

# McAfee SmartFilter



## McAfee SmartFilter Benefits

- Get the best filtering protection available, combining reputation- and category-based filtering powered by TrustedSource
- Reduce legal liability, security risks, loss of productivity, and wasted bandwidth
- Protect against viruses and malicious software invading your network through employee downloads
- Take advantage of powerful reporting capabilities to understand your organization's web usage
- Save time and money with filtering solutions that are easy to install, administer, and use
- Deploy a filtering solution that fits directly into your network architecture

## McAfee SmartFilter Categories

- Alcohol
- Anonymizers
- Anonymizing utilities
- Art / culture / heritage
- Auction / classifieds
- Blogs / wikis
- Business
- Chat
- Content server
- Criminal activities
- Dating / social
- Digital postcards
- Drugs
- Education / reference

## The Smart Web Filtering Solution from McAfee

Your employees are your company's most important asset. The Internet is probably close behind, giving your employees essential tools to do their jobs while giving partners and customers a convenient way to connect with you. But for too many companies, employees + Internet = risks. Put an end to those risks with McAfee SmartFilter®. It's the smart web filtering solution designed to prevent exposure to viruses, malware, and other security risks, while reducing legal liability, maximizing employee productivity, and preserving bandwidth for business-related activities.

## The web you want. The control you need.

Today's dynamic Web 2.0 environment poses significant security challenges for the enterprise. Malicious code and web-borne viruses can enter the network when users visit an infected website—usually without even knowing it. And the growing use of blogs, wikis, social networking sites, and other interactive features of Web 2.0 also poses an ever-increasing threat. The good news is that you don't have to put up with these threats. You can take charge of security the smart way, even in a Web 2.0 world.

McAfee SmartFilter enables your organization to understand, filter, and monitor Internet use, while providing effective control over outbound web access and protection against the web-based threats you're likely to encounter, today and tomorrow. The McAfee SmartFilter product line includes solutions optimized for business and for education.

## Powered by TrustedSource

McAfee SmartFilter incorporates global intelligence from our industry-leading TrustedSource™ reputation system, enabling your company to benefit from information about content sources and risks gathered across the entire Internet. In the same way a credit agency provides credit scores to enable reliable commerce, TrustedSource provides reputation scores for URLs, domains, and IP addresses based on known behaviors, deviations from expected behaviors, and dynamic assessment of security risks. Using this real-time scoring, McAfee SmartFilter proactively and reliably detects and blocks spyware, phishing, malware, and other security threats that are ubiquitous in today's Web 2.0 environment.

## Reputation-based filtering + category-based filtering = the best protection available

McAfee SmartFilter delivers the best protection available through the powerful combination of reputation-based and category-based filtering powered by our TrustedSource Web Database.

- TrustedSource technology proactively finds, reports, and enables McAfee SmartFilter to block traffic to and from questionable sources. Relying on its global reputation network and knowledge of Internet entities, TrustedSource identifies potentially malicious behavior, including actions that indicate an intention to distribute malicious code.
- The TrustedSource Web Database enables McAfee SmartFilter to deliver the best protection available through the powerful combination of both reputation- and category-based filtering. The database is a repository for all of the Internet reputation data gathered by McAfee solutions deployed around the

**McAfee SmartFilter Categories**

(Continued from Page 1 Sidebar)

- Entertainment
- Extreme
- Fashion / beauty
- Finance / banking
- For kids
- Forum / bulletin boards
- Gambling
- Gambling related
- Game / cartoon violence
- Games
- General news
- Government / military
- Gruesome content
- Hacking / computer crime
- Hate / discrimination
- Health
- Historical revisionism
- History
- Humor / comics
- Illegal software
- Incidental nudity
- Information security
- Instant messaging
- Interactive web applications
- Internet radio / TV
- Internet services
- Job search
- Malicious sites
- Marketing / merchandising
- Media downloads
- Media sharing
- Messaging
- Mobile phone
- Moderated
- Non-profit / advocacy groups
- Nudity
- Online shopping
- P2P / filesharing
- Parked domain
- Personal network storage
- Personal pages
- Pharmacy
- Phishing
- Politics / opinion
- Pornography
- Portal sites
- Profanity
- Provocative attire
- Public information
- Real estate
- Recreation / hobbies
- Religion and ideology
- Remote access
- Resource sharing
- Restaurants
- School cheating information
- Search engines
- Sexual materials
- Shareware / freeware
- Software / hardware
- Spam email URLs

globe. TrustedSource uses this rich data source to determine reputation scores and category placement for use by McAfee SmartFilter.

