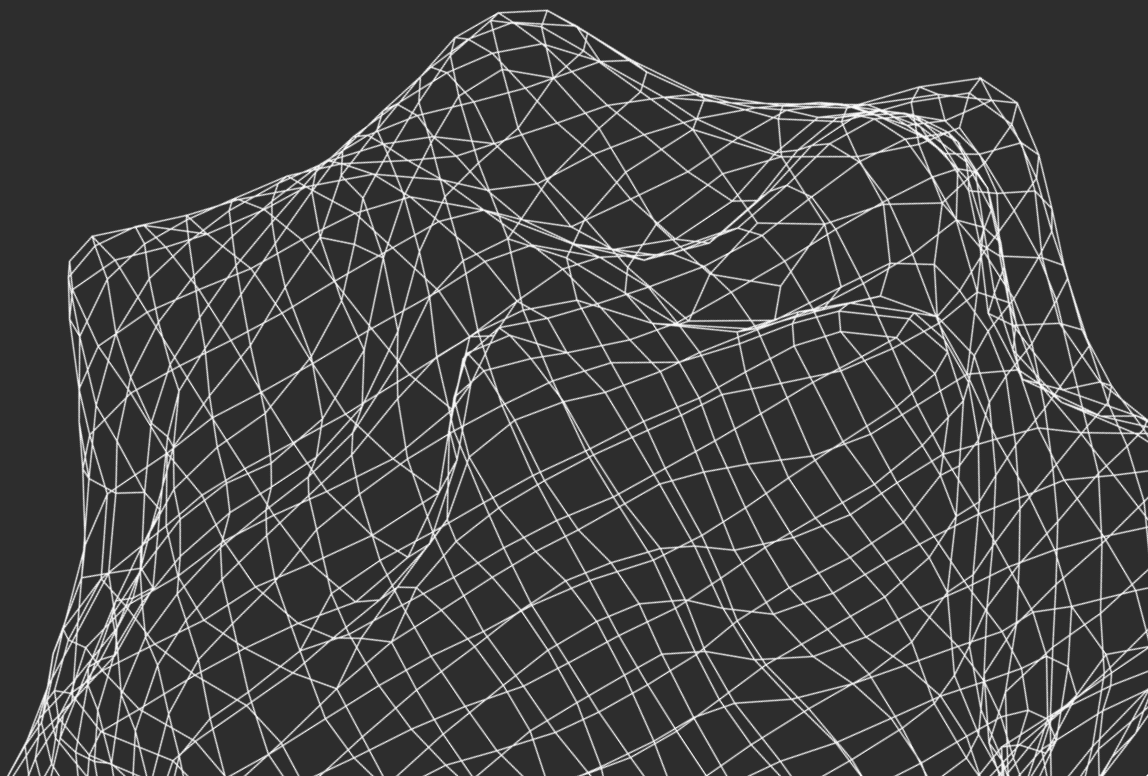((î)) SAFEDNS

Use case

Content Filtering Service for Router Firmware

((ᵢ)) SAFEDNS

Swedish Wi-Fi router manufacturer chose SafeDNS content filtering solution to add value to Wi-Fi routers for SOHO and home users.

