

# McAfee SaaS Web Protection

Cloud-based web security for a safe, secure network

## Key Benefits

- Continuous updates protect the whole network, even roaming users, against fast-changing malware, spyware, and phishing
- Enforces Internet usage policies and provides visibility to web usage through detailed reports by user or group
- More than 100 content categories allow flexible content control to help protect your business against legal liability
- Substitutes a predictable, seamlessly scalable subscription for escalating on-premises capital equipment costs and staffing demands
- Replaces uncertainty with proven protection: McAfee SaaS Web Protection already safeguards web usage for thousands of customers and hundreds of thousands of users

## Key Motivators

- Desire to lower the maintenance overhead of your existing web security technology
- Increased issues with malware
- More than 55,000 pieces of new malware each day
- More than 75 million unique malware identified
- Of the top 100 daily search terms at the beginning of 2011, 51 percent led to malicious sites
- More than 150,000 unique fake antivirus software packages identified monthly
- McAfee Labs™ recorded an average of 6,500 new sites hosting malware per day

(Source: McAfee Labs)

The web has opened the door to infinite business opportunities for both your business and the business of cybercrime. Each web connection provides a potential entry point for infection, malicious infiltration, and corporate risk. By applying advanced data correlation and the most extensive threat data available updated 24/7 by McAfee® Global Threat Intelligence™, McAfee SaaS Web Protection offers easy, feature-rich, vital defenses against dynamic web-based malware attacks. Managed by McAfee professionals in web and cloud security and leveraging best web security practices, McAfee SaaS Web Protection helps you gain effective and economical control over threats and undesired Internet access.

The dynamic content and interactivity of Web 2.0 can increase the delivery of sophisticated web-borne threats that evade detection by traditional security measures. To protect your employees, customers, network, and intellectual property, your organization needs proactive web security. That means a solution that doesn't just block known bad URLs, but also unknown and hidden attacks, blended threats, and spyware. By understanding the behavior of web content and the context in which certain functions are utilized, the McAfee gateway anti-malware engine can predict the intent of the actions and safeguard users like no other web security solution available.

Unfettered use of the web can also lead to unproductive users and legal issues. Managing safe, appropriate Internet access can be a big resource drain for any company, but the consequences of not doing so can be severe.

McAfee SaaS Web Protection offers exceptional web security through a reliable, hands-free Security-as-a-Service deployment model. There's no easier or more effective way to keep your company connected while taking charge of online security.

With no hardware or software to install, McAfee SaaS Web Protection is speedy and simple to implement. In addition, near-zero latency, industry-leading uptime, and enterprise-class scalability ensure the performance and reliability you need to secure even the most demanding and distributed environments. If you already have on-premises

web filtering, our service is a good way to add advanced anti-malware or protect branch offices and mobile users.

## Complete Inbound and Outbound Protection

McAfee SaaS Web Protection secures all aspects of Web 2.0 traffic. It enforces your organization's Internet use policy by automatically applying access rules to all policy-controlled users. Traffic that violates your policy is blocked before it can enter your network. For permitted traffic, McAfee SaaS Web Protection uses sophisticated techniques to analyze the nature and intent of all content and active code on the requested web pages. It provides immediate protection against malware and other exploits by stripping out the threatening aspects and delivering the safe content so users can continue to get to the information they need to complete their tasks.

## Automatic Protection Updated in Real Time

Websites and content change frequently, and cybercriminals have learned how to disguise their locations and actions. Traditional static URL blocking isn't enough. The McAfee Global Threat Intelligence network collects real-time data from more than 100 million sensors in more than 120 countries and correlates activities across key threat vectors, including email, web, vulnerabilities, and host and network intrusions. With hundreds of dedicated threat researchers, McAfee Labs has developed advanced analytics and reputation services to infer intent and risk and protect

Web threats and malicious content span the globe, and so does McAfee research:

- In North America, spam URLs make up 41 percent of all web threats, followed by malicious sites and suspected malicious sites
- In Europe/Middle East/Africa, spam and phishing URLs each make up 31 percent of the total, with malicious sites filling out another 29 percent
- In Latin and South America, 36 percent of malicious URLs are associated with spam hosting, while 30 percent host phishing sites, and 25 percent host other sorts of malicious websites
- In Asia/Pacific, 31 percent of the total is made up of questionable sites—those servers registered in such a way that the site should be closely monitored; spam URLs make up the next largest group at 29 percent, followed by malicious sites at 24 percent

(Source: McAfee Threats Report)

you from the latest threats. McAfee SaaS Web Protection is automatically updated with the latest threat intelligence so that your administrator does not have the overhead of maintaining the system.

### Content Analysis Detects Changing Malware

Malware on websites can download silently to unsuspecting visitor machines, resulting in keyloggers that “phone home” with logins and customer data, or a zombie that joins a global botnet. By scanning a web page’s active content and understanding its intent or predicted behavior, we proactively protect against unknown malware, blended threats, phishing sites, and targeted attacks. We can also strip out objectionable or regulated content, such as pornography.

