



# Web 2.0

## Complete Web 2.0 Management

### The Problem

Though many may differ on how to actually define “web 2.0”, very few will argue with the fact that Web 2.0 technologies are changing the way people work and how we are interacting with one another in cyberspace. Blogs, Wikis, Facebook, MySpace, and YouTube are all a part of the massive amount of user generated content on the Internet. Some might argue that those types of Web 2.0 technologies are purely recreational and should be banned as part of an acceptable usage policy.

Web 2.0 also has its merits to an organization. Hosted applications that offer rapid deployment times and offload difficult or complex business process, wikis that can share critical information with employees and partners and the sales and marketing benefits of expanding personal connections across the Web are all examples of how this technology is also relevant to organizations. Many organizations are dependent on hosted applications that allow employees access to critical data from any Internet connection. Today’s Web 2.0 employee is mobile, works hours both in and away from the office and is Internet savvy. Using these tools can create a productive work environment from almost anywhere in the world resulting in massive opportunity and reach.

### Why It Matters

IT Professionals are quick to point out the need for balance with these new technologies. While the benefits are easy to see, Web 2.0 tools also come with risks attached. Inappropriate content and applications, increased possibility of malware and accidental or even intentional loss of important data are all real dangers. The content can create distractions as well. People are communicating with friends, peers, shopping, banking, checking on the babysitter and working with their children’s school teachers all using Web 2.0 tools.

Some believe that Web 2.0 is simply a few social networking sites and if you block Facebook then the security issues and distractions will go away, It’s not as simple as classifying Web 2.0 sites and services as good and bad. In fact, it would be close to impossible to decide which of these technologies is helpful and which is harmful. Consider as an example the fact that web pages are commonly grabbing content from one another and creating “mashup” pages. iGoogle is a great example. The domain “google” is almost universally trusted but the content that can be pulled into an iGoogle page can come from any source on the web. Many applications now use HTTP in the background for updates or for collaborative information sharing. These tools and social community building networking services and applications are now linking customers, partners and employees anytime from anywhere for easy and quick communication. Nobody wants to stop or stifle that kind of benefit.

### How Cymphonix Solves the Problem

Cymphonix Network Composer® enables fast and secure access to Web 2.0 technologies while eliminating the dangers, distractions and delays. The key to the successful adoption of these technologies lies in the accurate identification of the type of content being accessed and what technology is being used to request it. By sitting inline, Network Composer is able to provide unprecedented visibility into the traffic moving from your network out to the Internet. Using multiple levels of URL categorization, real time content analysis, threat signatures and deep packet inspection (including layer 7) Cymphonix Network Composer can report on web based activity no matter what form it takes. This increased visibility allows IT administrators to create effective policy without crippling all the benefits these open and collaborative technologies offer.

### NETWORK COMPOSER FEATURES:

#### VISIBILITY

- Complete Traffic Visibility™
- Application Traffic (including Layer 7)
- Web 2.0 Content
- Users/Group/Device Activity
- Web, P2P, Anonymous Proxy Traffic
- Malware Threats
- Traffic Trends
- Active Reporting with Multi-Correlation of Data
- Bandwidth Usage Reports

#### SECURITY

- Complete Traffic Protection™
- Anonymous Proxy Guard™
- Zero-day Threat Protection
- Triple Layer URL / Web 2.0 Filtering
- Malicious Web Site Blocking
- Web 2.0 Infected Site Detection
- Spyware Removal

#### CONTROL

- Complete Traffic Management™
- Internet Traffic Acceleration/Optimization
- Dynamic Application/Bandwidth Shaping and Allocation
- Web Content Prioritization
- Web Category/URL Shaping
- Web 2.0 management

“Money well spent! We look at the reports several times a day and forward any concerns to the principal for discipline.”

--Technology Director  
Bandera Independent  
School District



As an additional measure of control, Network Composer has the ability to dynamically shape and prioritize Internet bound traffic so the most important applications, services and sites run as they are intended and the people in the organization who need access to these great Web 2.0 tools can benefit from all they have to offer. IT professionals agree that the best approach to Web 2.0 technologies is to embrace the discussion of how to deal with the complexities of integrating these sites, applications and services into the organization. Using Network Composer, the flexibility and speed these technologies provide can be safe and powerful.

## Web 2.0 Benefits

- ✓ Access from anywhere
- ✓ Hosted services offload resources and save money
- ✓ Collaboration across customers, employees, partners, and suppliers
- ✓ Sales and marketing benefits from social networks

## Web 2.0 Dangers

- ✓ The Web's most popular sites attract security risks for all types of malware
- ✓ Social networks can be distracting and rob productivity
- ✓ Important data may be shared
- ✓ Prioritizing access to hosted services and applications that use the Internet is difficult

## Reinvent Your Relationship with the Internet.

Network Composer is ready to offer your organization new levels of Internet safety, performance, and control, so you can maximize the value and productivity of your Internet connection. Visit [www.cymphonix.com](http://www.cymphonix.com) to learn more and schedule a live demo.

Call us at: 866.511.1155

Visit our website at:  
[www.cymphonix.com](http://www.cymphonix.com)



To find out more about Cymphonix Network Composer and how it can help you integrate Web 2.0 into your organization call us at 866-511-1155 or visit us online at [www.cymphonix.com](http://www.cymphonix.com).

