



Briefs: Burstek. The URL filtering player you've never heard of.

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Abstract

When you think about URL filtering the names Secure Computing, SurfControl, and Websense. Add the name Burstek to this mix. The company may not be well known but it does have a large customer base, a comfortable business model, and a good product.

According to ESG Research, 79% of enterprise customers have URL filtering systems deployed while another 5% plan to do so in the next 12 months. Since this technology has been around for years, these numbers make sense – no one wants their employees doing on-line gambling or viewing pornography. When you think of companies in this space, 3 jump to the top of the list: Secure Computing, SurfControl, and Websense. Recently, ESG met with another player in this space, Burstek, a privately held company in Bonita Springs Florida. Never heard of them? Neither had ESG but the company actually has a rather compelling story to tell. First, Burstek has an impressive list of customers including British Telecom, Lockheed Martin, and JP Morgan. Second, the company's URL filtering product has a ton of flexibility and reporting capabilities while being a perfect fit for a Windows-centric environment. Finally, like other URL filtering offerings, Burstek is sold as a subscription services and beats its more recognizable competition on its annual price. Not a bad value proposition at that! **ESG Take:** In most technology areas, switching costs are a barrier to entry for new players with innovative products and lower prices. Not URL filtering. Enterprises have to pony up dough every year. Given this, Burstek's products and pricing are certainly worth a look-see, especially for Windows shops. Even those users who are in love with an alternative vendor should kick Burstek's tires as a way to beat up their existing vendors on price. Bonita Springs Florida may note be Silicon Valley or Route 128 but Burstek seems content on offering a good product at a reasonable price while remaining small, agile and far warmer than the ESG crew here in Boston.

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