

Powerful, Dynamic URL Classification with Granular Policy Control

The Internet provides a wealth of resources for employees, but it can also reduce productivity, create legal liability, and lead to the abuse of a company's limited resources, such as network bandwidth. Zscaler can help all organizations make optimal use of their resources, while providing secure Internet access.

Why the Traditional Database Approach Fails

Internet access has traditionally been controlled using a URL filtering database provided by a number of vendors. These databases typically consist of 15-20 million blacklisted URLs to limit Web access. But Web 2.0 is changing the nature of the Internet. Previously, only established enterprises or organizations had web sites, and the web pages on these sites were fairly secure. With the advent of Web 2.0, users are creating much of the content on the Internet. There are 120 million MySpace users. If each user has only 2 pages there will be over 240 million URLs on a single social networking site. Some of the content created is malicious: early last year, hackers compromised certain pages on Wikipedia that infected users. Furthermore, traditional URL databases are actually domain databases. For example, such databases will have control over access to www.wikipedia.com, but not over specific URLs, such as en.wikipedia.org/wiki/Web_2.0. Because so many pages are being created, the old approach of database tools is not sufficient. Web security technology should have the flexibility to block specific pages that are compromised.

Zscaler Technology

Dynamic Content Classification

Zscaler has pioneered a new dynamic content classification technology, whereby a page being downloaded from a website is scanned on the fly at a very high speed, categorized, and handled based on company policy. Zscaler's dynamic categorization is dually powerful: it provides accurate categorization at high-speed processing.

Pre-defined and Custom Categories

Zscaler provides 80 pre-defined categories that are grouped into 30 super-categories. Super-categories are further grouped into 5 classes:

- Liability—adult & gambling sites
- Productivity loss—news and sports sites
- Bandwidth loss—streaming and other media sites that consume bandwidth
- Security risks—sites that bring down viruses, spyware, and other malware
- Business use—sites for normal business use

In addition, organizations can create their own categories or subcategories. These categories allow enterprises to better understand how the Internet is being used. Organizations have three options to manage access: allow, block, and caution. Policies can also manage access to websites based on keywords in URLs or based on keywords in the page content. Further, Zscaler provides the option of Safe Search, which filters web, image, and video searches for Yahoo! and Google Search.

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Provide the Right Level of Access to the Right Person

Zscaler allows organizations to define, monitor, and enforce policies that enable them to limit employee access to certain URL categories. These policies are granular so that they can be defined by:

- **Who:** Apply unique, customized policies to groups, departments, or individual users.
- **When:** Allow access based on time; for example, the URL category of sports may be prohibited except during lunch hours.
- **Where:** Customize policies by location or internet gateway; what applies to an organization's San Francisco office may not be appropriate for its Singapore office.
- **How Much:** Finally, URL categories can be managed based on volume or time quota for example, limit access to sports sites to 1 hour or 50Mbps of traffic per day.

Less than 20% of all Web sites are actually categorized by URL databases.

Real-time Reporting

Zscaler provides both a summary and detailed reporting to provide businesses a full understanding of Internet use. Here are examples of information provided:

1. Internet access by URL classes (such as legal liability, security risk, etc)
2. Comparative trend of Internet use by URL class
3. Internet access by your organization as compared to that of your Industry Peers
4. Location-based or Department-based Analysis
5. Extensive drill-down capabilities

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