### Flexible Control Based on Categories and Users

Categories make it easy to set policies against offensive, undesired, and unproductive use of the web. With approximately 100 categories to choose from, our web filtering is unmatched in flexibility, accuracy, and security. It provides easy control over inappropriate Internet use that saps productivity and can present legal liability.

In addition, categories can be matched to content and user communities for more targeted control. For instance, bandwidth-intensive video-sharing sites might be blocked during peak business hours for everyone except the marketing staff. Customer care teams can be allowed to access news and shopping sites—but not gambling portals—during the lunch hour. Granular controls like these are more effective than indiscriminate blocking of Internet access and allow you to foster a productive and secure online experience.

### Simplified Transparent Authentication, Plus On- and Off-Network Protection

Routing your employees’ web traffic couldn’t be easier with McAfee SaaS Web Protection. You can utilize standard routing technologies, such as a browser proxy setting or a proxy auto configuration (PAC) file, or make it even easier with the McAfee Client Proxy. With this free, optional client software technology you can implement seamless authentication and redirection without having to develop a browser plug-in or cookies, backhaul traffic to a central hub, or even write PAC files. The McAfee Client Proxy enables web protection policies and web security to be applied to roaming users, even if their Internet access is being provided through a captive portal, such as at a coffee shop, hotel, or other Wi-Fi hotspot.

### Layered Security

Advanced web security techniques have a tendency to layer multiple security technologies to increase efficacy. McAfee SaaS Web Protection does this with technologies tailored to identify different types of threats and utilize best practices. McAfee leverages antivirus, antispymware, anti-malware, and global threat intelligence engines to accomplish this. Layered security can even be taken one step further if you already have on-site web security solutions that are not effective enough. As an alternative to completely replacing an existing solution, you can add McAfee SaaS Web Protection as another layer to a solution that is already deployed. Existing technologies may have issues staying up to date with the latest malware protection schemes. McAfee SaaS Web Protection is a low-risk, low-cost solution that you can add to increase your protection profile.

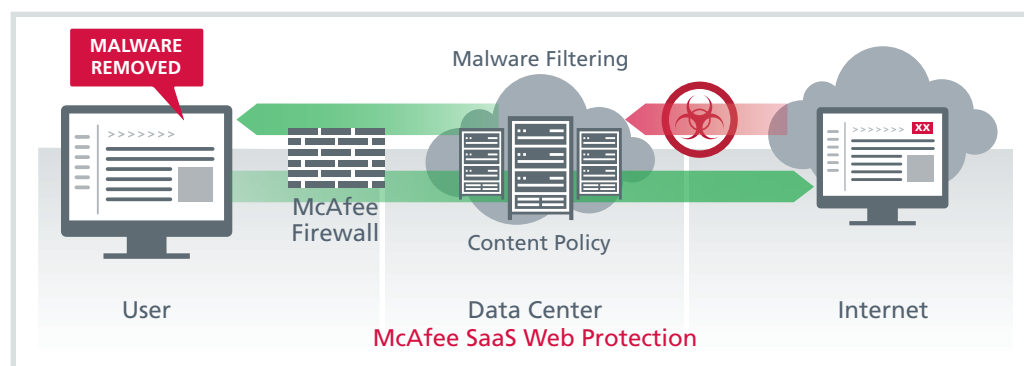


Figure 1. McAfee SaaS Web Protection web request flow.

## Savings Are Standard with McAfee Web Security

In addition to the savings gained by using our proactive control to strip malware and restrict risky sites, you will reduce the costs and IT overhead associated with clean-up and replacement of infected PCs. Surfing and access controls also free up network bandwidth for legitimate work, putting off network upgrades while reducing time-wasting online activities by employees.

### Rapid service activation with minimal costs

Security-as-a-Service offers the most cost-effective way to implement and maintain effective Internet safeguards. Simply redirect your web traffic to our load-balanced data centers, where the traffic is scanned using state-of-the-art security technologies. Your web traffic is automatically routed to our nearest data center—architected with the capacity and performance to instantaneously handle all requests. As a result, users browse securely without noticeable latency.

Since our networking and security professionals maintain all the hardware and software, you can be up and running fast with virtually no upfront costs. Ongoing costs are affordable and predictable. Without on-site equipment or security updates to manage, you also save on IT administration—freeing your staff and budget for other mission-critical IT needs. McAfee SaaS Web Protection is scalable to meet the needs of the most demanding environments and supports all standard web technologies and browsers.

As a subscription service, McAfee maintains defenses constantly and enhances protection features regularly, totally transparently, with no impact on your business. The McAfee support team is available to answer your account and billing questions via a toll-free phone number or online, 24 hours a day, seven days a week which is included as a standard service at no additional cost.

