

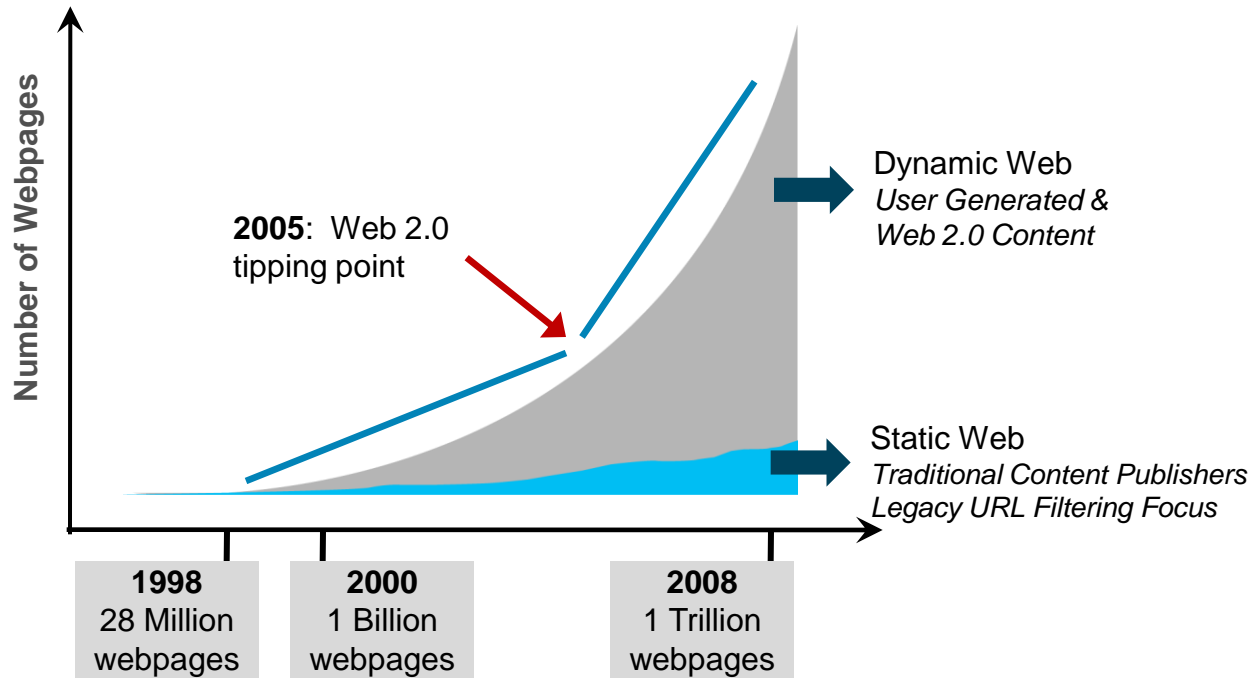


Cisco IronPort Web Usage Controls

*Industry-leading visibility
and protection from Web
acceptable use violations*



Web: Huge, Growing and Transient



Huge

1 Trillion
unique URLs

Growing

1 Billion
