

A large, stylized red footprint graphic that forms a large 'G' shape, with smaller red footprints scattered around it, including one above the 'G' and one to the right of the main 'G'.

# **Gargoyle Gatekeeper**

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*A SoftAlley, Inc. Production*

## **Best Off-the-Shelf Web Based Parental Control System**



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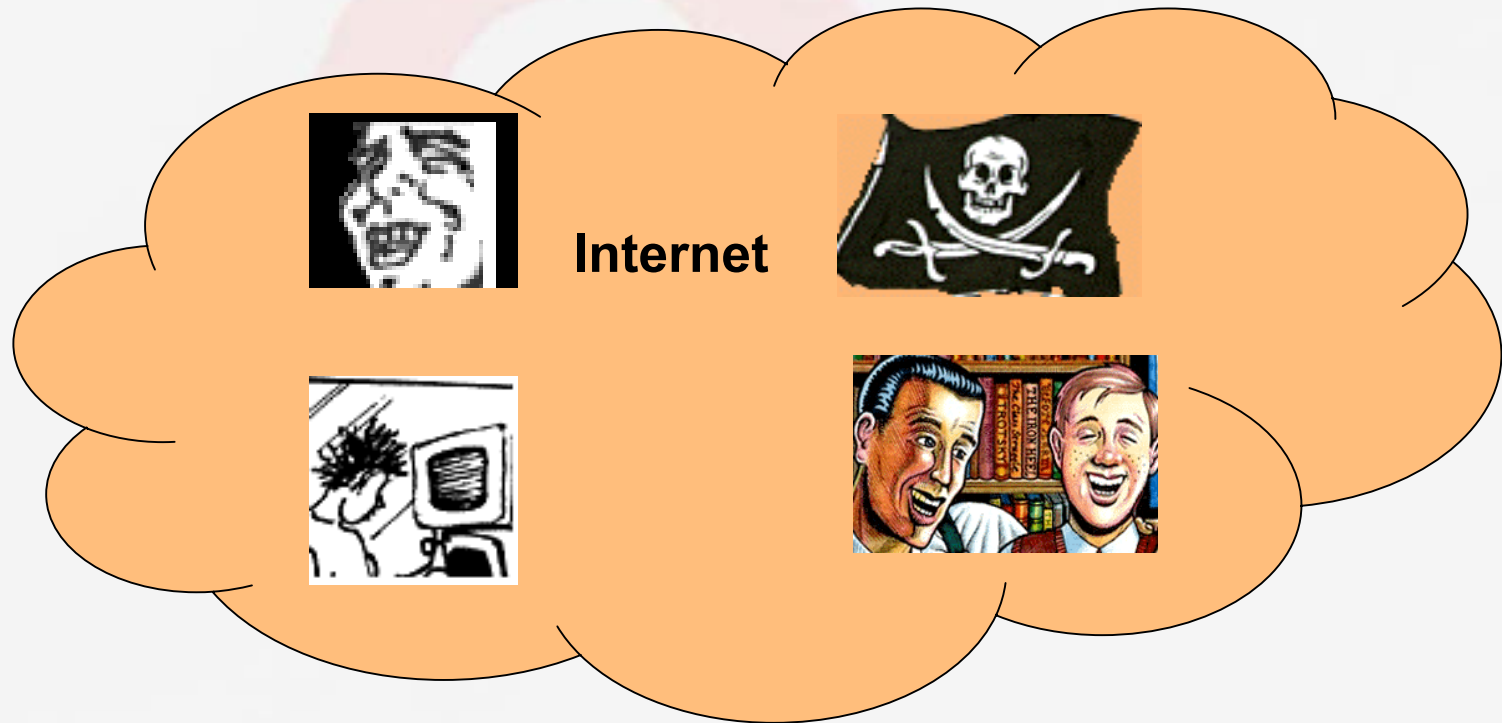


# How to Protect Children on Cyber Space

- **Internet Access is Unsafe for Children**
- **How to Provide Secure Internet Access With Its Lack of:**
  - Privacy
  - Control
  - Security



# How to Protect Children on Cyber Space



# Major Threats to Children's Safety

- **Inappropriate Content for Minors:**
  - Unregulated Online Services
  - Violence
  - Pornographic Material
- **Criminal and Unethical Activities**
  - Intruders
  - Eavesdroppers
  - Sexual Predators
  - Information Crawlers
  - Marketers



# Internet Use and Crime Rise Among Children

## Few links

- **Research Centers**

- University of New Hampshire's Crimes Against Children Research Center <http://www.unh.edu/ccrc/index.html>
- Online Victimization/Youth Internet Safety Study <http://www.unh.edu/ccrc/Youth Internet info page.html>

- **Government Offices**

- Office for Victims of Crime <http://www.ojp.usdoj.gov/ovc/factshts/cevcjr.htm>

- **News Agencies**

- Surveys saw Internet popularity, Risks for Children <http://www.cnn.com/2000/US/06/08/kids.online.02/>





# Possible Solutions

- **Stop Internet Access**
  - Not possible any longer
  - Educational requirement
- **Minimize web usage**
  - Freedom issues
  - Not possible in Cyber Space
- **User access customization**



# Desired Access Customization

- **Depends on user groups**
  - Preferences
  - Age
- **Requires access filtering**
  - Request interception
  - Request rejection
- **Requires access monitoring**



# Product's Differentiations

- **Network security software product's**
  - Design
    - Content Based
    - Domain Based
  - Technology
  - Cost, include product, maintenance, and service
    - Low
    - Medium
    - High



# Filtering Technologies

## Design

- **Content Based filtering systems**
  - Not suitable for fine user customization
  - Not suitable for family control systems
  - Can not capture matured pictures
  - Blocks educational contents with rightful use of words in a constructive context
  - Painfully slow performance
  - Useless for diverse family members
  - Ineffective for many practical situations
  - Can not be used for children, who may be allowed only to use a few friendly domains



# Filtering Technologies (Cont.)

- **Domain Based filtering systems**

- Extremely suitable for fine user customization
- Extremely suitable for parental control systems
- High speed performance
- Can be used for extremely young to full adult access customization
  - Can be configured to block access to all the unfriendly domains (for young adults, or matured children)
  - Can be configured to allow access to a few friendly domains (for very young children)



