# Secure Internet Access

## Consumer security service for broadband ISPs

Akamai Secure Internet Access for consumer markets protects households from online threats, including phishing, ransomware, viruses, and all types of malware, to shield them from identity and financial theft. Network-level technology enables online content filtering and usage monitoring that is precise and powerful, yet simple to use. Service providers can build trust and inspire loyalty by providing advanced cyberthreat protection for subscribers on all service provider networks, including fixed-line, mobile, and Wi-Fi hotspots.

## Quickly offer cloud-based protection backed by data science

Traditional client-based security products are offered by almost every service provider — but most have significant limitations such as long download times, an inability to protect all household devices, and lack of protection against fast-changing threats — resulting in low adoption.

Secure Internet Access for consumer markets offers features that subscribers desire in a solution that is simple for providers to deploy because it leverages a core networking asset — the DNS — and is easily integrated into a service provider's infrastructure. It's backed by the Akamai data science team, who analyze 100 billion DNS queries every day to neutralize threats and stream threat intelligence faster than most security solutions on the market.

## Provide unparalleled, proactive, 24/7 cyberthreat protection

By protecting every household member from unwanted and inappropriate content on all networks and every internet-connected device — including laptops, smartphones, tablets, DVRs, game consoles, and TVs — providers can increase brand loyalty and increase revenue. Providers can offer it as a free add-on for valued customers or package it as a safety bundle with parental controls.

### BENEFITS TO YOUR BUSINESS

- Delivers fast time to market while reducing total cost of ownership
- Analyzes 100 billion DNS queries daily to avert cyberthreats
- Protects all connected devices across networks including fixed, mobile, and Wi-Fi hotspots
- Enables "one-click" protection without client software
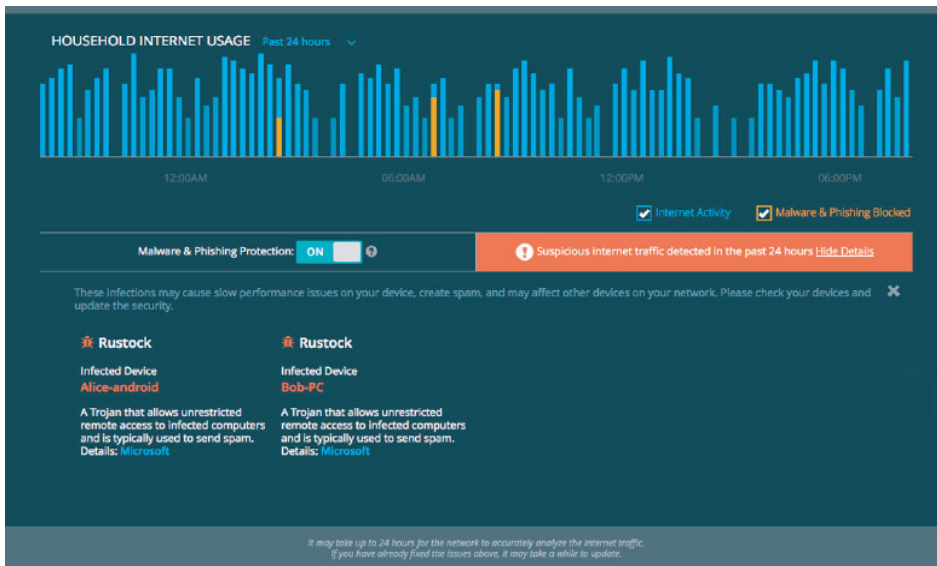- Allows content filtering for each member of the household
- Helps parents manage screen time with homework and bedtime settings
- Provides details via a live dashboard on all blocked malware, internet usage, and infected devices
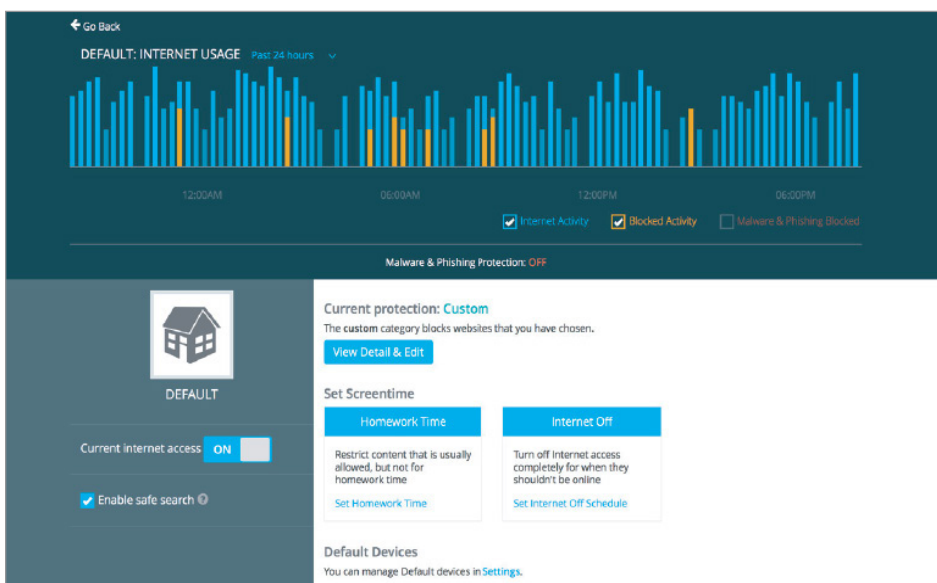
Cyberthreats continue to evolve, negatively impacting more and more subscribers. Threats like ransomware, which encrypts a subscriber's files and holds them for ransom, can inflict millions of dollars in damages. Secure Internet Access for consumer markets protects subscribers proactively, before an infection occurs, by blocking malicious sites, including sites used for phishing. In the event of an infection, it can prevent further damage by blocking command and control server communications used by botnets. When such malicious sites are suspected, subscribers are directed to a provider-branded landing page with a description of why the website was blocked.

## Device detection eases configuration woes

The solution automatically detects devices as they enter the network to save time and avoid configuration hassles. A simple registration process (involving a 4-digit access code) ensures that there are no conflicts between two similar devices. These key features, along with a simple-yet-powerful user interface, result in high adoption and high satisfaction ratings.

Secure Internet Access for consumer markets is a highly scalable solution that can support millions of subscribers and their devices. APIs allow integration with CRM or other systems and enable easy implementation while eliminating the need for device/client-level software installation, configuration, and maintenance by subscribers. A white-label solution, it can be customized to reflect your unique brand.

Secure Internet Access for consumer markets has a real-time, customizable subscriber dashboard with threat information so subscribers understand the value of protection.

**To learn more about Secure Internet Access for ISPs, visit akamai.com**