new pages added
every day

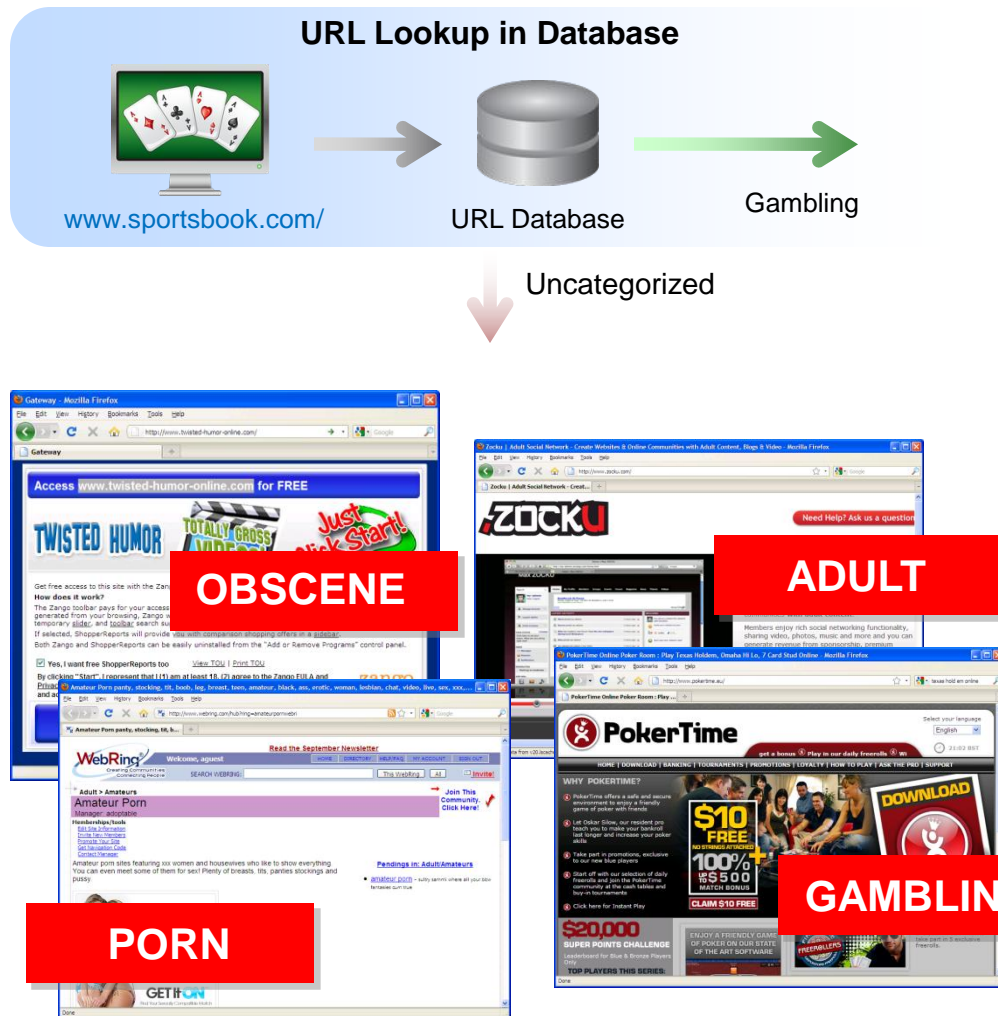
Transient

30%
domain-level churn
every year

Source: Multiple, including Cisco SIO, Google, Wikipedia

The Dark Web Challenge

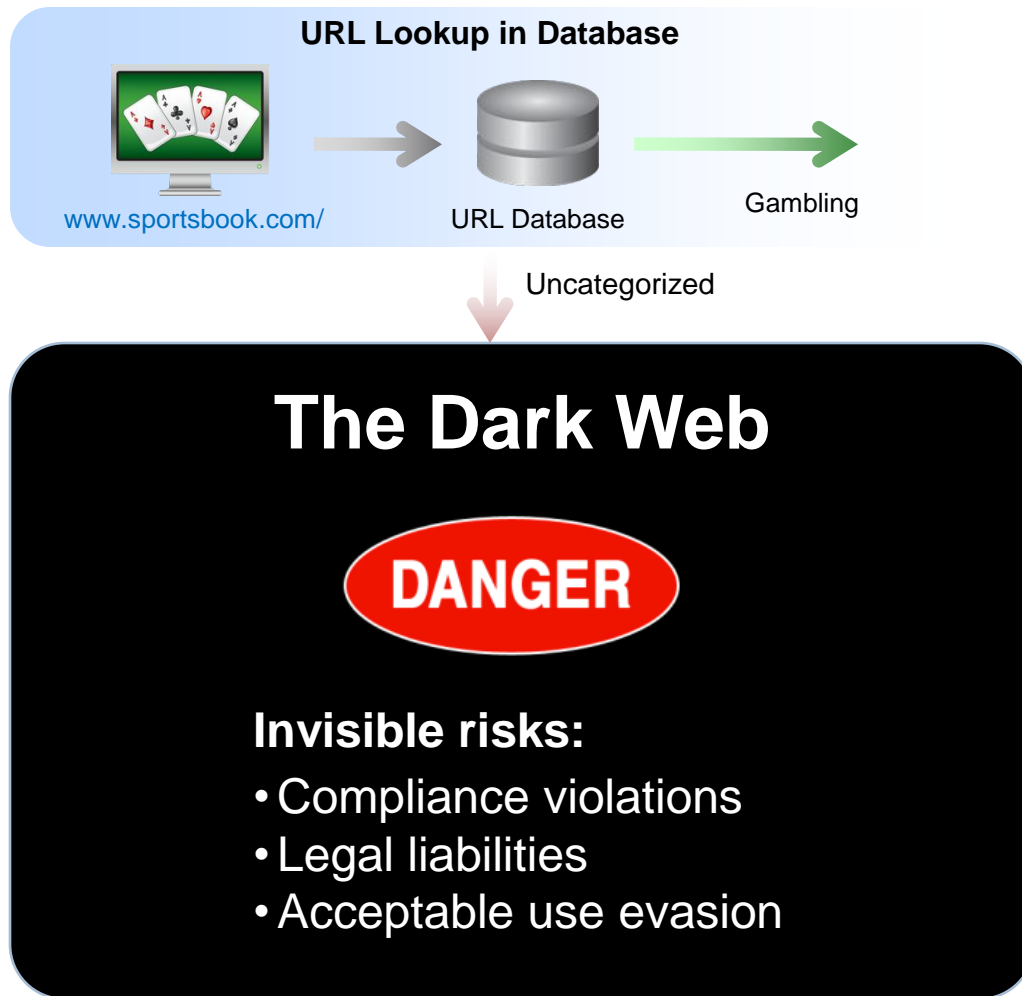
Legacy URL Filtering Effectiveness is Decreasing



- Legacy URL filtering primarily focuses on **crawling and manual review/classification**
- Databases add **thousands** of new URLs per day...while the web adds a **Billion**
- **95%** of the web will be uncategorized by 2015