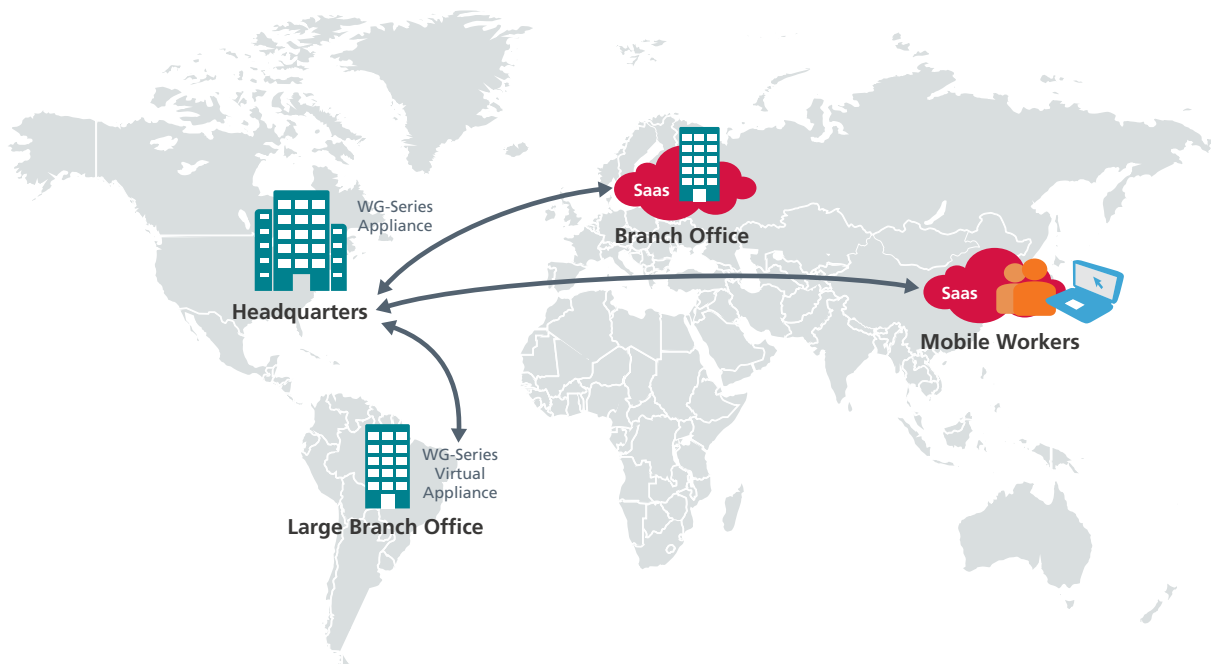


Figure 2. McAfee SaaS Web Protection can be deployed around the world and in conjunction with other McAfee web security technologies.

Feature	Benefit
Cloud-based web protection	Reduces capital requirements, ongoing expenses, and maintenance time, enabling IT to focus on business-enabling projects
True reputation-based filtering	Dynamic policy updates incorporating up-to-the-minute intelligence
Active web security	Real-time scanning of web content to defend against both known and unknown threats with behavioral and intent-based analysis
Consistent technologies	Identical technologies are utilized in McAfee SaaS Web Protection and in McAfee Web Gateway, including the McAfee antivirus engine, McAfee gateway anti-malware engine, web filtering categories, and McAfee Global Threat Intelligence, and even the same reporting engine can be utilized
Transparent user identification with Microsoft Active Directory/LDAP integration	Seamless and automatic enforcement of policies that can leverage user synchronization with Active Directory
Content compression	Reduces bandwidth requirements and improves throughput
Granular policies	Customized rules based on employee needs and requirements
Tailored notifications	Customers can customize the messages (including the ability to use multiple languages) seen when a user breaks usage policies or tries to navigate to an unsafe site
Forensic reporting	Dynamic query engine with the ability to export data for use in external business intelligence tools and records management systems
Flexible service terms	Monthly and annual subscription options available to minimize up front risk, along with the option of a free trial

### Convenient Administration and Reporting

Customizable dashboards help each administrator monitor trends and gain a better understanding of how the organization uses web and email resources. From any browser, you can isolate problems, document inappropriate activity, comply with regulations, and fine-tune filtering settings to enforce web usage policies. Tailored notifications alert users to policy violations and blocked web content. Administrative alerts provide instant knowledge about important security events.

### Learn More

Combine McAfee SaaS Web Protection with McAfee SaaS Email Protection and McAfee SaaS Email Archiving for comprehensive protection against blended online threats and to support growing email storage and compliance needs—all from a single administrative console. In addition to Software-as-a-Service (SaaS) offerings, McAfee provides all-in-one product offerings that include appliance, virtual, and SaaS form factors for anyone looking for the most flexible web or email security solutions.

Learn more at [www.mcafee.com/saas](http://www.mcafee.com/saas) or [www.mcafee.com/webprotection](http://www.mcafee.com/webprotection).

