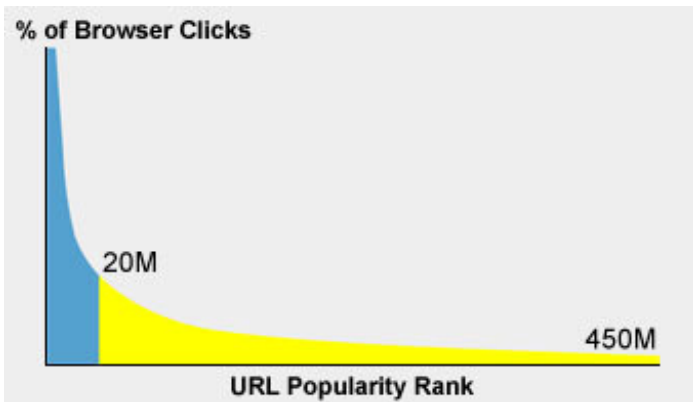




BrightCloud Web Filtering, Check Point Edition: Next Generation Hosted Web Filtering Services for Check Point Firewall-1

The Internet's Long Tail – Internet Traffic Patterns in the Workplace



Next Generation Web Filtering

BrightCloud's next generation hosted services extend the value propositions of web filtering across the Internet's Long Tail- that is, not only the 20 million most popular websites, which capture 50% of enterprise users' web browsing traffic, but also the less popular 450 million websites that in aggregate receive the other 50% of visits. This behavior is depicted in the graph at left.

BrightCloud® Web Filtering, Check Point Edition®, is both a fully functional integration providing end customers with a Check Point based web filtering solution, and is also available as a reference client for Check Point integration partners, such as Check Point appliance vendors. BrightCloud's Check Point Edition brings the worlds' largest and most accurate web filtering database to Check Point customers.

Web Filtering is a Key Security Layer

Web filtering has long been recognized by enterprise customers as a necessary component of a broader security solution. However, building a core competency in web filtering is a complex undertaking, and to date most end customers have had to incorporate standalone third party solutions with their firewall. Unfortunately, these third party solutions have significant shortcomings:

- **Duplicate Components:** They often duplicate functionality in which a security appliance vendor has made a significant investment, such as a policy engine, management interface, directory integration, and reporting system;
- **Redundant Systems:** This duplication in functionality typically requires an enterprise customer to deploy and manage additional hardware, train their IT staff on multiple software management interfaces, maintain patches and updates both for the operating systems as well as for the web filtering software itself, and wrestle with licensing issues;
- **Customer Confusion:** Customers, especially large enterprises, are frequently confused about who to work with because they are often called on by sales people from both the security appliance vendor as well as the web filtering vendor, who may quote different prices or integration options;



The BrightCloud Solution – Extending Web Filtering’s Value Propositions Across the Internet’s Long Tail

BrightCloud hosted web filtering provides Check Point’s end customers with an additional layer of security by providing the following key benefits:

- **Comprehensive coverage** - The largest database of sites in the industry, comprehensive enough to manage the Internet’s Long Tail.
- **Efficient, accurate filtering** - Using automated categorization in combination with human classification, BrightCloud technology provides customers with filtering capabilities that can keep up with the constant change and growth of sites, URL re-directs and non-memorable URLs that human classification cannot address.
- **Real-time updates** – With access to the BrightCloud hosted database, real-time updates are available to customers 24x7, with old versions of the database never in use.
- **No additional standalone hardware/software required for customers** – Customers are not required to deploy additional standalone hardware or third party software. In addition, BrightCloud’s hosted database does not require excessive, on-site storage, installation or administration – only the most frequently visited sites reside on the customer’s local server.
- **Customizable** – BrightCloud’s integration enables database category customization, and supports white/black lists, and keyword filtering.
- **Tight integration** – BrightCloud’s filtering services have been specifically designed to be directly integrated into Check Point’s Firewall-1 implementation.

How it Works

The architecture used by BrightCloud to enable the integration of web filtering into a Security Appliance is based on ease of use and robustness.

BrightCloud Agent

The BrightCloud Agent, which handles the day to day interaction with the BrightCloud Services, as well as administrative items such as service initiation and licensing, is integrated with Firewall-1.

BCAP Protocol

The BrightCloud hosted services are accessed via the BrightCloud Application Protocol (BCAP), a protocol very similar to ICAP, although it has been enhanced to be more lightweight and support a broader type of XML over HTTP.

BrightCloud Hosted Services

The BrightCloud Services interact with the BrightCloud Agent to field category requests for uncached URLs, as well as provide real-time updates.

Reference Client and Software Development Kit

For Check Point appliance or application vendors interested in integrating with the BrightCloud Service, BrightCloud provides a software development kit. The BrightCloud SDK includes a reference client and access to the BrightCloud hosted services. Reference clients are available for the following platforms:

Linux (Redhat, Fedora) Microsoft Windows Server 2003
Microsoft Windows XP\Vista

For more information, please visit: www.brightcloud.com/