The Dark Web Challenge

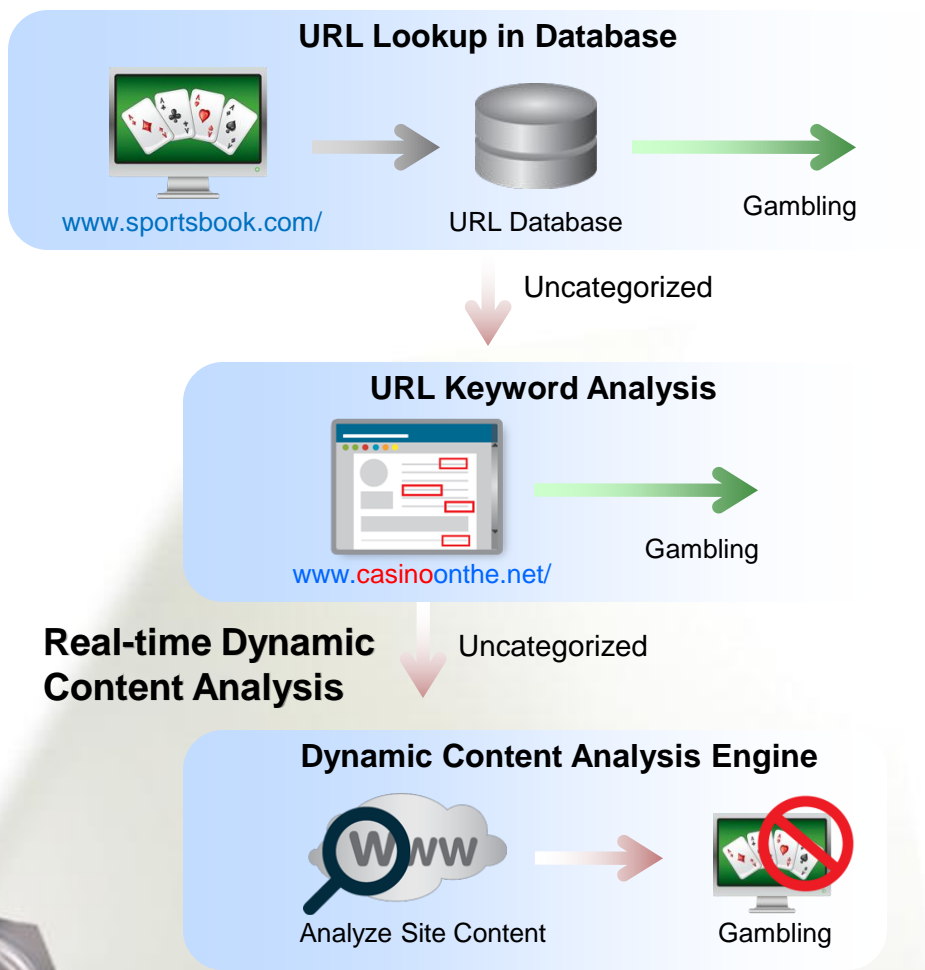
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Introducing Cisco IronPort Web Usage Controls

A Spotlight for the Dark Web



- Industry-leading URL database efficacy
 - 65 categories
 - Updated every 5 minutes
 - Powered by Cisco SIO
- Real-time Dynamic Content Analysis Engine accurately identifies over 90% of Dark Web content in commonly blocked categories

Dynamic Content Analysis (DCA) Engine

Identifies 90% of Objectionable Dark Web Content



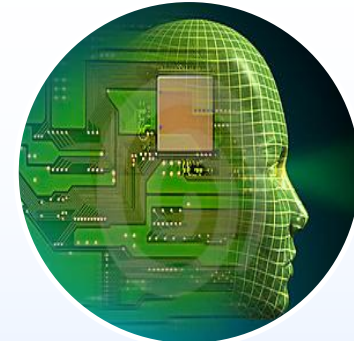
High performance

- Optimized verdict pipeline
- Categorization verdicts in less than 10 milliseconds
- Imperceptible to user



Tuned for commonly blocked content

- Pornography and Adult
- Hate
- Gambling
- Proxy Avoidance



Analyzes content in human terms

- Advanced heuristic analysis based on content concept modeling
- Improved accuracy vs. simplistic keyword approach

Stops 50% more objectionable content*

How Does the DCA Engine Work?

1. User requests unknown webpage.



2. HTTP response received. Scan response to **identify relevant text**.

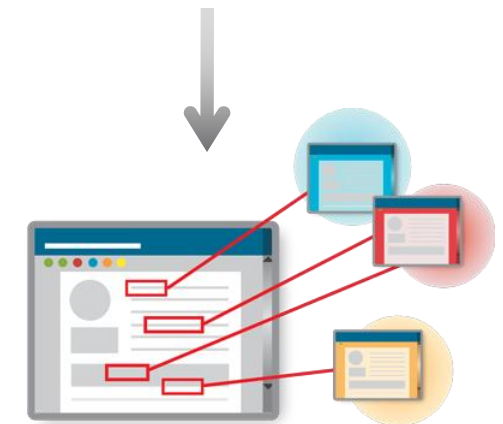
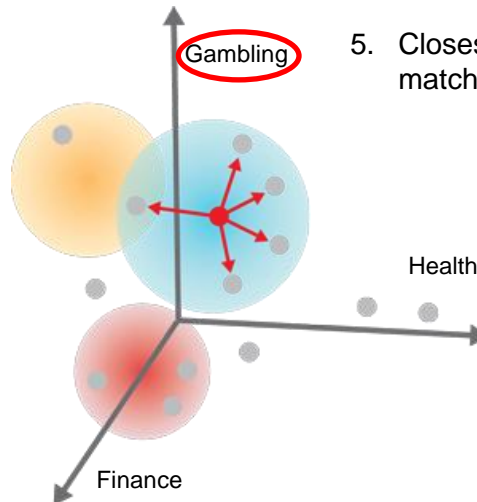