# Filtering Technologies (Cont.)

## Table 1. Technology review

- Content based filtering
- Domain based customization



# Filtering Technologies (Cont.)

Filtering Mechanism	Technology Advantages	Technology Disadvantages
Content Based	<ul style="list-style-type: none"> <li>• Effective for content based search engines</li> </ul>	<ul style="list-style-type: none"> <li>• Sever-&gt; Require massive computer power</li> <li>• Server-&gt; Fail to capture or understand pictures, and sound</li> <li>• Sever-&gt; Rejects educational contents which contain certain words</li> </ul>
Domain Name Based	<ul style="list-style-type: none"> <li>• High speed performance</li> <li>• Effective in resource monitoring</li> <li>• Effective in resource blocking</li> </ul>	<ul style="list-style-type: none"> <li>• Minor-&gt; New domain names' updates.</li> </ul>

**Table 1. Technology Review**

# Other Web Filtering Technologies

## Industry

- **ISP Based Filtering services**
  - I.e., AOL
- **Portal Based Filtering Systems**
  - I.e., Yahoo
- **Home Computer Based Filtering Systems**
  - Fire walls
  - Expensive
  - require excessive resources (Hardware, Software, Maintenance)





# Other Web Filtering Technologies (Cont.)

## Table 2. Industry review

- Critical metrics
- Closer to be a Parental Control System



# Other Web Filtering Technologies (Cont.)

	Service-Based (I.e., AOL)	Portal-Based (I.e., Yahoo)	Hybrid User- and Service- Based (I.e., Surf Control)
User Privacy	Low	Low	Medium
External Dependencies	High •Only Functional When connected Through the Specified ISP	High •Only Functional on the Specified Portal	Medium •Depending on where the User Profiles are Located
User Access Monitoring	Low	Low	Medium

**Table 2. Industry Review**

# Other Web Filtering Technologies (Cont.)

	Service-Based (I.e., AOL)	Portal-Based (I.e., Yahoo)	Hybrid User- and Service- Based (I.e., Surf Control)
Cost	<b>High</b> <ul style="list-style-type: none"> <li>•Setup Fees</li> <li>•Monthly Fees</li> </ul>	<b>High</b> <ul style="list-style-type: none"> <li>•Setup Fees</li> <li>•Monthly Fees</li> </ul>	<b>Extremely High</b> <ul style="list-style-type: none"> <li>•Expensive High Powered Fire Walls</li> </ul>
Possible Service Interruption	<b>High</b> <ul style="list-style-type: none"> <li>•Unpaid Monthly Balances</li> </ul>	<b>High</b> <ul style="list-style-type: none"> <li>•Unpaid Monthly Balances</li> </ul>	<b>Medium</b>

**Table 2. Industry Review (Cont.)**

# Other Web Filtering Technologies (Cont.)

	Service-Based (i.e., AOL)	Portal-Based (i.e., Yahoo)	Hybrid User- and Service-Based (i.e., Surf Control)
System Integration and Maintenance	Medium	Medium	Medium-High •High Powered Expensive Fire Walls
Location Transparency	High	High	Low
User Friendly	Low	Low	Low
Account Customization	Low-Medium	Low	Low

**Table 2. Industry Review (Cont.)**

# Moving Beyond Filtering Systems

## Parental Control Systems

- **Requirements**

- Maintain unlimited user accounts
- Provide user customization
- Enable parental control
- Protect user identity, and information privacy
- Available at low cost
- 24X7 Available in every environment



# Moving Beyond Filtering Systems (Cont.)

- Support all browsers
- Support all kinds of Internet connections such as
  - Modem
    - Low speed ISP's (I.e., AOL)
    - High speed DSL (I.e., directTV)
  - Cable (I.e., Road Runner)
  - Direct LAN (I.e., T1, T3 dedicated lines)
- User friendly
- Available long term customer support
- **Enhancements**
  - Powerful user monitoring tools



