

Content Filtering

With Integrated SmartFilter for ProxySG

High Performance “On-Proxy” URL Filtering Solutions for the Enterprise

Countless Internet-based distractions compete for employee time in the workplace. Non-work related activities including online games, Internet shopping, stock trading, Internet radio, personal Web mail and MP3 downloads lure users away from company work and expose the company to spyware and other viral threats. Now, more than ever, risks and threats originate from inside the network. Organizations need to increase productivity by preventing inappropriate content from being available in the work environment.

The ProxySG and SmartFilter enable organizations to manage, secure and accelerate Web-based content. Blue Coat integrates scalability, performance and Web content protection with a high quality URL database. The Blue Coat solution allows organizations to effectively extend URL filtering beyond traditional site blocking through the following components:

- **On-Proxy Filtering** – A comprehensive database that has organized millions of URLs into common categories that can be selected for blocking access to URLs
- **Performance platform** – A proxy appliance provides abundant policy controls wrapped in optimized hardware and a custom operating system to give today's organizations a proven high performance option for gaining visibility and control over their employee's Web communications.
- **Deep Content Inspection** – URL filtering is not enough for today's Internet content challenges. For example, some Web requests are for music, news, and Internet radio. Once a protocol is identified, granular and global access policies can be deployed with ease on the ProxySG. At the core of the Blue Coat Content Filtering solution are Enterprise Policy Controls that extend the functionality of standalone URL filtering by adding content inspection and native proxy functionality for the most popular Web protocols.
- **Reporting and User Identification** – Associating the exact user with Web browsing behavior is a key requirement for enterprise filtering and reporting. Using Blue Coat and SmartFilter, customers can positively identify a user who has accessed or has attempted to access a given Web site or download material from the Internet.

ProxySG and SmartFilter enable organizations to:

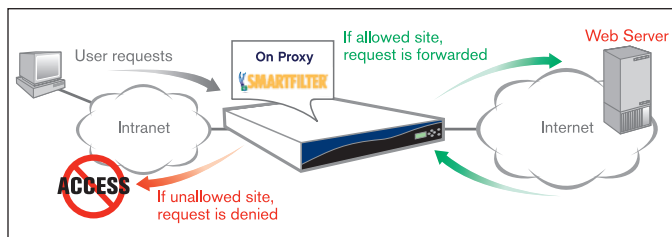
- Achieve up to a 10X performance gain by running the list “on-proxy”
- Leverage URL Filtering for Web content threat protection with unique ProxySG Enterprise Controls
- Simplify installation, management and administration of URL filtering with an appliance solution
- Obtain comprehensive visibility and reporting on Web access throughout the organization
- Conserve bandwidth resources by reducing non-work related Web browsing and downloads
- Improve user productivity by restricting user access to inappropriate Web content
- Implement Web access policies based on any combination of users, groups, time of day, location, network address, user agent, and other attributes to meet unique business requirements
- Enable authentication through existing security infrastructures including LDAP (Active Directory, eDirectory), RADIUS and NTLM
- Utilize the most common policy deployments. Refer to Blue Coat's TechBrief library at www.bluecoat.com/resources

Content Filtering with Integrated SmartFilter for ProxySG™

Solution Overview

With integrated SmartFilter for the ProxySG, Web requests are processed using the SmartFilter database – capable of running natively on the Blue Coat ProxySG appliance. Comprised of the most frequently accessed sites on the Web, the database includes categorization of sites containing more than four million URL Web sites and representing millions of Web pages. These sites are organized into the most relevant and useful categories allowing for greater customization of an organization's Internet filtering policy. Additionally, custom categories can be defined on the ProxySG to allow unique access lists and URL overrides for individual departments.

Unique to the ProxySG is its patented proxy caching technology and enterprise policy controls – a powerful combination for achieving performance and enforcing Web access policies in any enterprise environment. Unlike URL filtering lists alone that primarily address URL site blocking, the Blue Coat “on-proxy” solution goes a step further to enable controls over Web applications including spyware, Adware, P2P, spIM, and IM.



The combined Blue Coat and SmartFilter solution allows comprehensive control and enforcement of Web access policies. For example, an organization can decide to block all Web sites in the category “gambling”, while permitting access to job posting sites only by the human resources department. Additionally, users can be prompted with a corporate Internet use policy each day when they access the network. An Internet use policy can “coach” a user on URL access and inform them that Web access is being monitored and logged.

Key features of SmartFilter for Blue Coat:

High-quality URL Filtering Database – Effective coverage of over four million Web sites and millions of Web pages through automated and human URL review processes.

Content Security – Allows organizations to implement policies for both uploaded and downloaded content by file type, MIME type, and other method-level controls.

Advise, Coach, Enforce – Educate users through customized splash pages, warnings and alerts to communicate the company's Internet access policy

Comprehensive Logging and Reporting – Provide complete visibility and reporting to network and security administrators detailing information and all URL events managed and monitored by the Blue Coat appliances.

Wire-Speed Performance – Blue Coat ProxySG architecture enables sophisticated security policies to be performed at wire speed with no impact to user productivity. The ProxySG enables organizations to actually achieve higher performance through its unique caching architecture.

Extensibility – URL filtering deployments can be extended with enterprise controls to manage user authentication, streaming bandwidth, IM access, P2P, spyware and more.

Visual Policy Manager – Enable point-and-click configuration of URL filtering policies. Administrators can set policies based on over 40 triggers and actions.

Comprehensive Authentication – Blue Coat supports proxied and transparent user authentication to multiple, diverse back-end authentication directories. Support includes RADIUS, LDAP and NTLM. Network level authentication enables identification of users based on IP address, subnet, or other network identifier.