3. Calculate **content vector**. Each dimension is a score of the document's relevance to a particular category.



6. Policy for category match is enforced: Block / Allow / Warn.

5. Closest category match is returned.



4. Calculate proximity of document's vector to the vectors of **model documents**.

Dynamic Categorization in Action

Amateur Pornography Website **BLOCKED**



Verdict: **PORNOGRAPHY**
Action: **BLOCK**

URL List Verdict:

Uncategorized

URL Keyword Verdict:

Uncategorized



Dynamic Content Analysis Engine

Terms Identified in Concept Vector:

- "Amateur Porn"
- "erotic materials"
- "FEDERAL LAW"
- "laws"

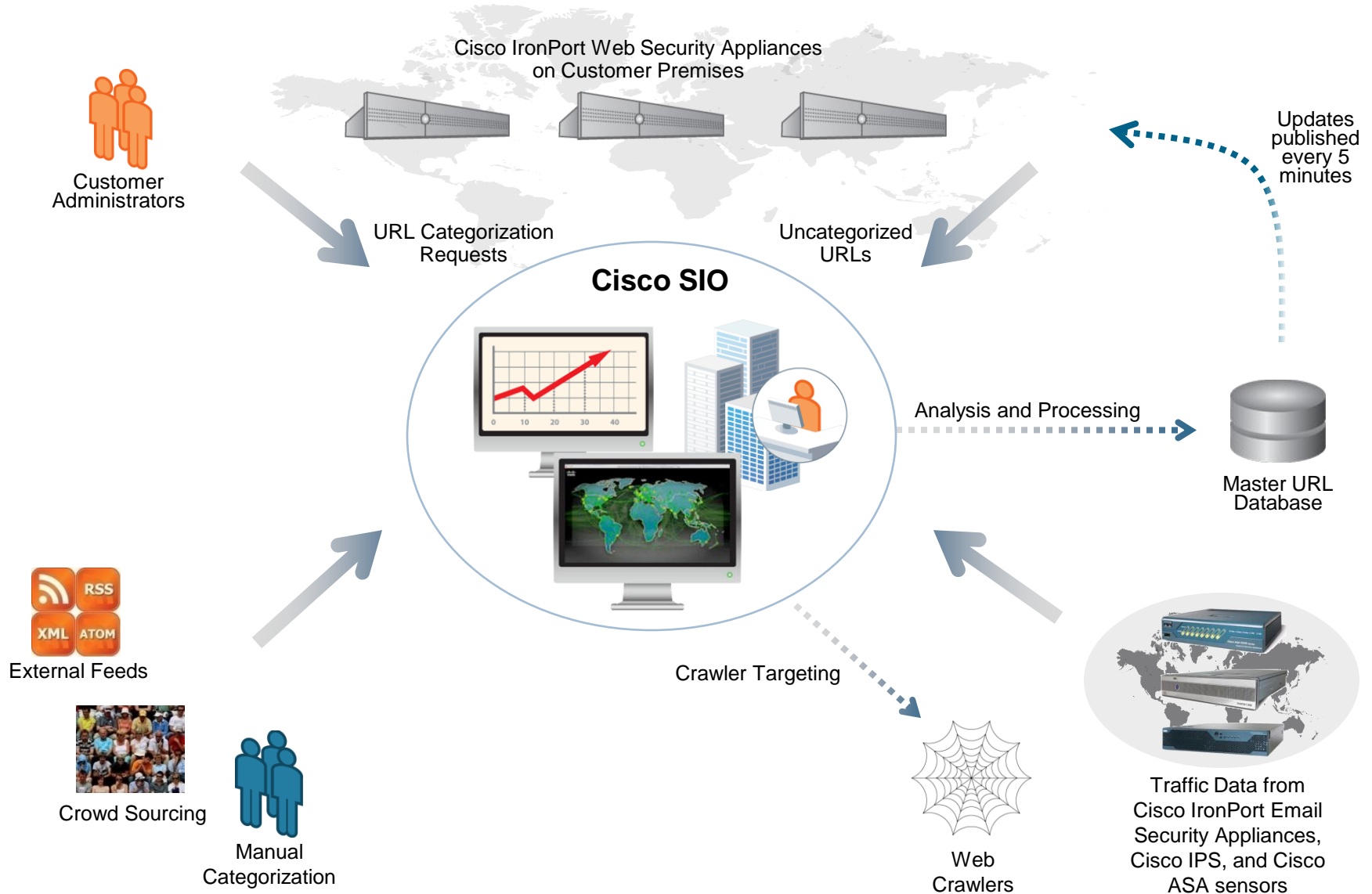
Concept Vector: Top Matches

Model Doc	Confidence	Category
001357	67.84%	Pornography
001511	57.65%	Adult
000613	54.90%	Pornography



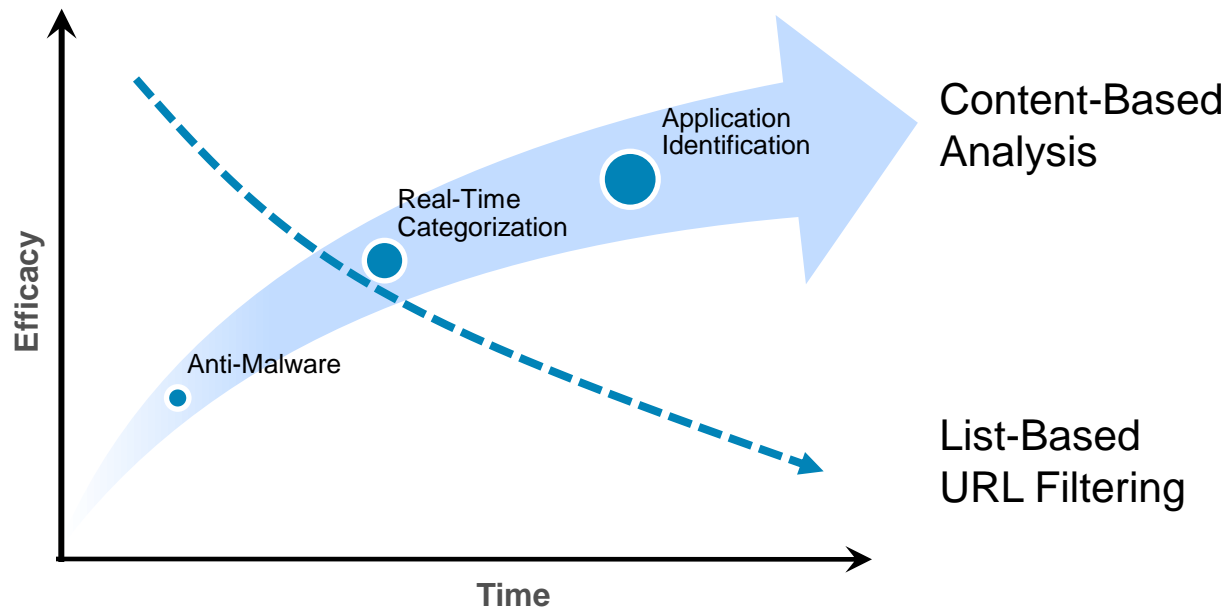
Cisco Security Intelligence Operations (SIO)

