competitive Product

ContentKeeper - Key Advantages

- Collaborative Filtering - worldwide user-level participation in URL collection and analysis
- Hourly URL Control List Updates
- Both Real-time Filtering Engine and URL Control List Filtering
- Browser-Based Management Interface
- Secure Remote Administration
- Highly Efficient Throughput by Design
- High Reliability - Numerous Fault Tolerant Design Features
- Hardened Linux Kernel O/S with numerous Advanced Security Features
- High Availability Module - fail-safe design
- Transparent Ethernet Bridge Design
- Multiple Administrator Interface
- Automated Multiple Server Administration (although multiple servers rarely necessary)
- Easy and Intuitive Installation, Configuration and ongoing Administration - minimal maintenance
- Automatic Software Updates
- No Activation Keys
- ARM = Advanced Reporting Module - fully integrated
- Appliance Solution - independent of O/S or other platforms
- No extra cost, add-ons, extra servers or modules required for advanced features

ContentKeeper - Competitive Advantages Dialogue

Administration, Setup, Scaling

- Administration and initial setup for some products can be complex and difficult - just refer to the manuals to see the degree of complexity! ContentKeeper is designed to absolutely minimize these tasks. As a result, ContentKeeper set up can be accomplished in only a few hours.
- Initial configurations for some product are overly complex, long and tedious, with over a dozen separate components to configure. Compare this to ContentKeeper, which has only two optional components (ARM - Advanced Reporting Module, and the related ContentKeeper Agent), making startup much easier and faster.

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- For scalability in many environments, some products require installations on multiple servers. ContentKeeper installs on one appliance in most environments. ContentKeeper currently has installations of up to 80,000 users running through one appliance. In some cases, the maximum for other products is as low as 10,000 users without load balancing.
- Some products require one server for each particular product module or feature in large enterprise environments. ContentKeeper handles any number of users on only one server, making licencing easier.
- Some products use manual activation keys. ContentKeeper's registration/activation process is fully automated, saving administrator time.
- In some products, a more difficult to use, transparent user identification agent is used for login and needs to be installed on each PC on the LAN! Furthermore, this agent can be inaccurate. ContentKeeper requires absolutely no changes or installed components on any client PC on the LAN, so ongoing infrastructure changes are free of compromise.
- In some products, a special manager application is required to configure the system for a large user base. ContentKeeper's configuration management is browser-based, intuitive, built to absolutely minimize configuration and administration workload, and is built-in.
- In some products, additional policy servers are required in sites with as few as 10,000 users. No such restrictions or requirements are necessary for ContentKeeper, simplifying policy deployment and reducing hardware requirements.
- In some products, when user load exceeds as few as 10,000 users, another agent is needed on a second Windows server platform for login. ContentKeeper runs on one server only for any number of users, reducing complexity and hardware requirements.

Subscription Pricing

- In some products, there is a requirement to pay a subscription premium to get the whole database of URLs. With ContentKeeper, all URL updates are fully automated and included in the annual subscription price, making licencing easier.
- In some products, the number of Categories filtered depends on your subscription level, therefore you must pay for a subscription premium to obtain complete coverage. ContentKeeper has no such coverage levels; all installations receive full category coverage by default so you never have to worry about being fully covered.
- Some products provide real-time filtering, but only as an add-on module with an extra cost. ContentKeeper's real time monitoring system is built in at no extra cost. Other products may also require a separate web server and additional server components installed to make this feature work. With ContentKeeper, this functionality is built-in.
- Some subscription systems count the IP addresses that they will filter on a daily basis and may either block or not filter any additional IP addresses. This is a major problem in DHCP environments which may issue more IP addresses for users on a temporary basis than are available under the subscription licensing system. Therefore, in a DHCP environment, you may run out of IP addresses and have to upgrade your license. With ContentKeeper, no such restrictions exist and the ContentKeeper Default filtering policy covers all new IP addresses.

