N-ABLE™

Web Filtering Technologies:

Which type of filtering will keep me most secure?

With 300,000 new website domains registered daily, it's next to impossible for a business to keep up with site blocking on its own. It's well-known in the security world that outdated means insecure. Many vendors release periodic updates, which helps keep users secure. However, often this is not good enough. More threats emerge daily than humans can classify. This is where our artificial intelligence can fill the void.

Q. Content filtering?

Content filtering protects users from accessing pages based on the content at that URL and is deployed using policies and categories (pornography, hate speech, social media, etc.). It can be applied across websites, email, and executables.

Legacy content filtering solutions are missing zero day threats, ransomware, and fileless malware attacks. N-able™ DNS Filtering uses a combination of security heuristics, real-time threat recognition, and domain categorization to recognize and block malicious websites in real time—before your customers and their users become infected.

Q. URL filtering?

URL filtering is the practice of blocking specific URLs based on matching them against a defined database.

URL filtering and basic content filtering are outdated and reactive. 30,000 malicious websites are created every day, so the ability to classify and filter sites in real time is as must. N-able DNS Filtering is the only DNS threat protection software driven by AI categorization. This means our AI can navigate to the requested domain or URL, fetch its content, and assign categories based on one of two taxonomies (native-Webshrinker categorization or IAB taxonomy) before going through threat detection. Additionally, a screenshot of what the destination looks like inside of a real browser is also taken and made available through the Screenshot API service.

N-able DNS Filtering also uses imagery-based anti-phishing tactics. By matching similar image elements to known malicious content, our AI is able to intelligently block previously uncategorized phishing threats.

Q. DNS filtering?

DNS Filtering is the practice of identifying bad websites and blocking users from accessing the domain and all its associated pages.

Thousands of harmful websites are created every day. Malicious advertising, phishing, and other security threats can bypass legacy content filtering. N-able DNS Filtering gives MSPs insights into these web-based threats from within the N-central or RMM dashboards—while simultaneously providing an additional layer of security, greater network visibility, and user-based reporting. The N-central® (security manager) platform and RMM (web protection) both have content control and filtering features. Our new DNS Filtering feature has the same content filtering

functionality but adds more proactive capabilities, such as:

- **Real-time, smart identification** of malicious domains and inappropriate content using AI and machine learning
- **Threat feed augmentation** to mitigate botnet, cryptomining, and malware threats
- **Image analysis** to defend against phishing attacks
- **Analysis of registered domains** in the last 30 days with the option to block those to allow proving time
- **Greater protection** with a four-tiered anti-phishing approach that analyzes HTTPS/SSL usage, conducts image matching, and performs domain name and content analysis

About N-able

N-able empowers managed services providers (MSPs) to help small and medium enterprises navigate the digital evolution. With a flexible technology platform and powerful integrations, we make it easy for MSPs to monitor, manage, and protect their end customer systems, data, and networks. Our growing portfolio of security, automation, and backup and recovery solutions is built for IT services management professionals. N-able simplifies complex ecosystems and enables customers to solve their most pressing challenges. We provide extensive, proactive support—through enriching partner programs, hands-on training, and growth resources—to help MSPs deliver exceptional value and achieve success at scale.