

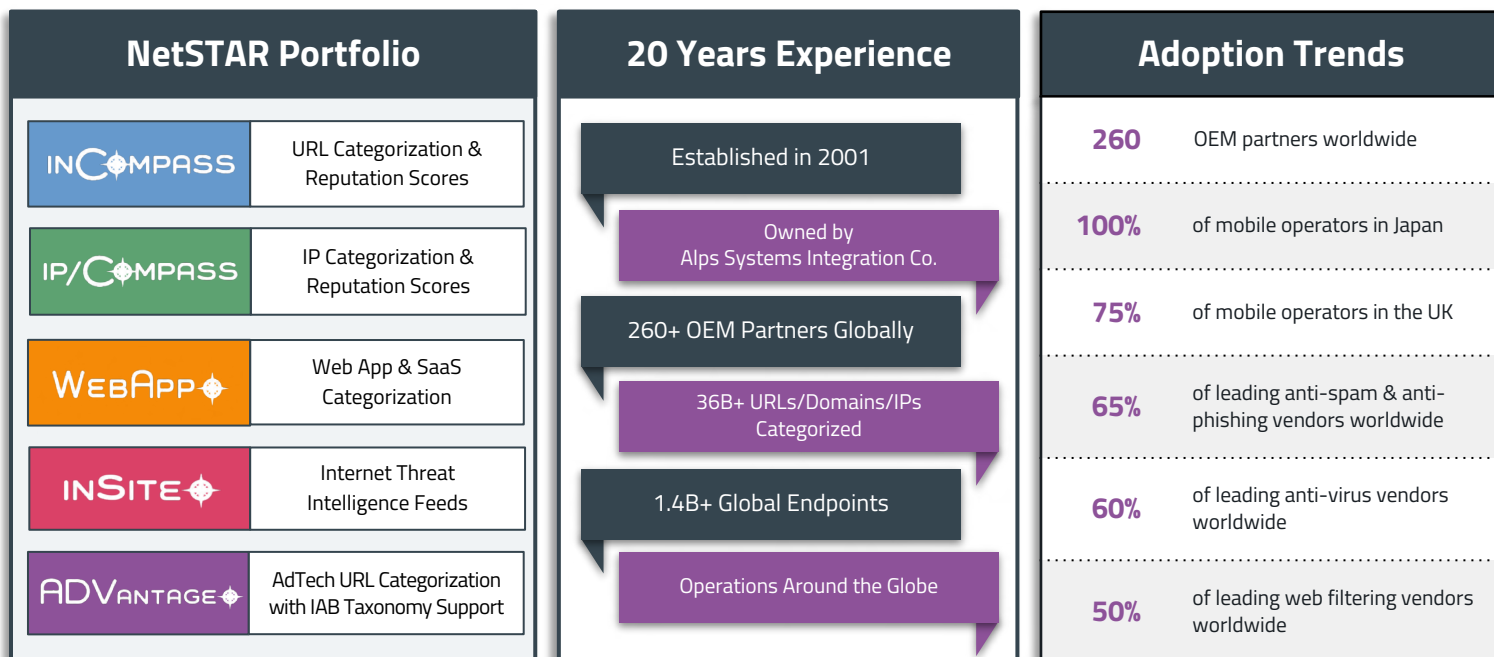
# The Global Leader in OEM Internet Categorization & Threat Intelligence Solutions

Since 2001

NetSTAR is the global leader in supplying OEM technologies for the Network, Adtech and Security markets. We provide the industry's most advanced, comprehensive OEM solutions for URLs, webapps, threat intelligence, IP categorization and reputation scoring.

NetSTAR's versatile family of technologies categorize over 36 billion URLs across our 200+ categories, giving our OEM partners visibility into the ever-changing internet landscape. NetSTAR captures & analyzes web content telemetry data from over 1.4 billion endpoints via our 5th-generation dynamic categorization system which includes hundreds of content analysis engines, dozens of malware scan/detection engines, real-time proxy avoidance detection, support for more than 200 languages and human review. Our technology generates website categorization; reputation data scores; threat intelligence for malware, phishing, botnets, spyware, anonymous proxy servers and more.

We welcome the opportunity to connect with you and discuss how a partnership with NetSTAR can help you achieve your desired business outcomes. Below is a list of solutions that NetSTAR has to offer. Please find more information on our website: [netstar.io](https://netstar.io).