# Current Available Systems

## Figure 1A. Exposing families to risks

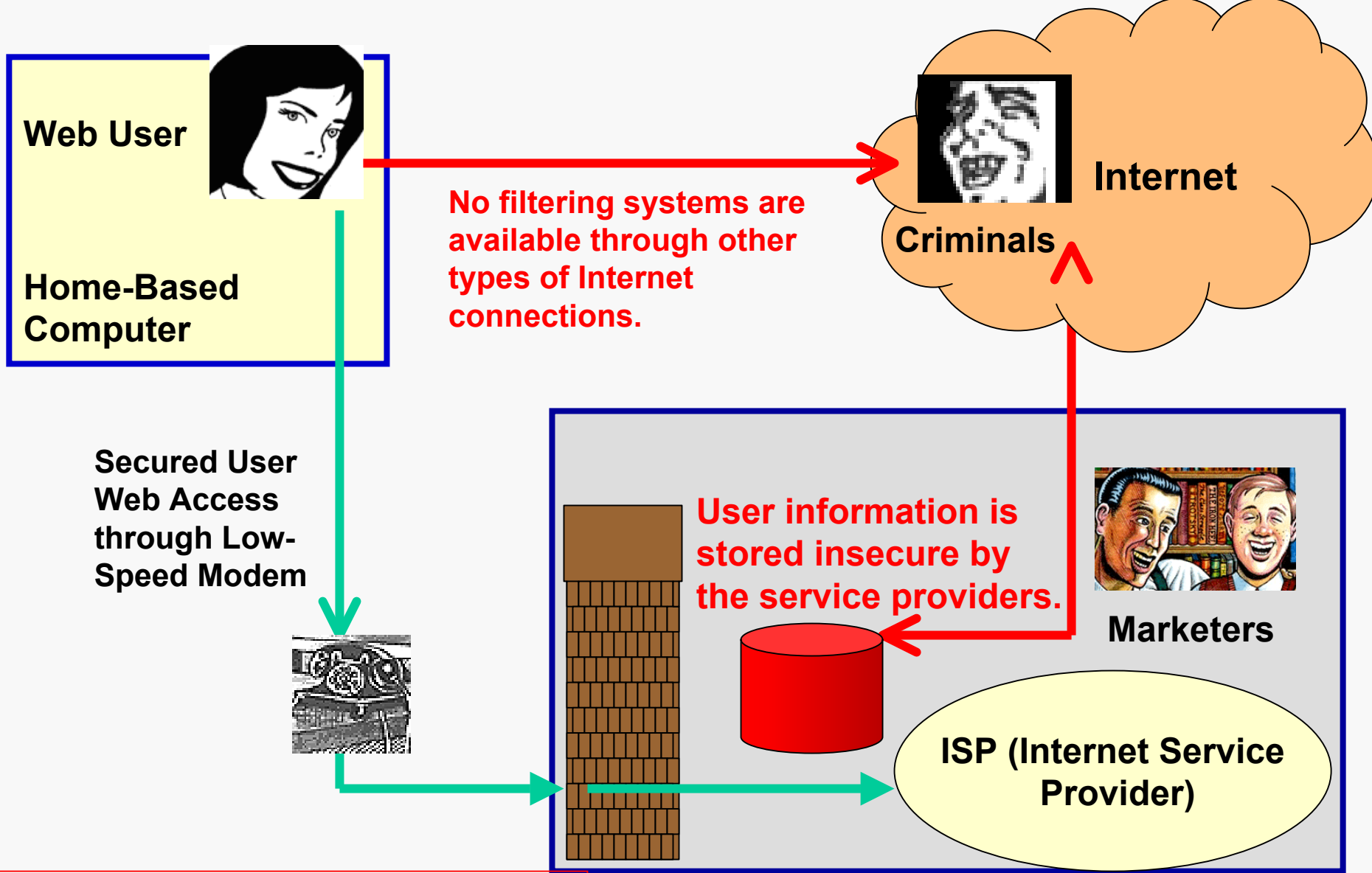
- **Limited securities**

- The user information are located at the ISP's insecure locations.
- User Information may be lost, exposed, or abused by marketers, porn industries, or other businesses (Line 1).

- **Limited choices and alternatives**

- The users may have no security protection when using other browsers
- Limited available filtering systems through specific ISP
- The users may have no security protection when using other Internet connections (Line 2)





**Figure 1A. Limited choices and securities. Valuable user information is at risk and will be shared with other services.**

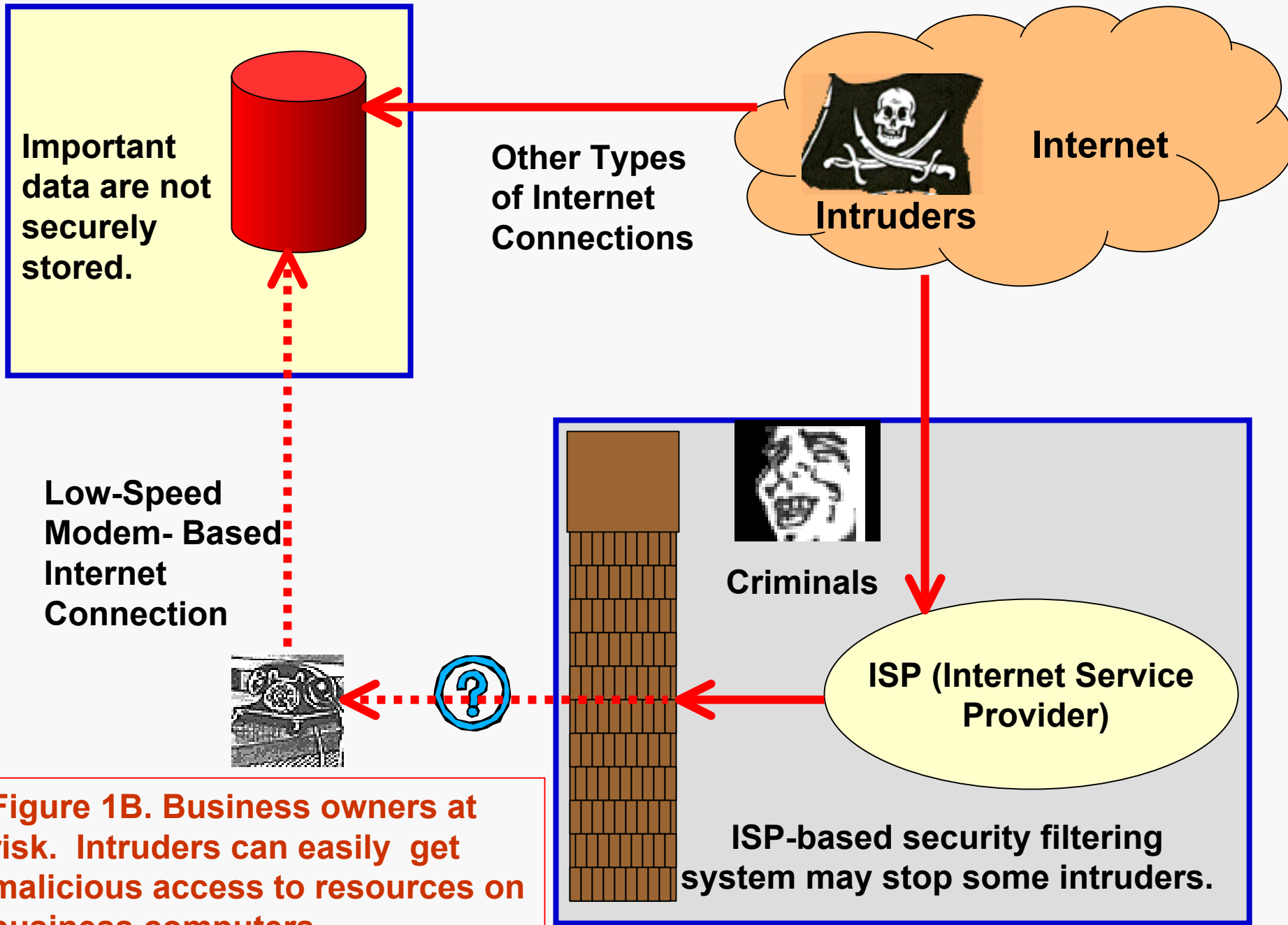


# Current Available Systems (Cont.)

## Figure 1B.

- **Restricting Business owners to expensive solutions**
  - The service providers, and their resources are not protected well by these security measures
  - The other alternatives are expensive fire walls





# Meet the Parents' Needs

Introducing  
**Gargoyle™ Gatekeeper**  
The newest Internet security system



Product Group  
[www.SoftAlley.com](http://www.SoftAlley.com)

# New Design

- Empower parents
- Protect user information
- Highly customizable
- Support unlimited users
- Provide powerful filtering system
- Provide powerful monitoring tools
- Easy to use
- Work with all browsers, and Internet services