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- Some products require an extra add-on to the subscription and price for filtering coverage to include music, games and entertainment categories and file-type blocking. ContentKeeper

provides all of this filtering functionality at no extra cost so it can be invoked as and when required without a licence change.

Filtering, Policies and Protection

- Some products claim to provide real-time security, including protection from malicious code, but in fact these products may only query the download server once a day at best, and this premium subscription feature is only provided at extra cost. ContentKeeper automatically includes a real-time filtering engine, AND it receives hourly updates from its Datacenter, continuously, so it truly does provide real-time protection.
- Most other products provide an update to the URL database once per 24 hours at best. ContentKeeper updates itself hourly, meaning that most undesirable URLs generated during the day will be list-blocked by ContentKeeper within 2 hours from identification, providing better protection from increasingly frequent, newly created, undesirable Web threats.
- Other products have a global filtering policy, which is like ContentKeeper's "Default" or startup policy. Most other products offer no equivalent to ContentKeeper's "Global Policy", which enables the administrator to override, and effect a change on all policies without having to edit each one individually. This allows more policy flexibility and requires less administrator time.
- For some products, filtering policy time-periods are limited to a per-entire-policy basis whereas in ContentKeeper, these are implemented on a category-by-category basis, and therefore provide more flexibility to meet individual user or user-group needs.
- In some products, when the number of users exceeds as few as 10,000, extra policy servers are required, meaning more hardware installation and maintenance. Also, this situation may complicate or hamper the coordination and effectiveness of applying multiple policy rules to user browsing. Some products are unable to share timing details between policy servers, and some products use parallel multiple URL database downloads in multi-server environments, meaning wasted bandwidth and delays. ContentKeeper has no such difficulties, since one server handles complete functionality. ContentKeeper's one-appliance strategy saves on hardware costs and administration overhead by providing a simplified, streamlined solution.
- In some products, a manual system restart is required if the URL database download is interrupted. ContentKeeper is fully automated and uses "TrickleFeed" technology to allow database updates to occur hourly without system interruption. This reduces administrator time and avoids loss of filtering cover.
- Some products claim to provide filtering by keyword, but in fact this feature only works on words within the URL itself, not the content of the web pages. ContentKeeper provides real-time and database filtering of all web pages, and keyword filtering for search engine URL arguments, to prevent undesirable search results.
- In some products, byte count information is only available on some platforms (depends on installed optional components). ContentKeeper provides this information in all cases so reporting is complete and consistent.
- For eDirectory user identification, some products require the installation of a special software agent, whereas with ContentKeeper this feature is built-in, making licencing easier.

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- Some products provide site protection from malicious code attack, but only if you subscribe to an extra-cost subscription service. ContentKeeper provides built-in protection from this threat automatically and without extra cost, making licencing easier.

- Some products cannot block URLs embedded in CGI string arguments. ContentKeeper provides this protection fully and automatically, so this hidden delivery mechanism is shut down.
- Some products cannot support both eDirectory and ActiveDirectory user resolution in the same site deployment. ContentKeeper can do both simultaneously, resulting in less change to your present infrastructure when you install ContentKeeper.

Security and Design

- Some products require a special network agent and perhaps separate hardware to provide packet/protocol management and routing. As a single-homed sniffer device, these typically have difficulty to intercept traffic in saturated networks due to time race conditions between returning packets and analysis processing. ContentKeeper's Ethernet Bridge is designed precisely to deal with this situation and never drops network packets, increasing user satisfaction. No extra hardware or software is required and ContentKeeper ensures 100% bandwidth coverage.
- Some products do not use an encryption session to communicate with the filtering server. This is a potential security problem. All ContentKeeper communication between components and with the Datacenter is encrypted and authenticated, removing the threat of outside access to sensitive internal information.
- Some products have limited ability to create feature-rich custom block pages, for example, limiting customisation to a small display box on the default block screen. ContentKeeper allows complete customisation of block pages, using a number of different techniques or applications. This allows appropriate message content and format for most effective user coaching.