



securly://

Product Brief

Background

For nearly two decades, school districts have been using traditional web filtering appliances and UTM firewalls to achieve CIPA compliance and online student safety. Meanwhile, schools have been facing major changes that are challenging this traditional approach:

▶ **The advent of 1:1 initiatives and off-site filtering needs:**

This means that Districts are now responsible for filtering devices off-site. They're also responsible for assuring their parent communities that these devices are being used for the right purposes.

▶ **Increased bandwidth demand:** The use of video as a learning tool has increased Districts' bandwidth requirements dramatically. The move towards more devices (both 1:1 and BYOD) on campus have also driven this trend. It is now common to see districts upgrade their bandwidth links to 10 Gbps (or even 40 Gbps in many cases). The trend towards higher bandwidth needs has exacerbated the web filter's status as a performance bottleneck that impacts user experience.

▶ **The prolific use of social media by kids:** This has left Administrators with more questions than answers on where to draw the line on responsible use of District owned devices. Schools are seeing the Internet being used increasingly for bullying, stalking, and posting other disturbing content around violence & self-harm. This trend has taken the conversation around student safety well beyond the bounds of baseline CIPA Compliance.

This dramatic shift in the needs of K-12 IT admins and educators, has therefore necessitated the need for a web filtering solution reimagined.

Securly's Unique Web Filtering Solution

Securly is the industry's first and only 100% cloud-based web filtering solution designed from the ground up for K-12 schools' 21st century needs. Securly is designed to provide protection for any device, anywhere, and completely replace the existing web filter appliance.

We equip schools for the future by providing the following key value propositions for both IT admins and parents:

Being cloud-based allows 24/7 protection for students, with native support for any device, anywhere – onsite or off-site.

Securly takes as little as 5 minutes to deploy, saving considerable time and money in comparison to appliance alternatives.

Elimination of bandwidth bottlenecks, allowing virtually unlimited scalability without added latency.

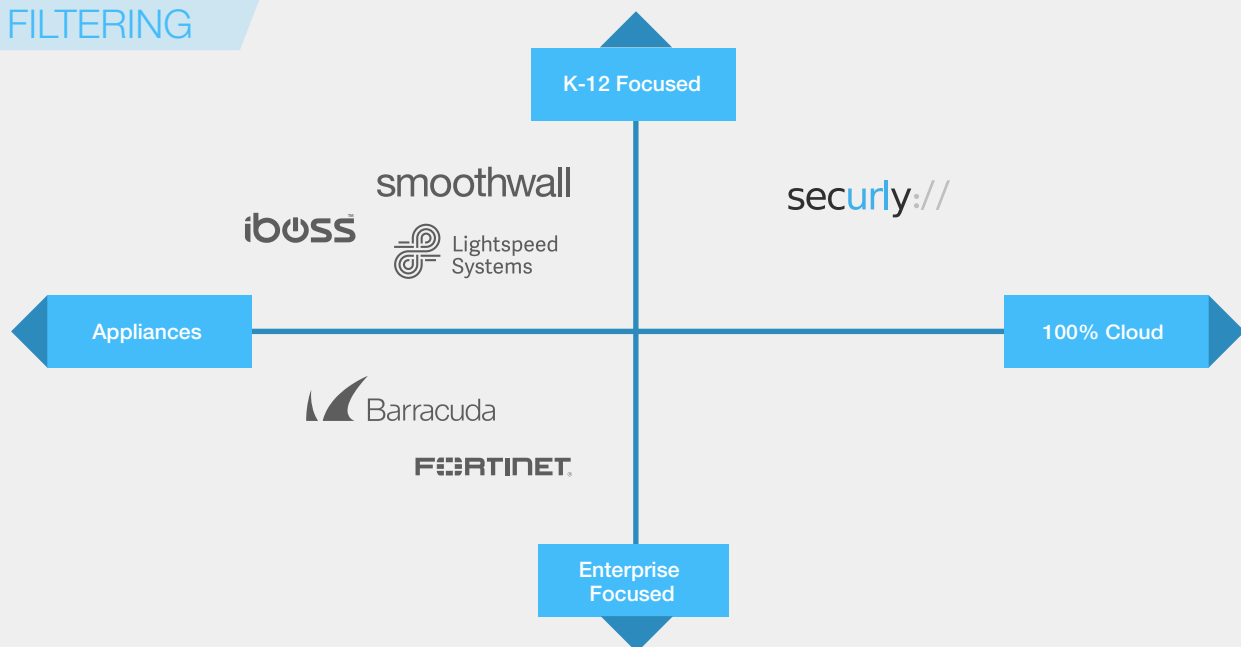
Provides user authentication and control, with reporting – both onsite and offsite.