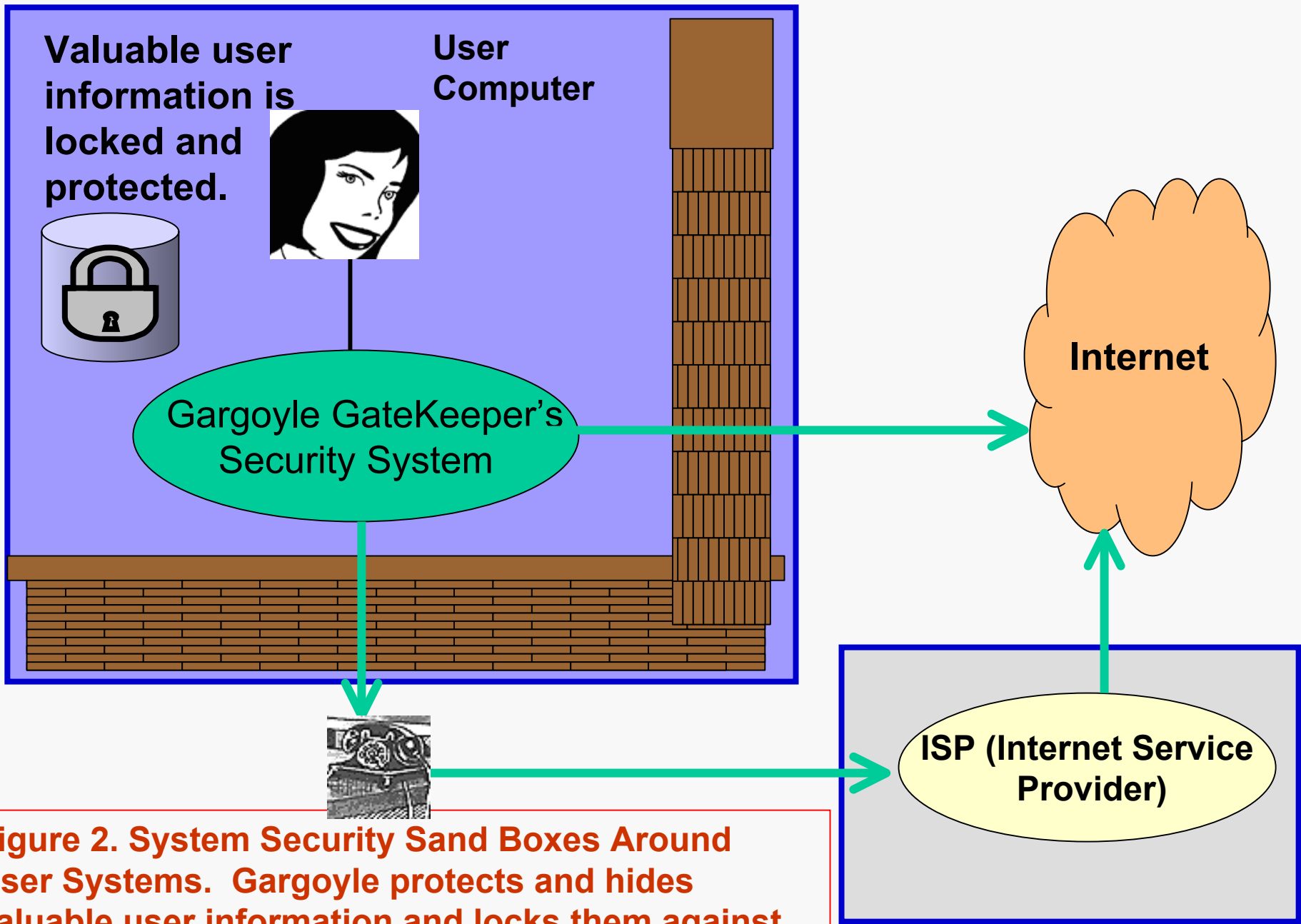


# Product Features

## Figure 2.

- **Gargoyle provides the security sand boxes on all web accesses.**
- **The user information is part of the Gargoyle security system.**
- **The Information is locked and protected against direct access from inside or outside.**
- **The filtering is available on any types of Internet services, or accesses.**



