



BrightCloud Content Classification Service

Key Internet Statistics (2010)

Active sites: 227 million ¹
Global users: 1.8 billion ²
IP Addresses: 3.2 billion ³
Average number of new web pages each day: over 1 billion ⁴
Rate of new web page infection: 1.3 seconds/page ⁵

- ¹ Netcraft Web Server Survey September 2010
- ² International Telecommunication Union
- ³ www.domaintools.com
- ⁴ Official Google Blog, googleblog.blogspot.com
- ⁵ Dasient, www.dasient.com

Introduction

The Internet contains over 200 million web sites and is growing by several billion pages each day. The size and growth of the Internet create security challenges for enterprises accessing the web. Employees can be exposed to malware, viruses, Trojans, and other malicious sources that emerge rapidly and silently across the Internet.

Web filtering is a necessary component in an organization's broader security solution and protects enterprises against emerging threats. In addition, web filtering improves Internet visibility and enables control over employee web access.

Overview

BrightCloud Content Classification Service (CCS) protects enterprises against Internet threats and web sites in key security categories. With improved Internet visibility from the BrightCloud CCS, enterprises boost employee productivity, preserve IT resources, and reduce legal liability.

Over 70 categories provide granular control over web use and enable flexible policy reporting and implementation. The BrightCloud CCS delivers comprehensive URL coverage and accuracy for web filtering solutions.

Features

Threat Operations Center

The BrightCloud Threat Operations Center (TOC) monitors the Internet around the clock for malicious activity and deploys a global sensor network to gather intelligence. The TOC analyzes traffic and data and detects malicious web sites and sources. Sites in key security categories for malware, spam, spyware and adware, and phishing are detected by the TOC.

Smart technology

Web sites are classified with a hybrid human/automated classification process. A global, multilingual web analyst team classifies sites and supports an automated machine learning classification system. Web crawlers continuously discover new sites to be classified by human and automated classifiers. Uncategorized sites visited by users are dynamically categorized by BrightCloud's classification process.

Reputation-based filtering

Just as a credit score predicts the risk of future investments, a reputation score forecasts the security risk of visiting a web site. The BrightCloud Reputation Index (BCRI) scores the reputation level of web sites and IP addresses from metrics including site history, age, rank, location, networks, links, and other contextual and behavioral trends. The BCRI ranges from 1-100 with high-risk, suspicious, moderate risk, low risk, and trustworthy reputation levels. Reputation scores enable enterprises to fine-tune security settings and proactively prevent malicious attacks before they occur.

BrightCloud Service

The BrightCloud Service delivers continuously updated URL category information from the cloud. Customer support immediately addresses category suggestions submitted by users. Strong user contribution helps BrightCloud maintain up-to-date and continually refined URL information. All URL information, including threat alerts from the TOC, is delivered via the BrightCloud Service within minutes.

Flexible Policy and Web Use

An organization can implement policy on many levels, including blocking non-work related sites, sites that consume unnecessary bandwidth, and sites with potentially litigious material.

BrightCloud category examples for policy implementation:

Security	Productivity	IT Resources	Liability
<ul style="list-style-type: none"> •Malware •Spam •Spyware and Adware •Phishing •Bot Nets 	<ul style="list-style-type: none"> •Games •Gambling •Shopping •Job Search •Personal sites and blogs 	<ul style="list-style-type: none"> •Proxy Avoid and Anonymizers •Streaming Media •Shareware and Freeware •Internet Communications •Peer to Peer 	<ul style="list-style-type: none"> •Questionable •Adult and Pornography •Weapons

The Proxy Avoidance and Anonymizers category prevents users from bypassing firewalls with the option to filter proxy sites and servers.

URL geolocation information allows enterprises to filter and block web sites by location in the event of a targeted attack.

BrightCloud Software Development Kit

The BrightCloud Content Classification Service is available through the BrightCloud Software Development Kit (SDK). The BrightCloud SDK integrates with any platform with customizable options for local, hosted, and hybrid web filtering solutions. Developers use the SDK to obtain authenticated access to the BrightCloud Service and run URL tests. The SDK includes production quality source code for local cache implementation, continuous updates, and subscription management.

To obtain the BrightCloud SDK, contact sales@brightcloud.com or visit <http://www.brightcloud.com>.