Unmatched Visibility Drives Unparalleled Efficacy



Content Aware Security and Control

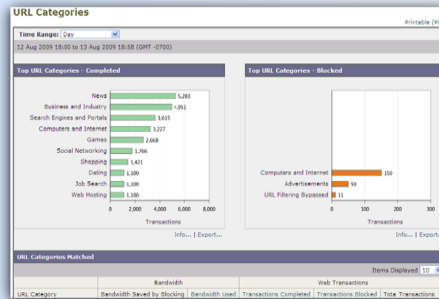
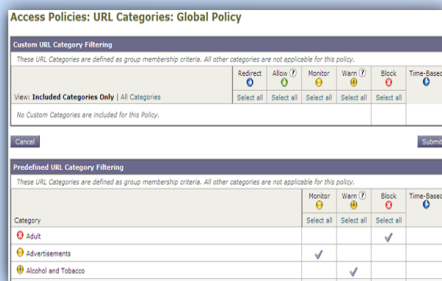
Ability to Analyze Web Content is Increasingly Important



- Cisco IronPort DVS: Content Aware Malware Protection
- Cisco IronPort Web Usage Controls: Content Aware Acceptable Use Enforcement

Cisco IronPort Web Usage Controls

Leading Efficacy, Rich Controls, Comprehensive Visibility



Control

- Per user, per group policies
- Multiple actions: block, warn, monitor
- Time-based policies
- Unlimited custom categories
- Custom end-user notifications

Visibility

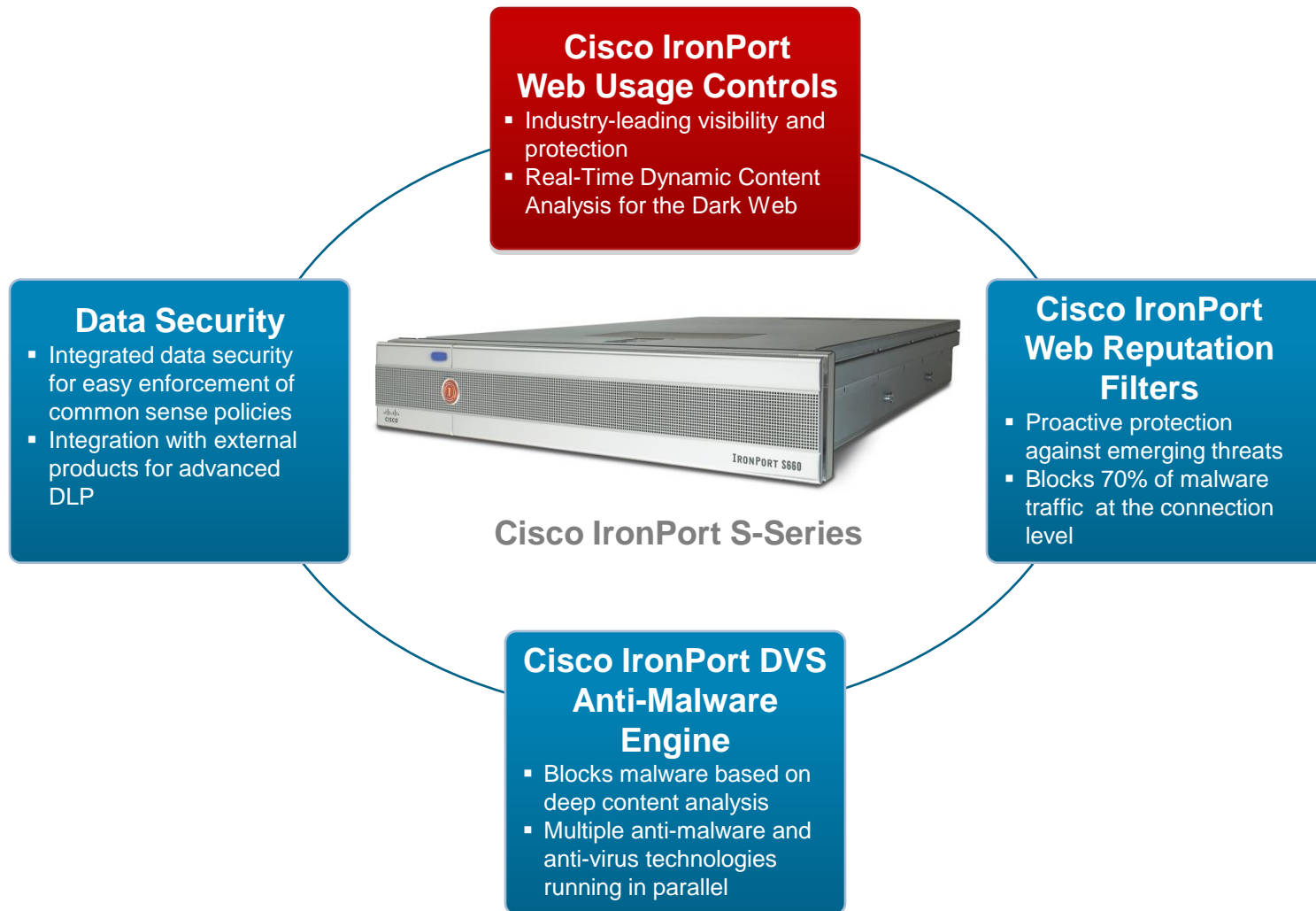
- Easy to understand reports
- Extensive logging
- Comprehensive alerting

