

# Secure Public Wi-Fi

Protect Wi-Fi from inappropriate and unsafe content



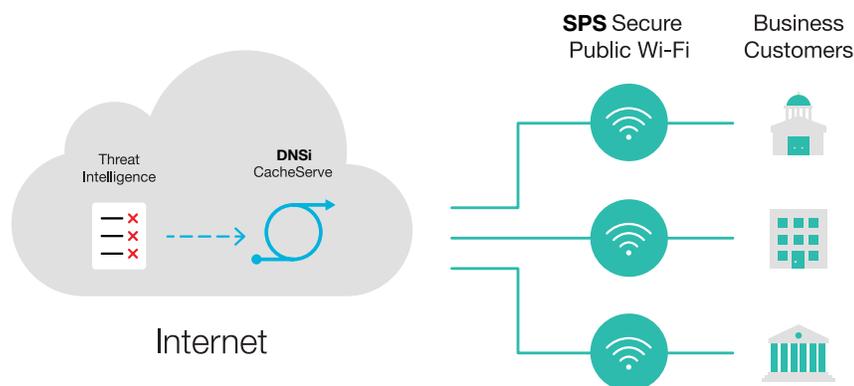
Akamai SPS Secure Public Wi-Fi is a security-as-a-service offering that service providers can supply to their business customers. It blocks inappropriate and unsafe content on the Internet, simply and effectively. Settings can be managed from anywhere, on any device, including tablets and smartphones, for any location small or large, including small and mid-size businesses, airports, entertainment venues, theme parks, shopping malls, train stations, smart cities, municipalities, government organizations, and more. Delivered as a seamless part of a provider's Internet service, it is easy for providers and their subscribers to manage, yet provides comprehensive control and protection for all Internet-connected devices.

## Cloud deployment options allow for rapid time to market

With Secure Public Wi-Fi, providers can leverage their existing network infrastructure or host the solution in the Akamai cloud. Since it is a white-label solution, providers control the branding and own the data so they can develop deeper and more profitable relationships with their business customers while providing valuable Internet protection.

## KEY FEATURES

- Quick and easy to launch, with multiple deployment options for providers.
- Blocks inappropriate content for guest Internet users.
- Allows businesses to customize which pages are blocked to reflect the host's brand and values.
- Allows traffic optimization from bandwidth-consuming services like videos and file sharing.
- Organizations can enable safe search on Google or YouTube to ensure inappropriate content is filtered.
- Protects guests from malware, ransomware, and other malicious content.



## Preserve the brand reputation of your business customers

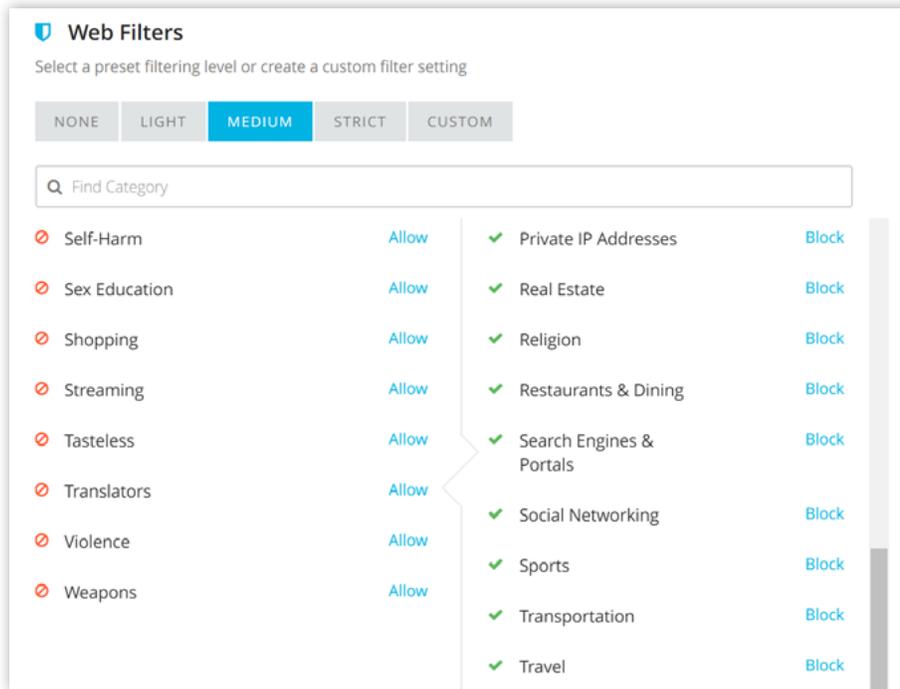
Guest or public Wi-Fi is a must-have for many businesses, but it comes with responsibility and risks. As guests use Internet services, the last thing businesses want is for them to be exposed to inappropriate or illegal content, which can impact an organization's reputation, revenue, and likelihood of customers returning.

With Secure Public Wi-Fi, any user attempting to access restricted websites will be shown a blocked page notification that businesses can brand and message as they see fit.

## Easily and quickly tweak content filter settings

Businesses are firmly in control of content that can be accessed via the Internet. With Secure Public Wi-Fi, those providing Wi-Fi services can select from light, medium, or strict content filtering, block specific categories, and even select specific sites to block and allow. An easy-to-use interface contains pre-populated content categories that can be blocked, such as social media, gambling, pornography, and streaming services. Businesses use set-and-forget time-based controls to filter

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*Businesses can select categories to block that reflect their preferences and brand identity.*

content and restrict access. Akamai maintains one of the world's most accurate and extensive URL databases for filtering, with millions of categorized domains. Pre-populated categories are continually updated to ensure emerging sites are appropriately categorized and automatically blocked.

## Give business guests an optimized web browsing experience

Businesses can rest assured their guests are safe from objectionable and illegal content with Secure Public Wi-Fi. Content settings can be tweaked at any time for any demographic. For example, more rigid content filters can be set for children, while looser content restrictions can be applied for adults. With options to block streaming and file sharing sites, businesses can also minimize bandwidth issues and allow more of their customers to connect.

## Protects businesses and guests from malicious content

Security is paramount for any business, and Secure Public Wi-Fi can defend users against security threats while providing safe and non-disruptive service. From simple content filtering and Internet-off time to multi-layered, defense-in-depth features that protect from a broad range of the latest malicious Internet threats including ransomware, botnets, phishing, and zero-day malware attacks, Secure Public Wi-Fi keeps the business Internet service safe for guests. Businesses receive both brand protection and assurance that guests have the best web-surfing experience possible.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with more than 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, online retail leaders, media and entertainment providers, and government organizations trust Akamai, please visit [www.akamai.com](http://www.akamai.com), [blogs.akamai.com](http://blogs.akamai.com), or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at [www.akamai.com/locations](http://www.akamai.com/locations), or call 877-425-2624. Published 04/18.