- For category-based filtering, the TrustedSource Web Database provides a proven repository of over 25 million websites that can be blocked in over 90 categories. Built by a team of multi-lingual web analysts using state-of-the-art technology, the TrustedSource Web Database offers unmatched coverage, quality, and accuracy. Your purchase of McAfee SmartFilter includes comprehensive coverage of all our categories, with no premium charges or additional costs.

**Understanding your organization’s web usage with our powerful reporting solution**

McAfee SmartFilter products include powerful reporting capabilities—an element that’s essential to the utility of any web filtering solution. With McAfee Web Reporter, you can quickly understand how your organization is using the web, identify trends, isolate problems, document inappropriate web activity, and tailor your filtering settings to effectively enforce your web usage policies.

McAfee Web Reporter combines real-time views into today’s web traffic, extensive drill-down capabilities, and powerful off-line processing—providing everything you need in one easy-to-use solution.

It’s available in two versions: McAfee Web Reporter, Basic and McAfee Web Reporter Premium, Gateway Edition, so you can choose the features and scalability best suited to your organization’s needs. The basic version offers very robust reporting capabilities and is available for no charge with McAfee SmartFilter. The premium version offers additional capabilities, including:

- Delegated Reporting: You can reduce the burden on IT administrators by distributing reporting responsibilities across the organization, allowing or restricting access to specific data as appropriate for each authorized user.
- Advanced Reporting: Powerful advanced reporting capabilities enable you to configure highly detailed, custom reports to help identify trends and issues. You can even combine multiple queries into a single report or dashboard view to get detailed reporting results tailored to your needs.



Quick View immediately displays actionable data each time you open McAfee Web Reporter, without the need to run a report. You can see additional data by simply clicking on an active link.



Advanced reporting capabilities provide all the detail and flexibility you need to understand your organization’s web traffic. You can even combine multiple graphs and tables from different queries in a single report or dashboard view.

**Easy to manage**

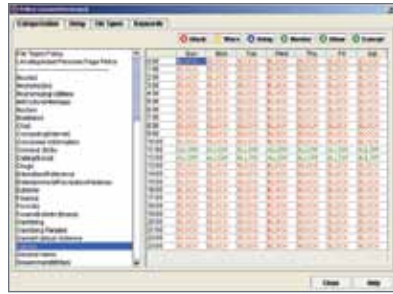
The intuitive interface lets you pick and choose the categories you wish to implement, and customize your policies according to users and groups you specify. For example, you can deny access to gambling and pornography sites for your entire organization, while allowing access to travel or sports sites to certain departments or users during lunch hours. With Authorized Override, you can designate individual users who are authorized via password to override the filter for a specified time. You can also easily create user-defined categories that allow you to block sites not included in the TrustedSource Web Database, or to exempt any site that you would like specific groups or individuals to access.

McAfee SmartFilter products give you the flexibility you want and control you need to manage your individual web access policy.



**McAfee SmartFilter Categories**  
(Continued from page 2 Sidebar)

- Sports
- Spyware / adware
- Stock trading
- Streaming media
- Technical information
- Technical / business forums
- Text / spoken only
- Tobacco
- Travel
- Usenet news
- Violence
- Visual search engine
- Weapons
- Web ads
- Web mail
- Web phone



An intuitive graphical user interface makes policy creation in McAfee SmartFilter fast and easy.