# NetSTAR Integrable Solutions

## INCOMPASS

URL Categorization & Reputation Scoring

inCompass® is the leading OEM web categorization solution worldwide. Since 2001, hundreds of partners have embedded inCompass technology into their products and services, including hardware and software vendors, mobile operators, security solution vendors, and adtech companies. inCompass has categorized over 36 billion URLs and domains and our database includes more than 99% of the active web. We categorize full-path URLs with a primary category and optional secondary and security categories. Our partners can use the default 200+ NetSTAR categories, the IAB taxonomy, or custom categories of their specification.

## IP/COMPASS

IP Address Categorization & Reputation Scoring

ip/Compass delivers key information for single-domain and multi-domain IP addresses, including domain categories, IP reputation scores, geolocation data, and threat intelligence. NetSTAR identifies millions of IPv4 and IPv6 addresses and references the hosted domains against more than 36 billion domains and URLs stored in our global database. Partners leverage ip/Compass for policy management, traffic analysis, threat intelligence, and other use cases.

## WEBAPP COMPASS

Web App / SaaS Categorization Solution

WebApp Compass categorizes thousands of web applications, placing them into one of 150 categories. WebApp Compass is the most comprehensive web application categorization solution in the OEM space and is trusted by partners around the world including CDN providers, firewall vendors, and security companies. When a URL associated with a web application is submitted, WebApp Compass returns the web app name, web app category, registered domain, hostname, risk score, and IP address of the web application.

## INSITE

Internet Threat Intelligence Feed

inSITE is designed to deliver actionable threat information to OEM partners, giving them greater visibility into the cyber threat landscape. In recent years, cyber attacks have become more frequent, dynamic, and sophisticated. Attacks are now targeting a wider range of vulnerabilities within a network and targeting specific individuals and organizations. inSITE monitors telemetry data from over 1.4 billion endpoints worldwide to look for internet threats. NetSTAR-protected endpoints span service providers, mobile operators, network gateway vendors, anti-virus vendors, firewall companies, and advertising network vendors.

## ADVANTAGE

Internet Categorization Solution for AdTech

inCompass ADVantage delivers internet categorization for the advertising and marketing technology industries. Partners who use this solution receive categories from both the NetSTAR taxonomy and the IAB taxonomy, plus reputation scores and a malicious flag (Y/N) for active URLs, static URLs, and IP addresses. inCompass ADVantage provides the tools needed for contextual targeting, brand safety protection, inventory optimization, attribution, analytics, device profiling, and malware detection across URL and IP traffic.

# NetSTAR Technology Use Cases

At NetSTAR we work with hundreds of OEM partners, delivering internet categorization and security solutions for them to embed within their products. Here are some of the many ways we help them succeed.

## Ad Tech & Ad Fraud

A North American DSP seeking enhanced in-context advertising has partnered with NetSTAR. Through **inCompass ADVantage**, NetSTAR delivers highly accurate, granular website content categorization in near-real-time.

The information NetSTAR delivers helps the DSP improve ad campaigns through more specific targeting. And **inCompass ADVantage** has given the DSP greater confidence in identifying fraudulent websites, detecting redirects, and knowing about dynamic web content changes – all with the aim of reducing ad fraud.

## Brand Safety

A programmatic ad buyer wanted to ensure that ads do not appear alongside content not aligned with the brand's values. Adult content, extremist content, and low-quality websites are an ongoing concern. This buyer engaged with NetSTAR for website content insights and for brand safety support.

NetSTAR is delivering **inCompass ADVantage** to help the ad buyer with website and app targeting through whitelisting. Further, **inCompass** provides real-time content categorization for new websites to help media buyers avoid new domains that may harm brands and identify new sites to target based on brand profiles.

## CASB

A leading cloud access security broker vendor concerned with data loss prevention needed a partner to help it block dangerous web apps. The vendor partnered with NetSTAR to leverage the **WebApp Compass** solution, which identifies and categorizes web apps. It also assigns a risk score to each app and identifies app operations.

The CASB is using **WebApp Compass** to enforce remote workforce policies through app identification and filtering/blocking.

## DNS Filtering

A DNS hosting provider wanted a URL and IP solution for malicious domain identification. They subscribed to NetSTAR's **inCompass**.

**inCompass** categorizes URLs and IPs, enabling the hosting provider to sinkhole dangerous and malicious domains, botnet C2 servers, and ad serving sites.

## Email Security

A leading, global email security vendor has proprietary technology for identifying malicious file attachments. But they needed help with embedded URLs. They partnered with NetSTAR and use **inCompass** to identify dangerous links.