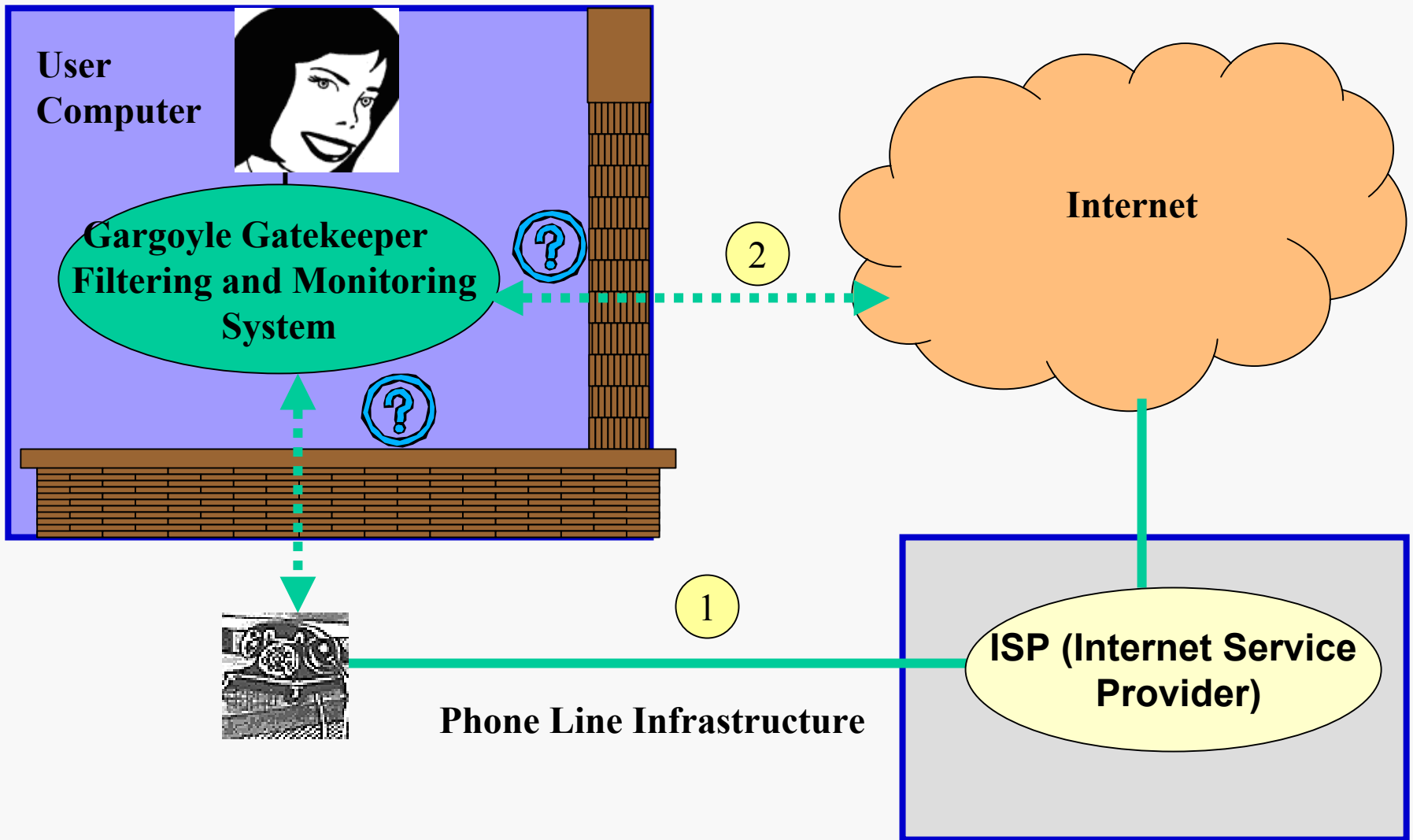


**Figure 2. System Security Sand Boxes Around User Systems. Gargoyle protects and hides valuable user information and locks them against Intruders.**

# Product Features (Cont.)

## Figure 3.

- **Gargoyle Gatekeeper is installed on User Computer**
- **It provides Powerful Filtering, and Monitoring System over**
  - Phone line (Line 1)
    - Low speed ISP's (I.e., AOL)
    - High speed modem based DSL
  - Cable (Line 2)
  - Direct LAN based Internet Access (Line 2).
- **The system is active on all types of Internet Connections.**



**Figure 3. Gargoyle Gatekeeper  
Intercepts all Web Access requests in  
both directions.**

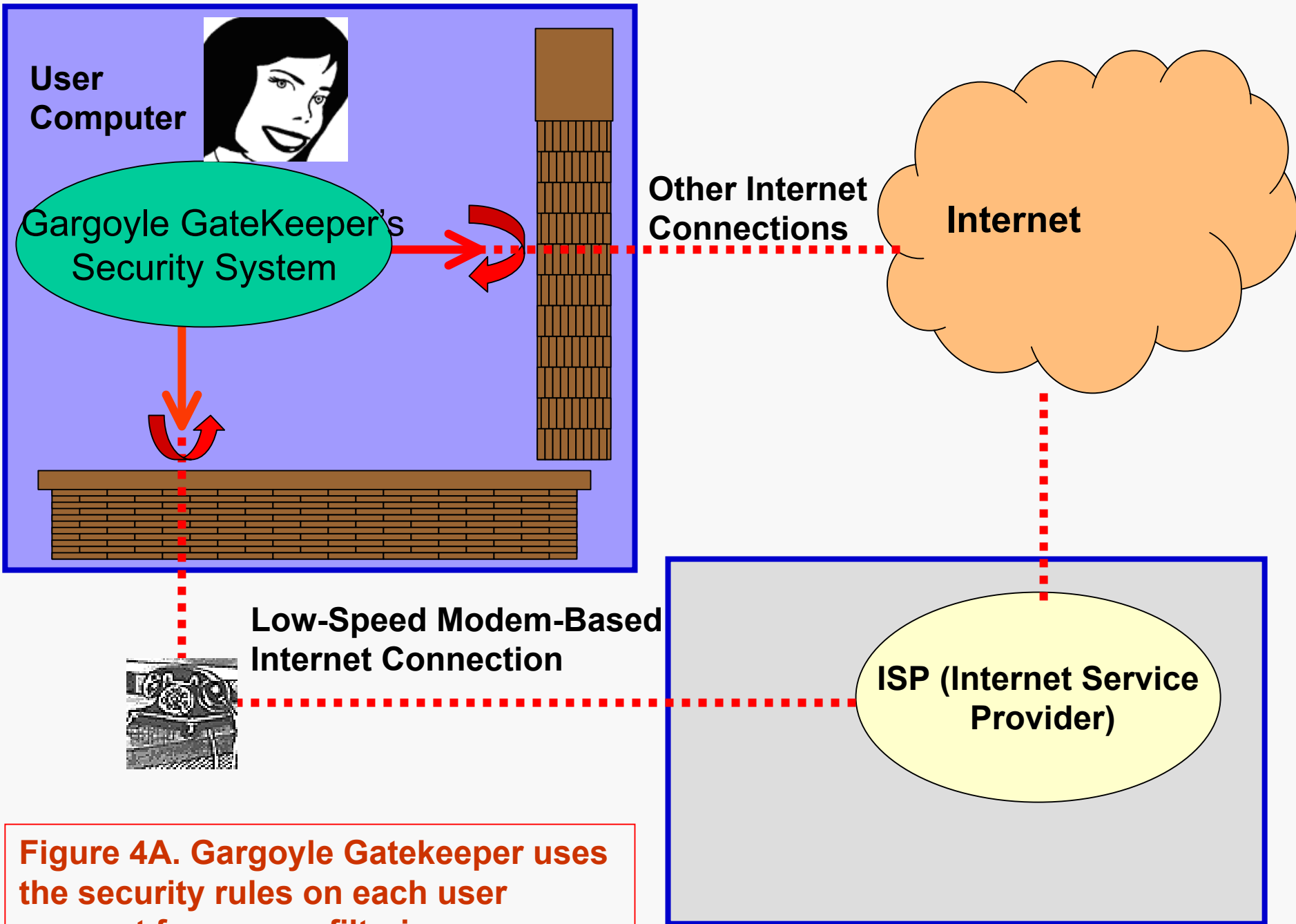


# Product Features (Cont.)

## Figure 4A.

- **Gargoyle Gatekeeper protects children against dangerous web sites**
- **It stops unapproved children's requests for unfriendly (forbidden) web sites**
- **These stopped requests will never be forwarded to the requested destinations**





