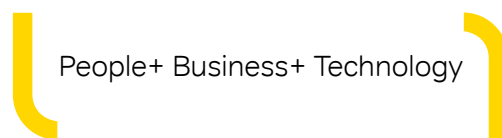


# Content Filtering for Mobile Operators

## Filtering Engine

Telecoms and Media



### Overview

---

As mobile users become ever more reliant on access to fixed and mobile Internet content over GPRS, operators need to provide subscriber controls over access to inappropriate or illegal content. The AdaptiveMobile Content Filtering Engine (CFE) allows an operator to offer web and WAP access filtering to its corporate and individual subscribers. By implementing the AdaptiveMobile CFE, operators are able to:

- Meet regulatory or voluntary code of conduct requirements for limiting access to adult content.
- Provide parental control functionality to their subscribers.
- Provide corporate subscribers with the means to define and enforce corporate usage policies.
- Support corporate subscribers in monitoring personal usage of corporate assets and airtime.
- Generate new marketing insights into off-net usage

### Content Filtering

---

The AdaptiveMobile Content Filtering Engine (CFE) allows an operator to offer web and WAP access filtering to its corporate and individual subscribers. The CFE can be integrated with existing network elements or can be deployed as an embedded solution into the network through our partner solutions, for example the Cisco Mobile Exchange (CMX) platform for secure and scalable IP transport and routing. The CFE supports URL content filtering algorithms from leading URL categorisation companies including Symantec, Rulespace and SurfControl; with other lists supported as required. The CFE provides sophisticated policy management and enforcement across an extensible hierarchy of groups – allowing for age-related access; age-verification; parent-al flexibility and corporate policies. Through the AdaptiveMobile Subscriber Profile Register (SPR) the filtering can be implemented at the level of the individual user, and provide devolved administration and configuration via a scalable secure GUI. As part of the AdaptiveMobile Messaging and Data Control Environment (MDCE), the CFE integrates rapidly with existing databases, customer-care and self-care systems. Together, the SPR and CFE allow an operator to bring to market revenue-generating parental control and corporate control services.

### Features

---

- Extensible group hierarchy; black / white list; Walled Gardens; Group redirects; scalable; datastore; integration; multivendor; url list support
- Real-time filtering of web and mobile internet requests (HTTP, WAP 1.x, WAP 2.0)
- Individual subscriber opt-in / opt-out of adult and inappropriate content access
- Subscriber-specific policies and redirects with extensible group hierarchy
- Provisioning portal for GUI-based configuration
- Content category access management for parental control and corporate policy management
- Event generation for sophisticated peruser reporting
- Global and per-group black lists
- White-lists: Safe Sites, Walled Garden Sites (On-net / Partner sites)
- Multiple URL Database Vendor options, allowing Operators to select the best fit to their target markets (e.g. consumer – adult content protection, corporate – inappropriate categories) and environment (internationalisation of page structure and multi-language support).

## Benefits

AdaptiveMobile Content Filtering Engine (CFE) is part of the AdaptiveMobile solution providing bearer agnostic protection services.

- Provide parental control services to protect under-age users from inappropriate content.
- Meet regulatory or voluntary code of conduct requirements for limiting access to adult content.
- Increase corporate usage of mobile data by providing corporates with control and visibility
- Generate content revenues from thirdparties without risk to your brand.
- Increase content revenues through identifying successful off-net services, and through segmenting off-net subscribers.

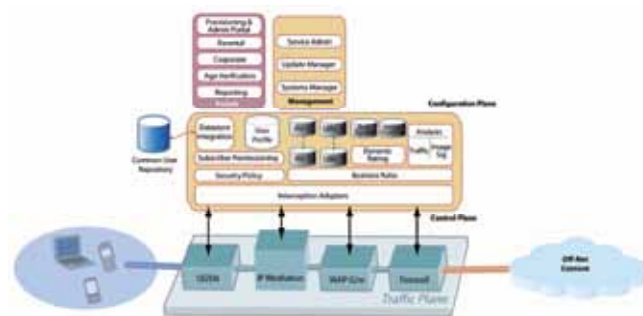
## Solution

The CFE is part of AdaptiveMobile's Messaging and Data Control Environment (MDCE). This allows operators to monitor and control data traffic across IP and SS7 bearers. The MDCE can deliver individual subscriber filtering of all data traffic including MMS, internet and WAP access. In conjunction with our analysis and management services, we can provide an operator with the tools to increase and protect data revenues.

## Product

Filtering Interfaces:	ICAP, Vendor proprietary (Cisco, Ericsson, Nortel, Starent)
Database Interfaces:	RADIUS, LDAP, XML, ODBC
URL Lists:	IWF, SurfControl, Symantec, Rulespace
Supported OS:	Solaris 9, 10; Redhat Linux Advanced Server 3.x, 4.x
Sys Mgt:	SNMP v2
Event logging:	XML
Management:	Provisioning & cache management Web services; J2EE Provisioning and administration portal

	Parental Controls	Corporate Controls	
Inappropriate Use	Age restricted access Premium content management	Liability management Employee usage management	MMS
Unsolicited Messaging	Anti-bullying Spam management	Liability management Spam management	SMS IMS
Mallicious Content	Revenue protection Privacy and reputation protection	Anti-virus Revenue and data protection	WAP/ WEB
	GPRS	HSDPA	CDMA 3G



AdaptiveMobile™

Logica Sverige AB  
SE-131 85 Stockholm

Tel: +46 8 670 20 00  
Fax: +46 8 670 20 01

www.logica.se

20100327

Logica is a business and technology service company, employing 39,000 people. It provides business consulting, systems integration and outsourcing to clients around the world, including many of Europe's largest businesses. Logica creates value for clients by successfully integrating people, business and technology. It is committed to long term collaboration, applying insight to create innovative answers to clients' business needs. Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG).

More information is available at [www.logica.com](http://www.logica.com).

AUSTRALIA / BELGIUM / BRAZIL / CANADA / CZECH REPUBLIC / DENMARK / EGYPT / ESTONIA / FINLAND / FRANCE / GERMANY / HONG KONG / HUNGARY / INDIA / INDONESIA / KUWAIT / LUXEMBOURG / MALAYSIA / MOROCCO / NETHERLANDS / NORWAY / PHILIPPINES / POLAND / PORTUGAL / RUSSIA / SAUDI ARABIA / SINGAPORE / SLOVAKIA / SPAIN / SWEDEN / SWITZERLAND / TAIWAN / UKRAINE / UNITED ARAB EMIRATES / UK / USA