

A comparison between Wow Filter and Open DNS

Wow Filter is the fastest growing web content filtering and security program on the internet. What began as a free resource for K-12 Educational institutions and libraries quickly grew to become one of the most trusted names in internet security, and the best part is that the fundamentals are still the same – Wow Filter is still available for free to most users, and it has only grown better and more robust over the years.

However, we understand that as the end user, you will need to compare Wow Filter with some of the other available popular web content filtering systems before you take a final decision. To make that process easy, here is a comparison between Wow Filter and Open DNS – which is one of the internet’s most widely used web content filtering program. Most of the information here has been taken directly from the Open DNS website and its White Papers; so it has to be true!

Feature	Open DNS	Wow Filter
Web Filtering	Done only in cloud through Open DNS servers. No filtering box. As all requests are processed at Open DNS Servers, and latency is unavoidable.	Done Locally in an enclosed managed Secured Plug n' Play Box, and to speed up the filtering process, a filtering box is installed at the client end, with auto-update capabilities. The cache maintained in the box speeds up filtering and renders web requests at blazing speeds. Since 99% of all requests are processed at box level, there is no loss of speed or network latency.
Configuration	Difficult to master the configuration process. Needs a system administrator to run the deluxe and enterprise editions.	Comes equipped with a Plug and Play box which can be connected by even a novice user. The admin panel is very user-friendly and can be mastered in a few minutes. Most companies using Wow Filter don't even have a system admin in place.
Customization	Since it runs in the cloud, customizing the solution – by adding and deleting domains or groups of domains is quite difficult.	Entirely Customizable. Changing the filtering parameters is a breeze and can be applied to multiple groups in just a few minutes.
Intelligent Filter	Either a full set of applications are blocked or they are all let go. No intelligent filtering. In organizations,	Filters intelligently. You can choose to enable image search, but block nude imagery. The intelligent engine identifies such images and does not



	<p>that could prove to be a major problem.</p> <p>Open DNS only filters at URL Level.</p>	<p>display them. Same with videos and other applications also.</p> <p>Wow Filter blocks at content level. That enables certain pages of a URL to be blocked and some useful ones to be allowed through, and vice versa. The page analysis is done in real time, and the results are rendered instantly as most requests are processed at user box level.</p>
Speed	<p>Many experts (including those at PC World Magazine and CNET) opine that there is no perceptible speed change as advertised. While speed may increase for home users, anyway offices use dedicated proxies, making Open DNS proxies redundant.</p>	<p>All filtering is done in the box provided to each customer, and there is zero transaction speed loss. The regular speed of your internet connection is automatically boosted because Wow Filter blocks unnecessary add-ons from loading. Also, all bandwidth runs through Wow Filter proxies, lowering the strain on your proxy servers, thereby further enhancing rendering speed.</p>
Application Filtering and Proxy Bypass	<p>No Application Filtering – except in the enterprise version.</p> <p>Anonymous proxies can filter through DNS servers, allowing for unrestricted access to users who know how to.</p>	<p>Even the free version is capable of filtering out applications like P2P, Instant Messengers, and others. The premium version comes with enhanced capabilities.</p> <p>Nothing can get past Wow Filter’s proxies. No anonymous proxies, no external applications, nothing. Even the most advanced computer user has to adhere to the restrictions you set in place using Wow Filter.</p>
Website Blocking and User group management	<p>Blocks Generically. You either block out an entire genre of websites or allow them all. Ok for homes, but organizations will need customized white listing, which is not available. Multiple user group creation and management not possible in basic</p>	<p>Control is completely at the user’s end. You can create any number of user groups and decide which genres of websites to allow for each of them. Additional websites can be white-listed or black-listed separately for each group as required. Multiple User group</p>



	versions.	creation and management is one of the key features and can be done by a basic computer user.
Reporting Features	Limited capabilities. Basic reporting only. Only the enterprise edition allows for customized reporting. No changes permissible in the reporting columns, severely limiting efficiency of your organization's computer administrator.	Enhanced Reporting Suite, completely customizable. Reports can be generated on a wide variety of parameters and can be remotely delivered to a defined email account, or even uploaded onto an FTP server.
Pricing	Free version is ok for homes. Deluxe Version starts at \$ 5 per user per year Enterprise version starts at \$ 2000 per year.	Free version is truly the optimal solution for small & large Businesses, Libraries, Schools, and School Districts, and K-12 Educational institutions. Wow Filter has free web filtering and Premium Web Filtering. Both Options are fully managed, and comes fully equipped with all features and customization. You don't need a paid web content filter any more!
Management	You are in-charge of managing your DNS settings and filtering. From setting up to monitoring, everything is handled by the end user only.	Wow Filter is Fully Managed and controlled remotely via your box by Wow global infrastructure center Any issues, trouble shooting, and full monitoring is done by dedicated Wow Filter web team.

Final Verdict –

While Open DNS is undoubtedly good, it is not 100% safe, and can easily be bypassed by savvy users – even kids! Open DNS is mostly suited for homes wanting to restrict the content their kids can view. For offices, schools, and organizations which need a greater level of control, customization, and ease of operation, Wow Filter wins hands down. Another factor is the pricing, which is a major cause for concern for small and medium organizations. Wow Filter comes fully featured in the free version with no limitations or restrictions!

The only Premium difference is the limited ad display. Even at the Premium level WOW offer superior filtering beating the cost of any other Filter provider such as Open DNS.



Also, since all web content requests pass through Wow Filter's Free Boxes at the Customer location, there is a substantial saving on the bandwidth costs for your organization, while receiving optimal performance with managed filtering – without any hardware purchase or changes to your network.

The decision is clear, isn't it?