**Supported Operating Systems**

- Windows 2000 / 2003 / XP Professional / Vista
- Solaris 8 / 9 / 10
- Red Hat ES 3 / 4 / 5 / 5.1

**Supported Platforms**

- Check Point Firewall-1
- Cisco Adaptive Security Appliances
- Cisco Content Engine
- Cisco PIX Firewall
- Cisco Routers/IOS Firewall
- Microsoft ISA Server 2000 / 2004 / 2006
- Nortel ACC
- Nortel ASF
- SonicWALL
- Squid Proxy Server
- Stratacache
- Sun Java System Web Server
- 3Com SuperStack 3

**Supported Operating Systems for McAfee SmartFilter – Web Inspector**

- Windows 2000 / 2003 / XP Professional

For supported McAfee SmartFilter OEM partner platforms, see sidebar on page 4 “OEM Partner Platforms.”

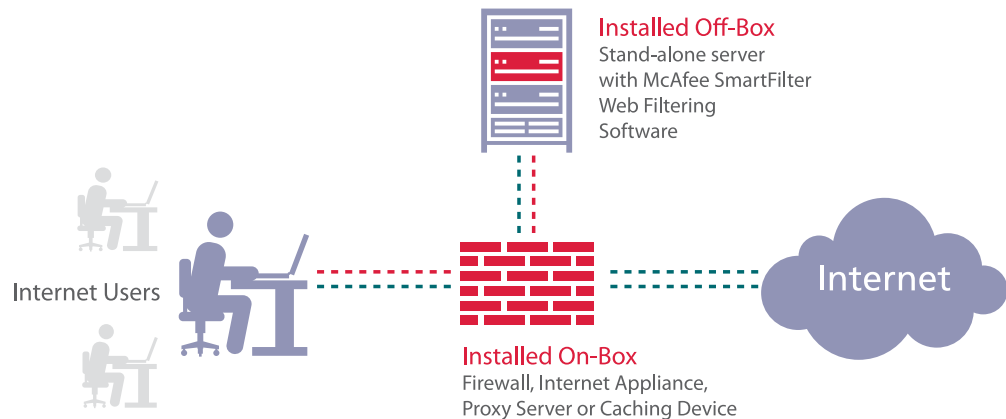
**Deploy a filtering solution that fits directly into your network architecture**

McAfee SmartFilter products fit seamlessly into almost any network environment. With over 30 supported platforms, they offer the widest range of deployment options to match your exact needs.

Many McAfee SmartFilter configurations are embedded into a host platform and run on-box with the most popular proxy servers, caching appliances, and firewalls—providing unrivaled speed, reliability, scalability, and savings since no additional hardware is required. In fact, McAfee SmartFilter is the leading on-box OEM choice with partners (see sidebar, “Supported McAfee and Partner Platforms”).

Additionally, McAfee SmartFilter is available as an on-box component of McAfee Firewall Enterprise (Sidewinder), and the TrustedSource Web Database is used by McAfee Web Gateway (formerly Webwasher). With McAfee Web Gateway, you’ll find a complete portfolio of gateway web security appliances designed to protect enterprises from malware, data leakage, and Internet misuse, while ensuring policy enforcement, regulatory compliance, and a productive application environment. And with McAfee Firewall Enterprise, you’ll find next generation firewall solutions that combine multi-layer security, Global Threat Intelligence, and application visibility and control for unparalleled protection.

McAfee SmartFilter products also run off-box, providing additional flexibility and deployment options with minimal impact on your network. McAfee offers two options for off-box deployments: an in-line option that works with your web proxy, cache, or firewall via the Internet Filtering Protocol (IFP), and a pass-by option called McAfee SmartFilter–Web Inspector. Using Web Inspector, you can set up McAfee SmartFilter to passively monitor and filter all HTTP and HTTPS web traffic generated from within the network. This setup requires minimal changes to your existing network infrastructure, with no need to integrate a third-party web proxy, web cache, or firewall.



This diagram represents typical configurations for McAfee SmartFilter products. Other configurations are possible.

**Protecting the Working and Learning Environments**

McAfee SmartFilter is one of the most widely deployed filtering solutions in corporate environments. Thousands of companies use McAfee SmartFilter products every day to safeguard their work environments from offensive content, limit legal liability, and protect against malicious code that can enter networks when employees use the Internet.