Efficacy

- 200+ countries
- 50+ languages
- 65 categories
- Less than 1 in 1 million false positives

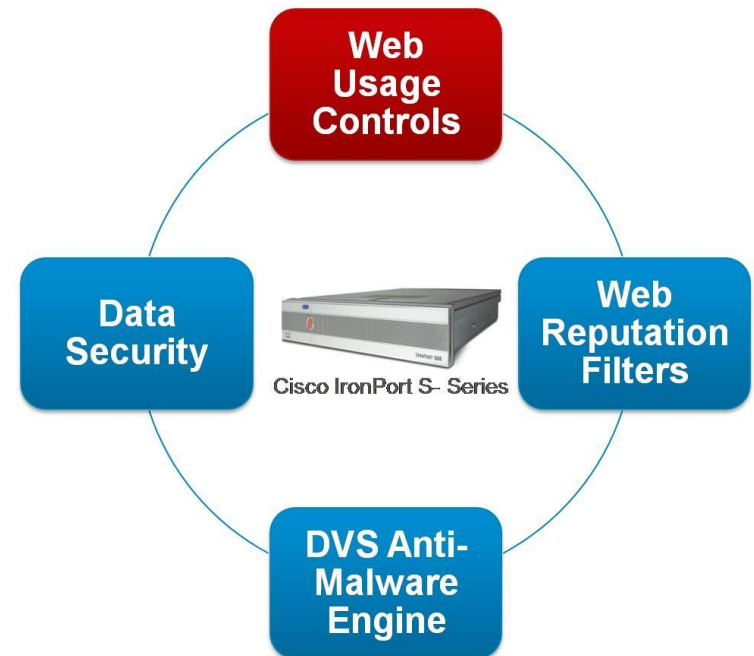
Cisco IronPort S-Series

Next Generation Secure Web Gateway



Summary

- Industry-leading visibility and protection from Web acceptable use violations
 - Backed by Cisco SIO
 - Dynamic categorization catches 90% of objectionable content in the Dark Web
 - Comprehensive protection against anonymizing proxies
- Rich Policy Controls & Reporting
- Integrated into S-Series for a full SWG solution



Request a free evaluation today!