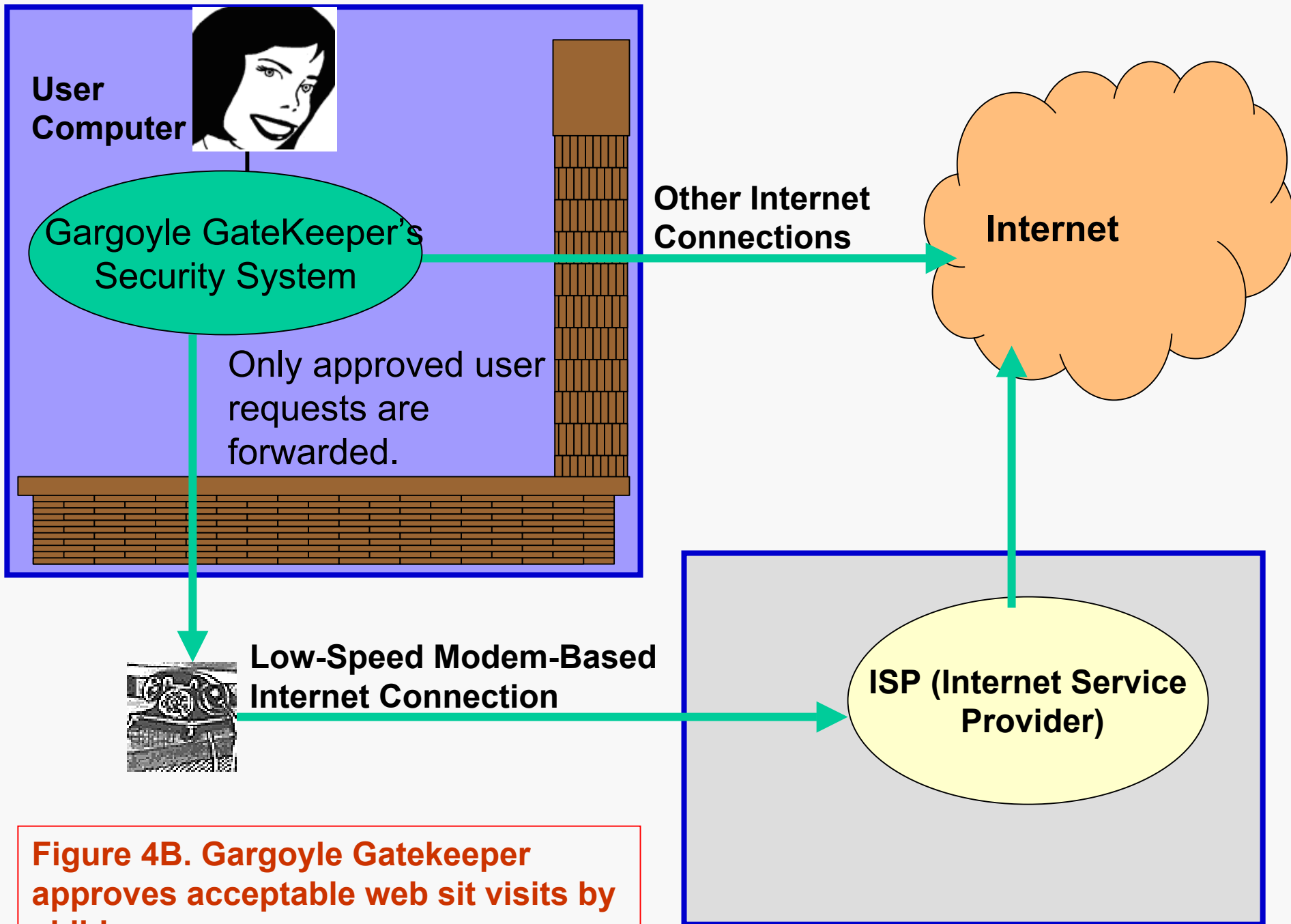
**Figure 4A. Gargoyle Gatekeeper uses the security rules on each user account for access filtering**

# Product Features (Cont.)

## Figure 4B.

- **Gargoyle Gatekeeper approves children's requests for the friendly web sites**
- **Gargoyle Gatekeeper uses customized security rules for the individual children or users**





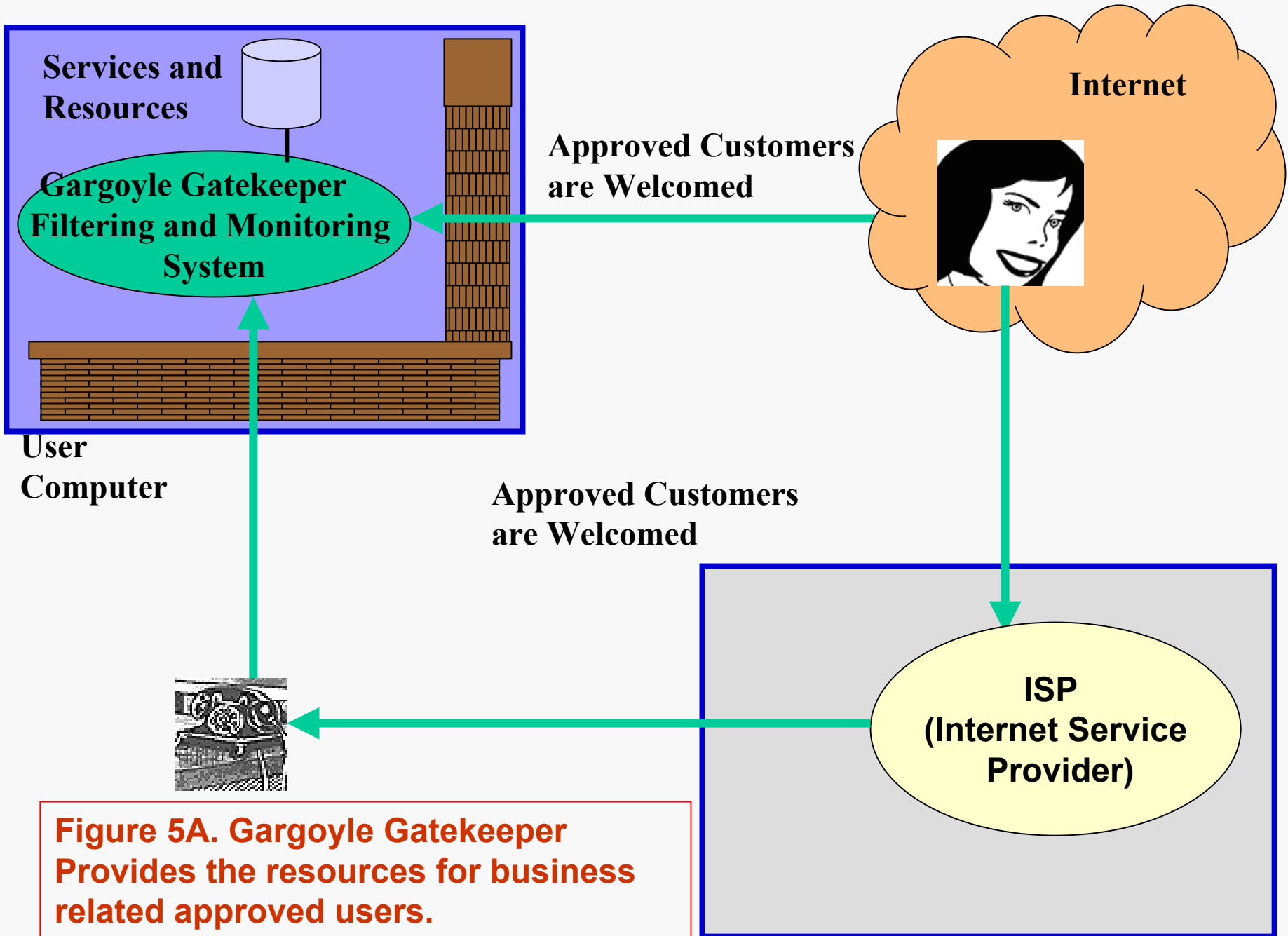
**Figure 4B. Gargoyle Gatekeeper approves acceptable web sit visits by children**

