

Product Overview

MalBlock is an Internet security solution that protects your computers, mobile devices, smart devices and connected appliances by blocking malicious websites.

MalBlock has two packaged offerings: Standard and Premium. MalBlock Standard blocks malware, botnet and phishing attacks. MalBlock Premium offers all of the benefits of the standard package plus device asset inventory and content filtering.

Why Sell MalBlock?

Cox Business MalBlock offers a solution that protects every device connected to the Internet including laptops, smartphones and other smart, Internet of Things (IoT) devices, etc.

Demonstrates Understanding

A solution that doesn't require downtime for installation or constant adjustments alleviates stress and lost profits for small and medium-sized businesses (SMBs).

Platform for Future Sales

MalBlock can integrate with other current and future security products to create a deeper, stronger security solution.

Cox Business MalBlock Primary Prospects

Key Attributes:

- Limited IT resources
- Outsourced support culture
- Concerned about Internet Security but not sure how to implement an effective defense
- Reliance on cloud services like software as a service (SaaS) or infrastructure as a service (IaaS)
- Desire stability for critical applications like point PoS, VoIP, CRM, etc.*
**Point of Sale, Voice Over Internet Protocol, Customer Relationship Management tools, etc.*

Key Customer Segments:

- SMB
- Healthcare
- Financial
- Government (Local or State)

Discovery Questions

- What worries you about a potential security incident?
- Which devices in the office are protected by the your current security solution?
- How much time do you or IT staff spend a week managing your security solution?

Features and Benefits

Cloud Security

MalBlock provides the first line of security for all Internet-connected devices by filtering browsing to malicious websites.

Enterprise Level Defense without the Overhead

All businesses are exposed to Internet threats, but many companies can't afford specialized security technologies. Cox Business MalBlock provides simple and economical protection for data assets, employees and customers.

Constant Protection

Hackers change their methods all the time, so MalBlock uses the latest technology to identify new malicious activity and constantly update protections.

Features and Benefits Continued...

Personalized Internet Access

With the Premium package, business owners can set up web filters to block categories of undesirable websites. These filters can be applied to your employee networks.

Continuous Visibility

MalBlock users can view blocked threat activity and all devices accessing their network in colorful, easy to understand charts. Details are just a click away.

Overcoming the Objection

"Security products are too expensive."

Pricing is per connection/site so it's simple, economical, and predictable. This contrasts with enterprise security offerings, which are priced on a per-seat license model that is not consistent with how SMBs typically purchase software.

"What makes your solution different?"

Many providers have a user-based pricing structure for similar security solutions. Our solution is priced on a per connection/site basis — making it simple, economical, and predictable as your company grows.

More about Cox Business MalBlock

Why choose MalBlock?

Traditional security solutions require customer-managed software uploaded to every device, or specialized hardware deployed in the network. Client software is challenging to manage and is becoming less effective as threats grow more sophisticated. Customer-managed hardware is expensive and requires regular updates and replacements. However, MalBlock works at the DNS layer with no operational updates — proving an effective solution.

How is it Deployed?

In most cases, a small business simply needs to choose a username and password to access the online portal that shows how MalBlock is working in their network. In some cases, the business may have to redirect their DNS service to the MalBlock service. This is a very simple configuration change that takes about a minute to complete.



FAQs

What are the benefits of MalBlock™ from COX Business for small and midsize companies?

MalBlock "just works", without any configuration or software downloads. It covers every device and protects against a wide range of threats, including fast-changing threats like phishing campaigns that can begin and end in a few hours.

What business problems does MalBlock™ solve for SMBs?

Most smaller businesses lack security expertise, yet they have the same exposure as larger companies. Overseeing traditional security solutions is expensive, and lapses can be costly.

MalBlock™ addresses both of these issues with a service that's economical and effortless to use.

How does MalBlock™ from COX Business solve these problems?

MalBlock™ is a network-based solution that eliminates the need for ongoing oversight, and automatically covers every device that connects to an SMB network.

What is unique about this offering? What are the competitive differentiators?

A browser-based UI provides every small business with a live dashboard showing graphical displays of threat activity and drill-downs to clarifying details.

There's also an easy way to personalize the service, setting up customized content filters that filter adult content, gambling or anything else a small business does not want in their workplace or accessible to customers on their WiFi network.

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How is MalBlock™ different from traditional security solutions offered to small businesses today?

Traditional security solutions either require client software loaded on every device, or specialized hardware deployed in an SMB network.

Client software is challenging to manage and is becoming less effective as exploits get more agile.

Specialized hardware is expensive and needs to be replaced every couple of years. It also usually requires ongoing care and feeding to make sure everything is up to date.

How is the solution deployed?

In most cases, a small business does not need to do anything except choose a username and password to access the browser-based UI that shows the user how MalBlock™ is working in their network.