



IMPROVING WEB FILTERING

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Abstract

In the rapidly growing “e-world”, it is becoming increasingly important for enterprise managers to know exactly how their network resources are being used.

In today’s organization, Internet access is required. When an organization decides to open the door to the Internet, the good along with the bad will enter the network. The need for an effective web content filter is required to protect the best interests of the organization.

Cyclope Internet Filtering Proxy is a cohesive web filter and content filter empowering management to control internet traffic within your organization. Through consolidating technology with the demands placed on business Cyclope Internet Filtering Proxy is widely regarded as the industry leader in turn-key internet filtering software. Allowing users to monitor control, and report through a Web Graphical User Interface Cyclope Internet Filtering Proxy has the usability and simplicity that is associated with Amplusnet.

When employees access inappropriate or illegal content, organizations lose productivity, expose themselves to legal liability, and experience a decrease in network performance. Spyware, viruses, and worms can be easily distributed onto the network from untrusted web sites. A web content filtering solution can alleviate all of these problems by blocking access to inappropriate web sites. Popular search terms are NOT business related. See the charts below:

Google News - Top Searches in 2005

1. Janet Jackson
2. Hurricane Katrina
3. tsunami
4. xbox 360
5. Brad Pitt
6. Michael Jackson
7. American Idol
8. Britney Spears

9. Angelina Jolie
10. Harry Potter

Google.com - Top Gainers of 2005

1. Myspace
2. Ares
3. Baidu
4. wikipedia
5. orkut
6. iTunes
7. Sky News
8. World of Warcraft
9. Green Day
10. Leonardo da Vinci

Background

Internet access in the work place is a double-edged sword. Blocking access to inappropriate content will provide your employees with fewer opportunities to become distracted while on the job. Web sites that provide news, sports and auctions are designed to consume people's time on a routine basis (e.g. daily, hourly). Time spent browsing the web is time not spent with customers or other tasks required for normal business operation. Indeed, cyber-loafing accounts for 30% to 40% of lost worker productivity, according to Framingham MA-based International Data Corporation. — Business Week Magazine.

Such casual surfing not only detracts from work force productivity, it can lead to legal liabilities, primarily in the form of sexual harassment or hostile workplace lawsuits. Typically, such suits are filed by employees who have inadvertently or deliberately been exposed to pornographic images downloaded by other employees.

Users and Groups of users

Departments need internet access for serving different purposes. That is why grouping users is a MUST for an effective and accurate filtering. To be effective, Internet access management solutions must provide the ability to group user's per department basis in order to suit business needs. Cyclope Internet Filtering Proxy allows grouping the users in order to allow differential access to web resources.

Black List vs. White Lists

There are different kinds of filters on the market. Amplusnet has decided to include as major filtering engine the black / white list technology. We have selected this technology because is the most accurate available on the market. We have also decided to provide both list empty and to allow you to define the policy based on your needs. We do filter words as well. Based on a research that we have performed in 2005 and 2006 our users confirm that a list of 30 – 60 words blocks most of unwanted categories of content. A simple example is blocking porn: selecting 10 words that are identified as porn related you can block a huge amount of pornographic. Even if the word is not visible on a web site it is used in the meta tags for SEO and the web site is blocked.

Keeping a database with URL is the solution that most producers are using. Cyclope Internet Filtering Proxy does not because on the Internet millions on new web sites are added and their content is frequently changing. The statistics that we provide allows the network administrator to easily determine is any of the URL's visited by one user do comply with acceptable usage policy. Using simple rules provides flexibility and accuracy.

Scheduler

Deciding which content is appropriate during business hours is a decision that any company should assume. But what should happen after business hours? Should the same rules apply or no rules should be applied.

Providing filtering scheduler allows deactivating filters after business hours in order to allow users access to non business related content. Cyclope Internet Filtering Proxy provides this features and let's you decide if deactivating filters suit your access policies.

Conclusions and Summary

Web-use policies employing clear standards can help organizations ensure productivity, control costs, and avoid legal liabilities. And if designed and administered properly, they can do this without hurting morale. However, to obtain these benefits, management needs to couple the policies with well-designed reporting tools. Grouping users and scheduling rules provides flexibility to your policy.

About Amplusnet

Amplusnet Group is a privately owned group of companies operating in the field of development and marketing of software solution and of outsourcing services. The group operates, an estore containing online anonymity and privacy tools, and cyclope-series.com, a portal containing enterprise monitoring solutions.

Cyclope Series points at providing state of the art monitoring and filtering solutions that provide a detailed image on a company's ICT infrastructure usage. Cyclope Series Solutions supports a high employee control, employee productivity and provides means of identify areas of abuse or malpractice.

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