

Wow Filter – Understanding your cost of ownership

Web Filtering solutions are among the most necessary add-ons to any organization with multiple internet users – be it an IT firm, a Manufacturing organization, an Educational Institution, or a Non-Profit charity. Wherever there are multiple internet users – whether within a single office, or spread over the world – there is need for web filtering. Not only is web filtering necessary to ensure that the internet of your organization is not misused, but it is also necessary to increase your workforce productivity – by eliminating various slots of unproductive time owing to unfiltered internet.

Before you choose to go in for a web filtering solution, it is necessary that you understand the different solutions available in the market and the cost of ownership each will come to you for. Cost of Ownership does not just mean the start up cost. For instance, there could be a solution which is totally free, but each month they could charge you a bomb just to manage your network. At the end of the year, you will end up paying much more than a flat up-front fee provider. There are two kinds of solutions for web content filtering

- Those which are software based, and
- Those which are appliance based and the computing is all done in the cloud.

Software based web content filtering solutions came first. But people quickly realized that these had a set of liabilities. The most troublesome of those was to have multiple hardware components and make sure that all systems met the specifications set in place by the software. This led to a high ancillary cost for the companies, and since most organizations using web filtering solutions are small and medium business enterprises, it affected their IT budgets big time. Most companies work with small IT budgets, and any major hardware changes could throw everything awry.

Wow Filter is a state of the art web content filtering system, which works entirely on our resources. The most unique feature of Wow Filter – which is a world-wide first – is the free filtering box we offer you. This adds more power to the already industry-leading Wow Filter, and ensures that every internet data request made from your organization passes through our fully secure network. In addition to this, Wow Filter offers you the industry's lowest cost of ownership. Here is why –

- No Flat Fees

Having a flat fee will make a solution not suitable for all kinds of businesses. A small business with a few dozen users having to pay the same fees as an organization with a thousand computers will make the cost of ownership for the smaller organization very heavy! Wow Filter has a flexible fee structure, and that includes tier discounts on bandwidth costs. If you have a lot of users in your firm, you would be spending thousands of dollars a year just on bandwidth cost, and at a fee of just \$ 3 per user per year, you could use Wow Filter and save entirely on those bandwidth charges! And that is for the premium account. The same standard of filtering can be had for free with the Free Wow Filter account also.

- Plug and Play Software

Wow Filter is the only firm in the field of web filtering solutions that offers a free filter box. This box comes loaded with all necessary software and modules needed to install Wow Filter onto your network, and this is entirely Plug and



Play. You don't even need a system admin to add Wow Filter to your network! If needed, we will provide you with a technician to help you install Wow Filter on your organization's computers. The network box we provide also has the necessary modules for detailed reporting. So there is zero software cost you need to incur while installing Wow Filter to your network.

All the filtering technology and hardware is owned and installed by Wow Filter, and that means you don't have to pay third party manufacturers like Cisco or others. This also enables Wow Filter to give its customers optimal State of the Art filtering at the lowest cost possible.

The technology runs on an extremely reliable Linux Architecture, which offers an unmatched filtering experience.

- Lowest cost of ownership

We've configured our web filtering solution in such a way that it automatically updates each time we add something new to our program – which happens quite often. The network box we install automatically downloads and installs software updates and patches as and when needed, and all of that is included in the basic cost of ownership. Once you install Wow Filter to your organization, we will never ask you to pay for an upgrade. All our upgrades come free, and that gives Wow Filter the lowest cost of ownership in the market today.

Wow Filter's advanced technology system watches over the box 24/7/365 and resolves issues as soon as they creep in. This keeps the performance of the box at an optimum level – always.

- Unmatched protection

Another major factor in a lower cost of ownership is the very robust protection we offer at Wow Filter, coupled with award-winning spyware and anti-virus software. Your Wow Filter is not just a web content filtering system. It is also a top-notch Fully Managed Plug n Play Mini firewall/Proxy/Filter Box with optional anti-virus, anti-spyware, and your personal reporting tool, in addition to being much more. Our filter is so strong that over 99.9% of all daily web requests received automatically are categorized into one of our pre-existing databases. We provide State of the Art Real-Time content filtering that is optimized to fully protect your company or school users! In addition to all this, Wow Filter also comes with 24/7 Phone Support.

While the free Wow Filter comes with email support during working hours, all our premium customers can just pick up the phone and call our team anytime – 24/7. All calls are handled by qualified technicians and we promise you that you won't need to stay on line long to reach our people!

All these reasons together ensure that Wow Filter comes with the lowest cost of ownership among all web content filtering programs available today. There are several hundred organizations, schools, and businesses that depend on Wow Filter for their web content filtering needs and you can join them for free.

Wow Filter is a privately held company based out of California in USA, and you can reach us on +818.436.9571

