



## Special points of interest:

- For very large volume traffic devices such as those in use at an Internet Service Provider (ISP) we offer a Linux and Windows Server "Content Engine" optimized for high speed lookups and requests.
- For Network Gateway security devices such as Unified Threat Management or firewalls, we offer a locally installable configurable Linux or Windows Server "Content Engine". Options include adjustable cache size from full URL filter database to zero for maximum performance or minimal footprint allowing 100% of the cached URL filter database to reside in memory.
- For local area networks such as home or small office BluePrint Data offers a minimal client that can call to the cloud for each URL lookup or cache some URL Filter data locally. This option is especially competitive for cable companies; phone companies and others offering services such as a "triple play" which includes TV, Phone and Internet.

## Technical White Paper

# The BluePrint Data Cloud Engine URL Lookup

BluePrint Data categorizes web sites into 66 content areas (gambling, pornography, sports, etc.) in 63 languages for a global and diverse group of clients. Many of these clients choose to utilize the BluePrint Data Cloud Based URL Lookup function.

The BluePrint Data Cloud Based URL Lookup usage ranges from 100% local to 100% in the BluePrint Data cloud and everything in between.

BluePrint Data Cloud Based lookup consists of a simple set of API's and Web based tools to utilize the Cloud Based Internet Filtering service. Web pages/URLs can be sent to our cloud based service as HTTP Post or via an integrated JavaScript Object Notation (JSON) object and we return the website category and content information.

The Cloud Based URL Lookup can be as simple as a specially format URL string such as:

[http://url.blueprintdata.com/  
urlreview/api/urlLookup.do?  
user=insertuserhere&passw=insert  
passwordhere&urls=inserturlshere  
&queryType=insertqueryTypehere](http://url.blueprintdata.com/urlreview/api/urlLookup.do?user=insertuserhere&passw=insertpasswordhere&urls=inserturlshere&queryType=insertqueryTypehere)

Where specific information is entered into the URL lookup request string such as user name and



ID, the URL in question and the type of lookup. Similarly a correctly formatted URL string can be posted in a web browser so that you receive a valid response (note: HTTP requests via a browser are much slower than a Java request).

The query type can be strict, like, or recursive. Strict will look for an exact match for each URL, Like will search for all records with the same specified DOMAIN for each URL, and Recursive will look for an exact match first, if no record is found then it will search a record matching the last provided folder, and so on until it reaches the domain root folder (for example [Sun.com/java](http://Sun.com/java) will stop at: [sun.com](http://sun.com)). If still no match is Found, and the requested URL string contains sub Domains, it will continue recursively until it reaches a record match or the root domain.

## Contact Information

### North, Central and South America

Office +1-904-398-1911  
Support +1-650-488-3590  
[Sales@BluePrintData.com](mailto:Sales@BluePrintData.com)

### Europe

Office +44 (0) 1962 868-922  
[Europe\\_sales@BluePrintData.com](mailto:Europe_sales@BluePrintData.com)

### Asia / Pacific

Office +65 9855-1463  
[Asia\\_sales@BluePrintData.com](mailto:Asia_sales@BluePrintData.com)

### India

#### Never-Ending Support

BluePrint Data maintains support staff in Florida and California in the USA as well as New Delhi India. Multiple continent support teams means at BluePrint Data we never sleep, so we are always available and ready to help.