"Securly has been instrumental in our ability to filter over 18,000 devices away from our network."

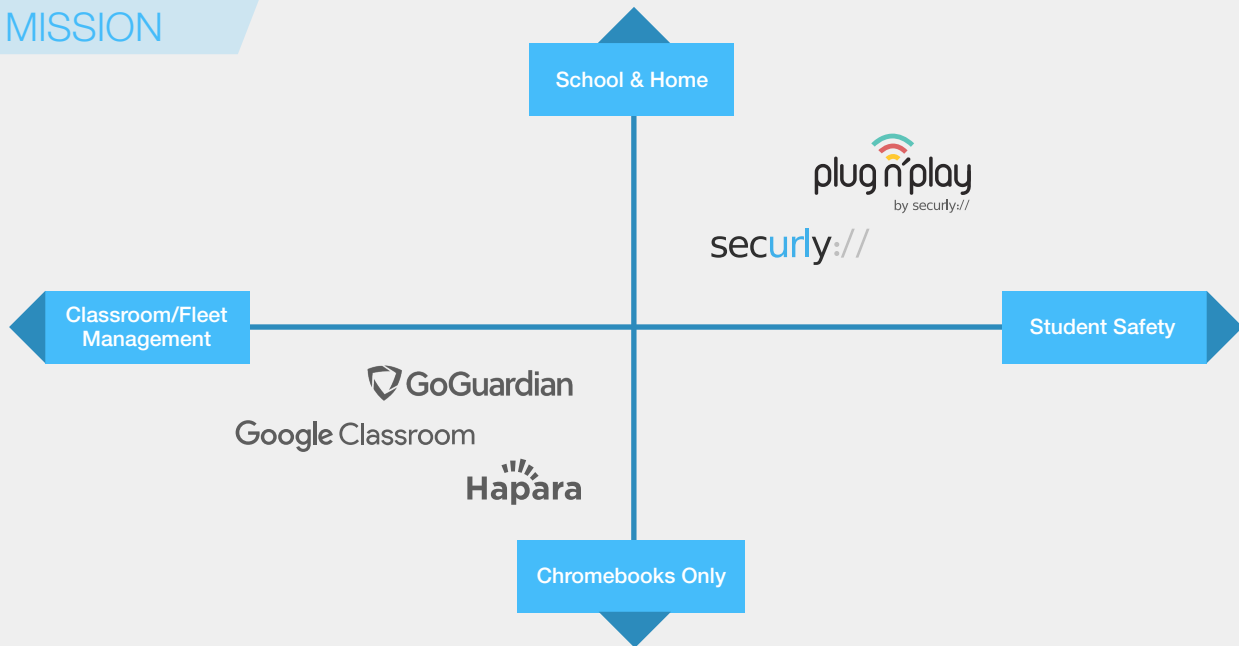
Kinzie Wooderson,
Network Manager, Missouri

POSITIONING: FILTERING



POSITIONING:

MISSION



"With an in-house web filter appliance I always had to worry about a bottleneck to web traffic. With Securly I never think about that."

Jay Attiya, Technology Director, New Jersey

Our unique approaches for taking student safety beyond basic CIPA compliance involve:



Enabling the safe educational use of modern social media and search tools such as Google, YouTube, Wikipedia both in the classroom and at home.



Allowing delegated IT admins, principals, and parents to know what kids are searching for on Google, watching on Youtube, or saying on Facebook, Twitter, etc.



We use sophisticated Machine Learning algorithms to detect any negative sentiments such as bullying, stalking, or self-harm and notify the parents and relevant school staff about any disturbing behavior detected.



Works with All Devices

Securly works with all devices including Chromebooks, iPads, Windows tablets, laptops, Macbooks, and Android tablets.



Educator-focused Features

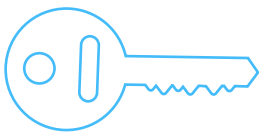
Unlike appliance-based competitors that focus on enterprise security, Securly is designed exclusively to meet the needs of K-12 schools.

Award Winning Technical Support Service

A Securly product expert provides customers with white-glove training and knowledge transfer of how the system works to help you smoothly transition from the appliance world. We also won the Tech & Learning Magazine's Stellar Service Award for our technical support service.



Blended GAFE & Active Directory Single Sign-on



As the first filter to offer single sign-on through Google Apps for Education (GAFE) and Active Directory accounts, Securly enables users to log-on once and not have to remember additional usernames and passwords.

Delightful SSL Handling

Securly's selective SSL decryption elegantly solves the SSL throughput issues that plague most appliance based web filters. We decrypt only a handful of social media sites that are required to be blocked for students for CIPA compliance, but fall in the gray area where staff members could potentially need them.