Organization overview

Dovado develops Internet routers for fixed, wireless and mobile broadband. The company was founded in 2004 and has R&D and sales office in Kista, North of Stockholm, with corporate headquarters in Dubai Internet City.
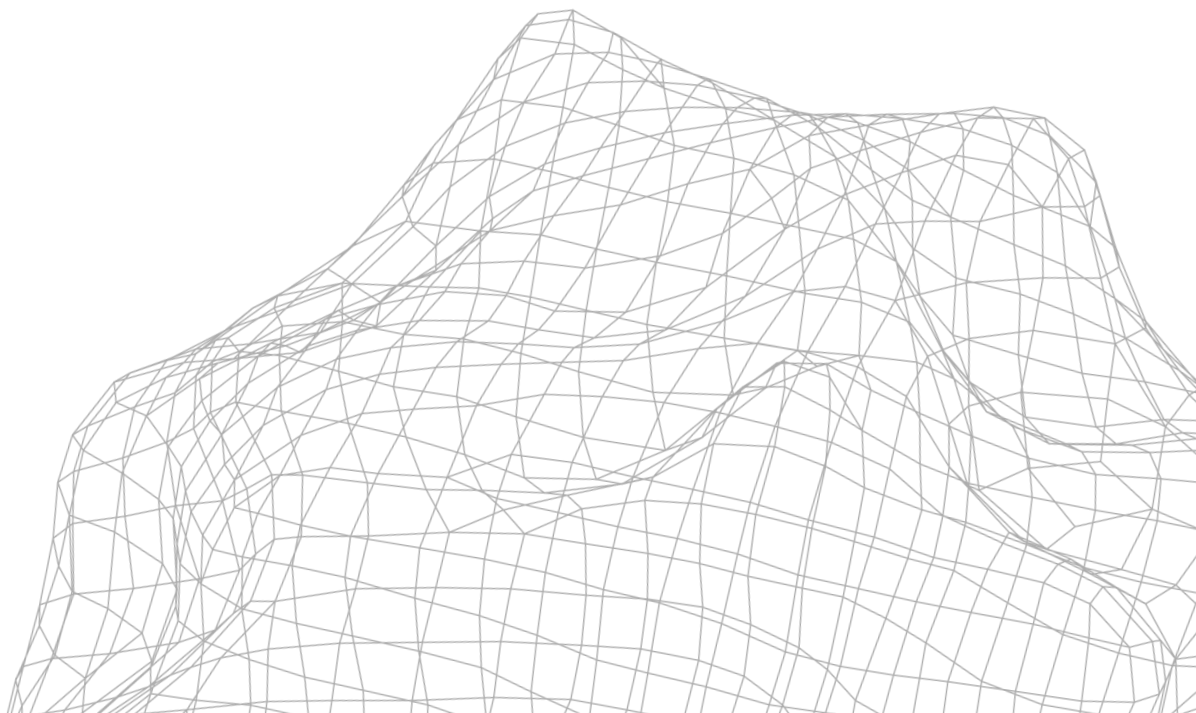
Location

Kista, Sweden

Challenge

To thrive in the SOHO and home user market, Dovado found it important to make its Wi-Fi routers stand out from the rest, manufactured by other network equipment vendors.

Solution

An integration-ready SafeDNS content filtering module for router firmware.

Impact

The integration of the filtering module added value to Dovado's networking equipment by expanding Wi-Fi router functionality.

Problem

Is there anything except reliable wireless connection that a Wi-Fi router manufacturer could offer consumers?

To thrive in the SOHO and home user market, Dovado found it important to make its Wi-Fi routers stand out from the rest, manufactured by other network equipment vendors. In this market, most ordinary non-tech savvy consumers saw little or no difference in Wi-Fi routers from different manufacturers from all over the world. Almost all of them claimed their hardware provided a superb, reliable connection. But was it all Wi-Fi routers could offer SOHO and home users?

As a far sighted vendor, Dovado knew a modern Wi-Fi router manufacturer could offer SOHO and home users much more than that. Dovado sought to add value to its networking hardware by improving cyber security for its users and increasing the number of Wi-Fi router features available to them, without investing many R&D resources into developing its own solution.

To achieve that, Dovado was looking for high-quality third-party OEM solutions. The manufacturer was ready to test such a solutions on condition that they required little time and effort for integration into Wi-Fi router firmware. In spring 2017, a Dovado rep came across a LinkedIn post by SafeDNS Business Development about a new SafeDNS product, an OEM content filtering module ready to be integrated into the router firmware based on OpenWRT/LEDE. The filtering module was needed to perfectly showcase what SafeDNS could provide Wi-Fi router vendors with.

Behind the short message in this LinkedIn post, there was a well-thought-out strategy of providing Wi-Fi router manufacturers with a simple yet comprehensive cyber security and web filtering solution to be easily integrated to improve the sorry state of security in the SOHO and home Wi-Fi router market and add value to the network equipment.

Solution

How the collaboration between SafeDNS and Dovado unfolded

The Swedish Wi-Fi router manufacturer immediately saw potential value the SafeDNS filtering module could bring Dovado and its Wi-Fi router users. The manufacturer pounced on the opportunity to learn all about this SafeDNS solution and benefits it provided.