McAfee SmartFilter, Education Edition is a great choice for K-12 schools to cost-effectively protect students from inappropriate web content and comply with regulations such as the Children’s Internet Protection Act (CIPA). CIPA requires public schools and libraries to certify that they have Internet safety policies and technology protection measures in place in order to qualify for applicable discounts. This edition is designed to help schools and libraries comply with these requirements.

**OEM Partner Platforms**

- Astaro
- Authentium
- BASCOM
- Blue Coat
- Blue Reef
- Brightfilter
- Computer Associates (HCL)
- Celestix
- Check Point
- Cymtec
- Detica
- eSoft
- FaceTime
- H3C
- Marshal
- Mi5 Networks
- Editure
- PlantCML
- PureWire
- Internetsafety.com
- ScanSafe
- Stratacache
- Virtual Access
- WebRoot
- WedgeNetworks

**McAfee SmartFilter Products – Combined Features and Benefits**

**Industry’s Best Protection**

- Powered by TrustedSource
- Proven database of over 25 million entries and growing daily
- Built by our team of multi-lingual web analysts using state-of-art technology, covering content in more than 60 languages
- McAfee SmartFilter delivers the best protection available with the powerful combination of our category-based filtering and reputation-based filtering powered by TrustedSource
- Comprehensive and granular category coverage
- Expanded number of categories gives you increased flexibility, enabling you to fine-tune policy to best fit your organization’s needs

**Flexible policy management and advanced features**

- Custom policies by user, group, IP and IP range
- Filtering options by time-of-day, day-of-week, file type (.jpg, .mp3, etc.); URL/IP addresses; HTTP/HTTPS traffic
- Deny, allow, coach options; authorized override; custom categories; block/allow lists; global block/allow; exempt URLs by category
- Safe Search enforcement
- Easily implement your organization’s Internet access policy according to your specific needs
- Improve bandwidth management
- Powerful filtering functionality with point-and-click simplicity makes administration quick and efficient
- Ensure that search engine results comply with your filtering policy

**Ease-of-use**

- Simple installation
- Central management capabilities
- Dynamic querying of directories for user/group info
- Transparent authentication
- Numerous predefined filtering policies available
- Real-time database downloads
- Automated feedback on uncategorized URLs
- Graphical block/warn pages that can be customized
- Efficient, fast setup and installation
- Simplifies administration of large-scale installations
- Supports popular directories: Active Directory, LDAP, NTLM, etc.
- Supports user-based policies for transparent devices
- If your policy needs match predefined filters, filtering is ready to go out-of-the-box—or you can start with predefined settings and customize as needed
- Saves time by streamlining maintenance while providing the most up-to-date information for highly effective policy implementation
- Improves database coverage
- Enhanced user experience – users can submit a site for review or bypass filters with authorized override

**Precision reporting with McAfee Web Reporter**

- Investigative reporting by user or IP
- Extensive, real-time drill-down capabilities; configurable, full-color charts and tables
- Monitor-only capabilities for surveying web use
- Powerful offline processing
- Intuitive web-based interface
- Delegated reporting
- Quickly pinpoint Internet abuse
- Gain quick insight with detailed, up-to-the-minute employee web usage data; receive cleaner, more targeted reports
- Better understand your organization’s use of the Internet and adjust policy according to actual use
- Highly scalable reporting application for even the largest corporations
- Easy to use: non IT personnel can readily administer reporting, and report data can be exported to many popular applications
- Reduced IT burden through distribution of reporting responsibility across the organization, with the ability to allow or restrict access to specific data

**Deployment flexibility – over 30 options**

- On-box installation — run filtering on the same server as the proxy server, caching device, or firewall
- Embedded partner solution — purchase a platform from one of our OEM partners with McAfee SmartFilter natively integrated
- Off-box — run filtering on separate server
- Save money by eliminating the need for additional servers
- Choose from numerous implementations that directly and easily integrate with your environment
- Flexible configurations support small to large organizations

**Simple pricing model**

- Volume-priced per user
- Simple pricing model includes software and McAfee Web Reporter Basic
- McAfee is the value/price leader
- Comprehensive coverage of all categories for no additional cost
- No additional charges for multiple servers

**Award-winning service and support**

- 24x7 phone/email support; comprehensive documentation
- Support is always available from us to keep you up and running