Securly's Student Safety Mission

With school owned devices being used by students to vent negative emotions like bullying and self-harm, web filtering is no longer about just blocking age-inappropriate content. It also involves encouraging students to be good Digital Citizens and bringing parents in as equal partners in 1:1 initiatives. Securly is deeply committed to helping schools achieve this goal.

Bullying and Self-Harm Detection



Securly's bullying and self-harm detection algorithm uses Machine Learning to search for emotional language in social media posts, catching phrases like "I don't know how much longer I can handle this" and "Nobody likes you" even in the absence of obvious keywords like "suicide".

"Securly's Flagged Activity has helped us contact school counselors four times to make them aware of alarming posts by teenagers ... The avoidance of a single tragedy with one of our students is worth 1000x the subscription price."

Mark Nelson,
Technology Director, Michigan

Parent Portal & Weekly Email Reports



Parents can now view their kids' activity across educational sites and time sinks, in-school and at-home, across all of their school-owned devices. All of this is delivered via beautifully designed dashboards and email reports. Parents can customize what their child can do and see on the school-owned devices - allowing or denying access to specific sites and categories. Schools are able to customize levels of access for parents. Schools can work with Securly student-safety coordinators to have these services rolled out to their parents through a simple process.

"We chose Securly because of its unmatched ability and top notch commitment to not only keep our students safe, but also to bring our parents into partnership in monitoring their children's Internet activity on a 24/7 basis."

Phil Hintz,
Technology Director, Illinois

Securly's Student Safety Coordinators

The company has a team dedicated to partnering and working with stakeholders at all levels within the School Administration to help them bring to fruition – the goal of student safety.



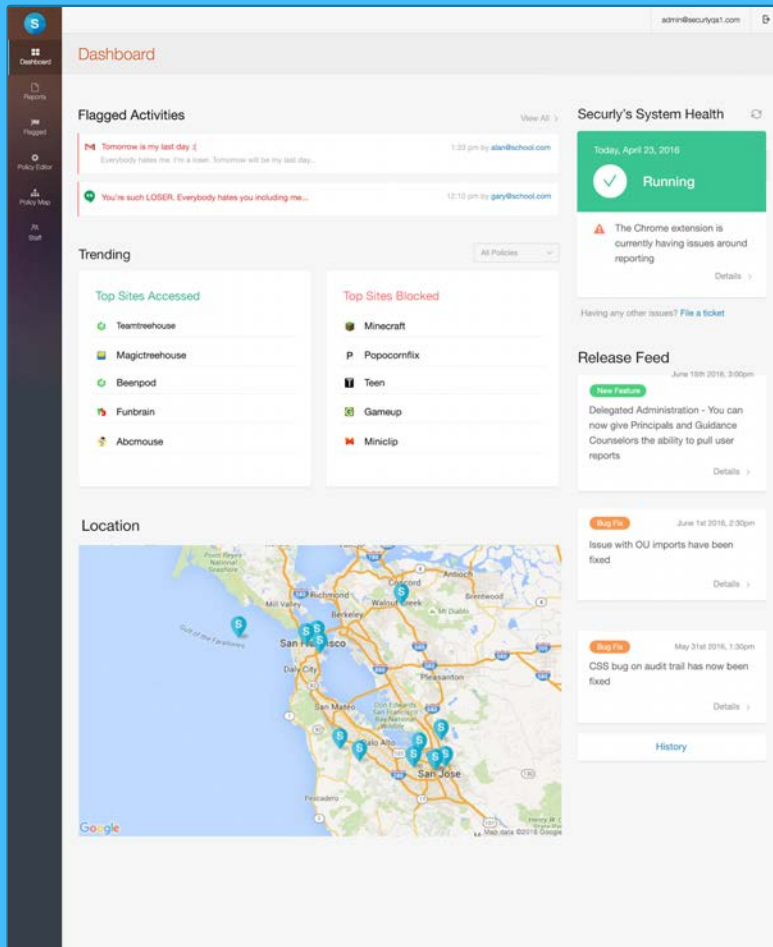
Summary

Securly has positioned itself as the only web filtering company that is focused on student safety beyond CIPA compliance. Also, our product uniquely meets the new demands of take-home 1:1 devices and higher bandwidth from 21st century education.

Evaluate Securly Today

We can set you up with a **FREE 2-month evaluation** of our product. Get in touch with us TODAY!

Phone: 1-855-SECURLY
Email: sales@securly.com



"Securly is fast becoming the easiest, most classroom friendly web filter I've ever used."



Andrew Schwab
District CTO, California

"This is awesome! I love it! Just set it up in like 5-minutes."



Glenn Walker
Technology Director, Louisiana

"When I told my superintendent what the Securly Parent Portal could do, his jaw dropped!"



Ken Melnikoff
Technology Director, Virginia