SafeDNS Business Development described Dovado R&D what a comprehensive set of features the filtering module had and how Wi-Fi router users could benefit from these features.
The all-important functionality the SafeDNS solution provided was a granular multi-policy filtering for each device behind a router into a NATed environment. In a word, users of Dovado Wi-Fi routers could get the entire set of features users of the SafeDNS cloud filtering service enjoyed.

To try the filtering module, Dovado integrated it into its Wi-Fi router firmware without a hitch and soon got all the expected results. SafeDNS-enhanced routers could inspect both HTTP and HTTPS traffic, a feature unavailable in most routers with inbuilt site blocking option and parental control.

Dovado Team found it vital to enable Wi-Fi router users to block porn, adult-only and any other unwanted content, as responsible parents were always concerned for their children's online safety and for what sites their children accessed. With a SafeDNS-enhanced Wi-Fi router, it did not matter what internet-connected devices (PCs, Macs, iPhones, iPads, Android devices, game consoles, etc.) children went on the internet from, as any and all devices behind the Wi-Fi router were reliably protected against dangerous and unwanted sites.

The manufacturer appreciated that SafeDNS could improve overall internet security of Wi-Fi router users by enabling them to filter out botnets, malicious and phishing resources.

The protection is also on for smart home/IoT devices behind such a Wi-Fi router such as smart bulbs, refrigerators, thermostats etc., against virus and malware propagating resources.

The network-wide ad blocking feature proved to be quite enticing, too, as ubiquitous online ads annoyed and distracted web users. Worse still, such ads were often used by internet criminals to distribute malicious payloads.

SOHO users of Dovado Wi-Fi routers could greatly benefit from a SafeDNS solution by filtering out irrelevant, non work-related sites to save money and work time. An opportunity to create and enforce any necessary internet usage policies helped prevent issues with web access management and control.

Availability of internet usage stats per filtering policy met the demand of Wi-Fi router users to always be in the know about who did what on the internet.

Inspired by the test results of the SafeDNS solution, Dovado prepared a new version of router firmware with SafeDNS integrated into it for its PRO AC model of Wi-Fi routers by the spring of 2018.

The manufacturer added information about SafeDNS web filtering into the router management interface. Besides, Dovado made activation of the filtering in the interface very easy for its users. They had to just enter their SafeDNS credentials to activate the filtering in their Dovado Wi-Fi router. If they had none, they could easily register with SafeDNS on the company's site. With that, everything was set for a SafeDNS enhanced Wi-Fi router launch.

Result

Happy with partnering with SafeDNS to enhance Dovado Wi-Fi routers, the Swedish manufacturer integrated the filtering module into another product.

In spring 2018, the new firmware could be downloaded from the Dovado site and a bit later the manufacturer started selling SafeDNS enhanced Wi-Fi routers in many corners of the world – Europe, Middle East Africa, Australia, and New Zealand. During the 2nd half of 2018 both companies saw that Dovado Wi-Fi router users started to activate the SafeDNS filtering.

This was what Dovado said about the release of the SafeDNS enhanced router, "We've introduced a really nice and simple parental control solution we know parents are going to love! Simply insert your SafeDNS login credentials into the router and surf in peace".

Dovado was so satisfied and content with partnering with SafeDNS that the Swedish Wi-Fi router manufacturer integrated the web filtering module into another product, Wi-Fi XL Mesh Kit, to achieve the same goal as with the Wi-Fi routers – to boost users' cybersecurity and add value to their network equipment.

These moves made Dovado different from a multitude of other networking hardware manufacturers, who did not care as much about user safety on the internet. The Swedish Wi-Fi router manufacturer was sure that partnering with SafeDNS was the right choice to stand out from the competition and improve network equipment functionality.

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The SafeDNS filtering technology recieved a prestigious award from the world-famous test lab, Software Suggest. SafeDNS solutions are recognized as having a good value for money.

SafeDNS blocks a whopping 98.5% of requests to adult content.

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SafeDNS is a company founded in 2010 for developing web filtering solutions for different markets and customers. Since 2013 SafeDNS has been providing products for home and corporate users including businesses, educational institutions, telecom operators, MSPs and VARs.
Now SafeDNS products and cloud service are used by more than 4 000 organizations and tens of thousands of home users worldwide.