**inCompass** helps the vendor to identify harmful URLs or IPs embedded inside emails. They are successfully reducing ransomware and phishing attacks by identifying and flagging dangerous links.

## Endpoint

A major security vendor offering endpoint security solutions needed an OEM cloud lookup service to help them identify harmful URLs and IPs in real time. They selected NetSTAR's **inCompass** for use in their endpoint protection platform.

**inCompass** identifies URL and IP categories, plus risk/reputation scores and threats. This information is a key component in network policy enforcement and protection.

## Firewall

A global firewall vendor had partnered with a URL categorization OEM partner for policy enforcement and security. They were dissatisfied and sought out a new partner with a more accurate solution that included real-time categorization. After multiple competitive evaluations, they selected **inCompass**.

**inCompass** is the leading OEM URL categorization solution in the market. **inCompass** categorizes over 36 billion URLs and domains, includes threat intelligence, and handles dynamic content categorization. NetSTAR offers local, cloud, and hybrid deployment options for **inCompass**.

## SD-WAN

A leading SD-WAN provider required a URL categorization solution with a distributed architecture. The provider partnered with NetSTAR to use the award-winning **inCompass** URL categorization solution.

**inCompass** delivers the industry's best performance of lookups for URL & IP categorization at branch and central locations.

## Secure Web Gateway

A secure web gateway provider looking to improve network security and visualization subscribed to NetSTAR's **inCompass** and **ip/Compass** solutions.

**inCompass** is the leading URL categorization for the OEM space, with over 36 billion URLs and domains categorized. **ip/Compass** is the market leader in IP address categorization. Together, these solutions provide broad coverage for the gateway vendor.

## Security Vendor

A global, market-leading security vendor has partnered with NetSTAR and has licensed **inCompass** and **inSITE**. NetSTAR is helping the vendor to identify and block threats in near-real-time, including phishing attacks and ransomware.

**inCompass** delivers threat intelligence and risk scores for over 36 billion URLs and **inSITE** offers detailed active threat information across 14 security categories such as phishing, spyware, and ransomware. **inSITE** delivers an active threat feed every 5 minutes with cumulative threat data every 4 and 12 hours.

## Telco/SP Analytics

A European mobile network operator wanted to improve its network monetization through various strategies including acceptable use policy, and business application prioritization. They partnered with NetSTAR.

Through **inCompass** and **WebApp Compass**, the operator has access to URL, IP, and web app classification. This classification enables acceptable use policies to be enforced at the network level instead of on-device. It also helps the operator identify app-related traffic for prioritization.

## Telco/SP Bad Bots & Security

A mobile network operator desired to offer security as a service while simultaneously reducing network traffic related to bad bots. They found that partnering with NetSTAR helped them achieve both objectives.

With **inCompass** and **inSITE**, the operator now blocks malware – including bad bot traffic – through URL and IP classification. And with **inSITE's** comprehensive active threat information, the operator now offers a network-based security service to protect Enterprise customers and deliver parental control capabilities for consumers.

## Telco/SP Policy Enforcement

A UK mobile operator needed an OEM partner for URL categorization, to assist the operator in complying with government regulations regarding minor access to certain content on the internet. The operator selected NetSTAR.

The operator leverages NetSTAR's **inCompass** solution to categorize all URLs that are requested by their subscribers. The operator has deployed **inCompass** inline, **inCompass** returns a website category for each user access request. The operator then applies government regulation based on subscriber information which the operator holds, in order to protect children online. NetSTAR partners with the Internet Watch Foundation and with Project Arachnid to keep children safe online.

## Web Content Filtering

A large, global software company with multiple lines of business needed a mature, market-leading OEM partner that can integrate web filtering capabilities across all the lines of business. They selected NetSTAR's **inCompass**.

**inCompass** offers URL and IP content filtering for over 36 billion entries. **inCompass** includes over 200 proprietary content categories, IAB categories, and custom categories. It has a flexible architecture with multiple deployment options, including local, hybrid, and cloud models. And it's perfect for federated models that allow for integration across various subsidiaries within larger organizations.

Since 2001, NetSTAR has been the global leader in OEM internet categorization and threat intelligence solutions. With over 260 OEM partners around the globe, NetSTAR has visibility into internet traffic from over 1.4 billion endpoints/clients. This visibility, combined with our technology and our team's expertise, generates market-leading value for our partners.

Please [contact us](#) for more information or to set up a free evaluation.