# Product Features (Cont.)

## Figure 5A.

- **Gargoyle Gatekeeper provides services for the approved customers**





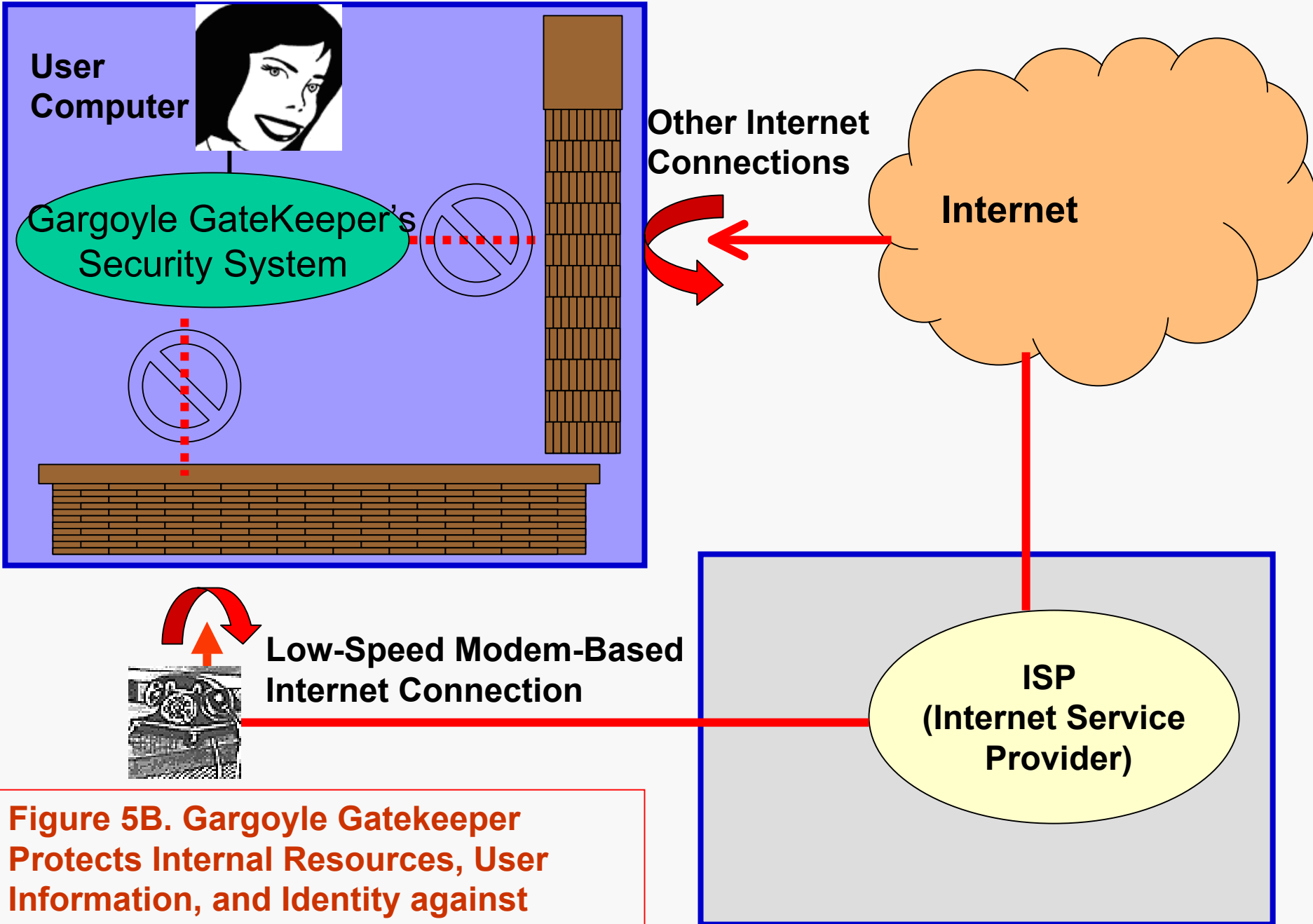
**Figure 5A. Gargoyle Gatekeeper Provides the resources for business related approved users.**

# Product Features (Cont.)

## Figure 5B.

- **Gargoyle Gatekeeper protects internal resources against outside threats**





**Figure 5B. Gargoyle Gatekeeper Protects Internal Resources, User Information, and Identity against outside Intruders.**

