



## Mailshell Cloud-Based OEM Solutions

### LiveFeed: Content Categorization Engines for OEMs



#### LiveFeed SDK and Content Categorization Database

LiveFeed, Mailshell's cloud-based reputation data platform, now offers comprehensive and granular URL category databases. This functionality allows OEMs to provide URL categorization in addition to clear, accurate and light-weight reputation ratings for URLs, as well as IPs, domains, etc.

LiveFeed offers the largest, most accurate collection of Web site category information available. It contains more than 65 million unique Web sites, broken down into more than 80 categories in 22 languages. LiveFeed is hosted on Mailshell's global network of data centers, and therefore requires no client-side maintenance or updates.

#### Real-time Engines

While LiveFeed can be implemented successfully as a standalone data service to power many URL filtering solutions, it is also possible to supplement these databases with Mailshell real-time technologies. For pages with dynamic content (e.g. search, social networking or blogging sites), real-time Web page analysis is the best way to ensure that pages are correctly categorized and do not contain inappropriate content.



Mailshell has been perfecting the science of real-time content analysis and categorization for more than 10 years, resulting in products that deliver both extremely high levels of performance and accuracy. Mailshell's technologies, including its content categorization engines for OEMs, include several patented technologies.

#### LiveFeed SDK

Mailshell's LiveFeed SDK is designed for easy and simple OEM integration. It is used by dozens of OEMs, and powers thousands of companies and millions of end-users security applications.

##### Reliable:

- More than a dozen data centers throughout the world.

##### Flexible:

- Available on Windows, Linux and uClinux OS.
- Available on both MIPS and ARM-based 32-bit and 64-bit Hardware Platforms.

The LiveFeed SDK is the single interface used to query all of the URL category databases, real-time categorization engines, and reputation databases offered by Mailshell. The requesting application passes encoded URLs or Web content to the LiveFeed SDK which, based on the configuration and the content being passed, determines which services to invoke. A category and/or reputation response is then returned to the requesting application.



Mailshell has data centers throughout the world including California, Pennsylvania, the United Kingdom, Germany, the Russian Federation, Hong Kong, China, Japan, Singapore, Australia, Argentina and Panama.

#### Key Features & Benefits

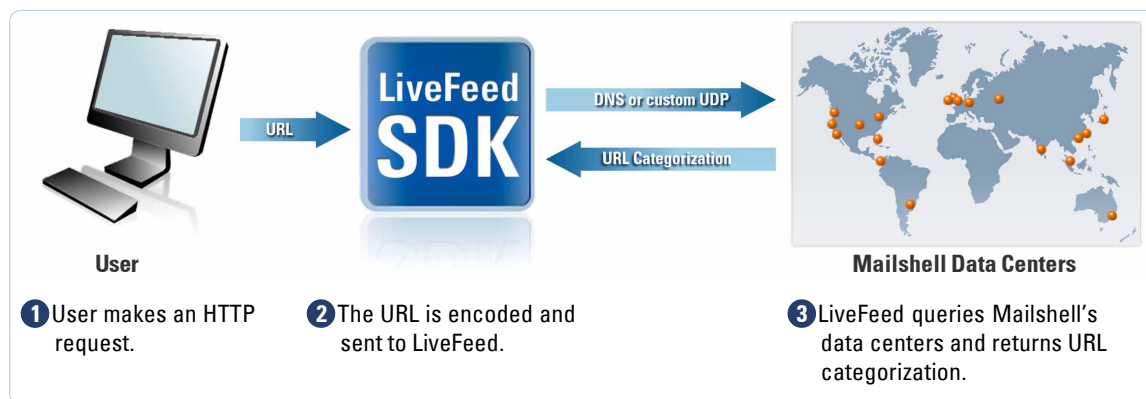
- Over 80 categories in 22 languages.
- Designed for easy and flexible integration into any architecture on multiple platforms.
- Millions of new categorized sites added annually.
- Web Categorization Database contains millions of unique Web sites representing billions of Web pages.
- OEM-only business model - we don't compete with our partners.
- More than 10 years focus, several patents, and expertise delivering highly effective email and Web categorization products.



## LiveFeed Data

Mailshell's cloud-based security solution uses an application server that hosts the LiveFeed category and reputation databases and performs database lookups. It can be run locally, remotely over a network connection, or in a hosted data center environment on the Internet. The solution can be fine tuned to meet the performance and redundancy requirements for any deployment situation.

## How It Works



## FAQs

### Q How many Web sites does the LiveFeed categorization database include?

**A** The database contains millions of unique Web sites, broken down into over 80 categories.

### Q Can LiveFeed categorize Web sites in non-English?

**A** Yes, the LiveFeed categorization database supports 22 languages, including English, French, German, Spanish, Italian, Dutch, Portuguese, Danish, Finnish, Swedish, Norwegian, Russian, Hungarian, Catalan, Japanese, Chinese, Korean, Turkish, Arabic, Polish, Czech, and Hebrew.

### Q How are new sites categorized?

**A** The majority of newly discovered Web sites are categorized by our automated content rating technology, utilizing contextual pattern recognition and analysis of page links and image sources. Human analysts are used to supplement the automated technology on very complex or specialized sites, and to ensure accuracy of the automated results.

### Q What are the average response and request sizes?

**A** Average request size: 117 bytes  
Average response size: 149 bytes

### Q How is the database maintained?

**A** Mailshell uses a combination of Web crawling technologies, data from domain registrars, human content analysts and usage data from our client base to ensure new sites are discovered and categorized quickly. Approximately 10-15 million new sites are added and approximately 5-7 million sites are purged every year.

### Q On which platforms is LiveFeed available?

**A** LiveFeed is available on Windows, Linux and uClinux OS.

### Q On which hardware platforms is LiveFeed available?

**A** LiveFeed is available on both MIPS and ARM-based 32-bit and 64-bit hardware platforms.

## OEM Value

Ability to administer various policy controls through LiveFeed's content categorization technology:

**Security** - protection from known phishing sites and sites known to host malware.

**Workplace Compliance/Productivity** - restrict access to inappropriate sites, or sites impeding employee productivity.

**Parental Control** - block unsuitable Web content.

**Bandwidth Management** - prevent access to sites that consume excessive bandwidth.

## Mailshell Overview

Mailshell is a privately held, profitable, growing leader in email reputation, anti-spam and anti-phishing security software. The company sells its solutions only to OEMs, with whom it enjoys a 100% renewal rate. Via Mailshell's over 30 OEM partners, more than 6,000 companies and 15 million consumers worldwide rely on "Powered by Mailshell" reputation-based AI filters to filter fraud, spam and phishing. Mailshell's software helps its OEM partners immediately generate new revenue, up-sell existing products to new customers and minimize engineering and support costs.

Mailshell has OEM relationships with companies based on five continents, including Computer Associates, Check Point, Netgear, Webroot, AVG, Eset and others. OEM partners integrate Mailshell's products into their existing products or applications using a multi-threaded development toolkit, the Mailshell SDK, its low memory SDK Lite, or the LiveFeed SDK for reputation filtering.

