



# Cisco mobile Service Exchange: Content Filtering and Control Solution

[www.cisco.com/go/mobile](http://www.cisco.com/go/mobile)

Cisco® offers a flexible, scalable, mobile content filtering and control solution as part of the Cisco mobile Service Exchange Framework (mSEF).

- When users request content, the request is intercepted and compared with a filtering database for that particular user, based on the user's preferences, parents, or employer. Requests for allowed content are fulfilled as usual, and requests for disallowed content are blocked or redirected to a server that indicates the request cannot be fulfilled. The solution provides great flexibility, allowing parents to prevent their children from accessing adult content at any time or employers to block access to non-business-related content during business hours.

### Business Benefits:

- Delivers unparalleled flexibility to categorize content and offer different types of content control for different subscribers
- Maximizes the profitability of second- and third-generation mobile packet infrastructures, 802.11 public WLAN hotspots, WiMAX 802.16, and dialup networks
- Allows mobile operators to increase service revenue through value-added filtering services