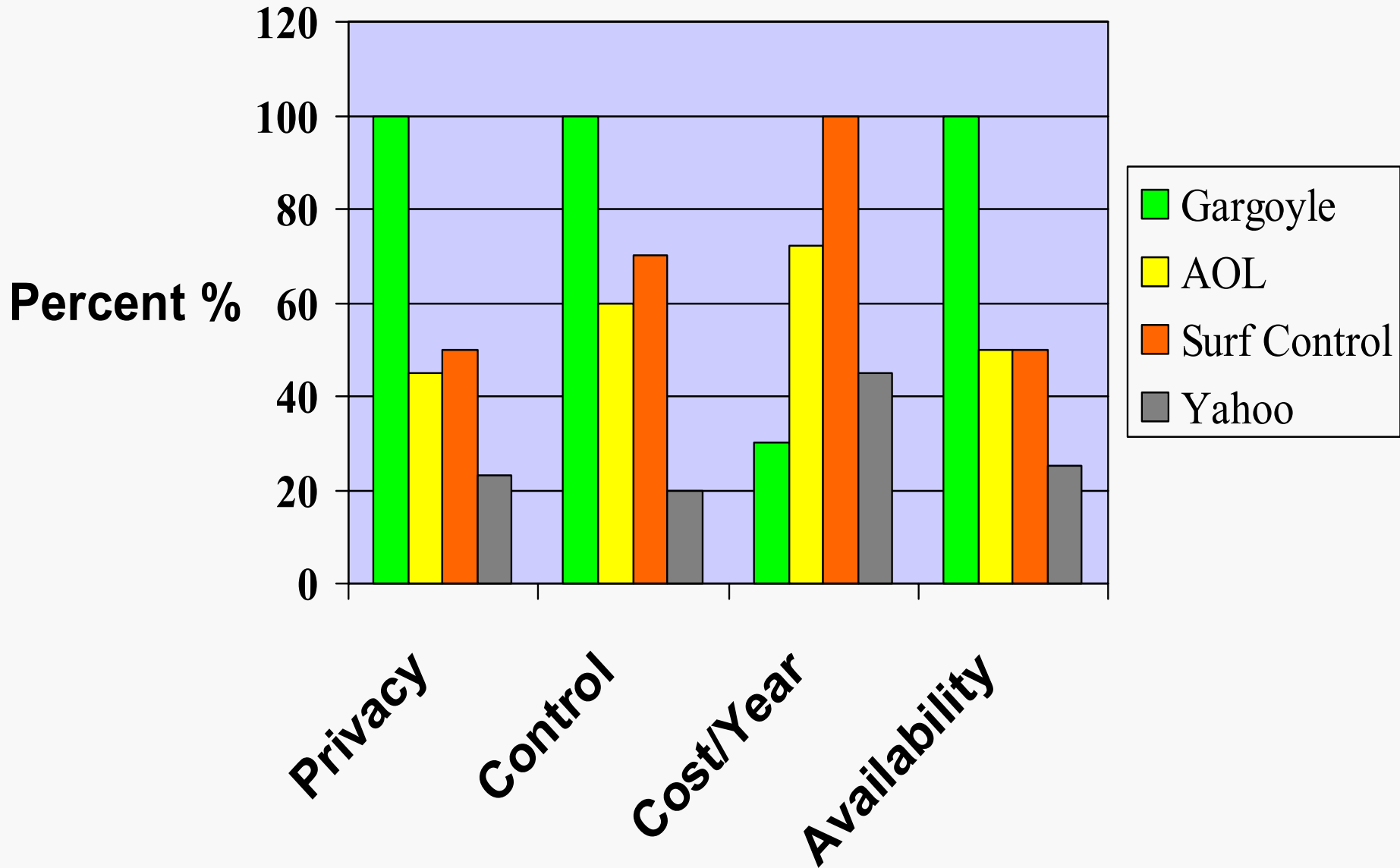


# Competitive Analysis

## Figure 6. Critical Selection Metrics

- **Privacy**
  - User information
  - User identity
- **Control, and effective customization**
  - Unlimited user accounts
  - User monitoring
  - Access filtering
- **Low Cost Plan**
  - License Fees
  - Setup Fees
  - Additional Monthly service charges
- **24X7 System availability**





**Figure 6. Products, and Solution Comparison**  
**Note: Cost Calculation is Based on a Two Years Period**

# Gargoyle's Strategic Advantages

- **Privacy**
  - Encrypted user information, and identity at the home computers
- **Customization**
  - Per user accounts
  - Per group
- **Control**
  - Unlimited user accounts
  - Individual user monitoring setup
  - Individual user filtering setup



# Gargoyle's Strategic Advantages (Cont.)

- **Cost**
  - One low cost payment plan
  - Requires no service fees
- **24X7 System availability**
  - Requires no changes to the current services
  - Supports all kinds of Internet connections
  - Supports all popular browsers
  - Users will never lose their protection



# Conclusion

- **Parental control**
  - Technology can not fully replace parental care, and control
  - Internet web access will always be unsafe for unprotected children
  - The best filtering tools can only be effective if they are used properly
- **The best choice for parental supervision system is ...**



# Conclusion (Cont.)

## The Best Choice is Gargoyle Gatekeeper

- **Provides**
  - Privacy
  - Control
  - Security
  - Monitoring
  - User access customization
- **Available 24X7**
- **Low cost**
- **Premium customer service**



**Product Group**  
[www.SoftAlley.com](http://www.SoftAlley.com)

# Appendix

## New Community Mission

- **New challenges In late summer of 1998**
- **To protect all our children on emerging Cyber Space**
- **To direct resources for such massive community needs**
- **New Product was introduced into the market by late Fall of 2001**
- **And, this is our team ...**



# Appendix (Cont.)

## Organization

- **Strong Technical Competencies**
- **Dedicated professional**
- **Extensive commercial**
- **Extensive academic experience**
- **Hard core researchers**
- **Dedicated volunteers**
- **Community Investment**
- **Provides Charities**





# Appendix (Cont.)

## Bio - President, and Founder

- **Ph.D., Knowledge Processing, and Process Automation**
- **MS., Computer Science, Design Automation**
- **MS., Distributed Systems, Network Security**
- **MS., Information Systems**
- **Years of researcher/instruction at Columbia U., NYU, UB, and etc.**
- **Many years of industry strength software development**



# Appendix (Cont.)

## Corporate Strategy

- To enable parents to fully supervise their children's education
- To make Cyber Space a safer place for young users, and businesses
- To empower on line communities
- To improve on line trading
- To improve eMarketing
- And, we are more than an organization ...



# Appendix (Cont.)

## Your Neighbors

- We provide financial assistance to children hospitals (20% of our net profits goes to charitable sources in poor countries)
- We provide educational grants to needy students
- And we partially finance, and supervise advanced research in many schools



# **Gargoyle Gatekeeper**

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*A SoftAlley, Inc. Production*

**The Best Web Based Parental  
Control System**

*[Buy It Now](#)*