Managed Service Providers (MSPs) provide a stronger service to end customers when choosing Unbox by Uplevel Systems over Ubiquiti for the following reasons:

Security - Uplevel Systems implements two major functions that are lacking in the Ubiquiti Service Gateway: DNS filtering and geoblocking.

DNS Filtering blocks users from accessing specific websites or categories of websites, and is used for two purposes. As a security tool, DNS filtering can prevent users from accessing websites that are known to distribute malware. In other words, prevent users from going to websites where they get infected in the first place. As a productivity enhancement tool, DNS filtering can be used to block employees from accessing time-wasting sites such as social media, entertainment, games, etc.

Geoblocking prevents traffic from being received or transmitted to specific countries. This is useful to block traffic from websites where the company has no reason to do business (user makes a typo and gets redirected to a spoofed site in a foreign country for example), but also for data exfiltration. Data exfiltration occurs when a compromised device is brought into the user environment and then tries to transmit sensitive data out to a data collection server that may be located in another country. This action would be blocked and logged so that you can remediate the machine. Countries can be blacklisted or white listed.

Better, Faster Customer Service - Uplevel Systems was built to be used by managed services providers in support of end customers.

Monitoring and Notification features that enable the MSP to know about and fix problems much faster than with Ubiquiti. Instead of waiting for a call from the customer to report an issue, the system will detect and notify the MSP of an issue. For end customers, this results in a dramatically more reliable solution.

Automatic Product Updates are delivered daily to receive the latest security information and new platform enhancements. This approach means that the customer's systems are always up to date to protect against the latest threats.

Subscription Model from Uplevel include everything you need, hardware, cloud, support, warranty and equipment upgrades. Where, Ubiquiti only offers a 90 day warranty program, and there is no equipment upgrade program.

Performance - Uplevel Systems is built on a multicore Cavium network processor (NPU) rather than a general purpose CPU. Ubiquiti does not publish performance specs for their firewall (the published specs are for basic routing & switching performance), so it is difficult to do a direct comparison, but it is worth understanding that Uplevel did not pursue a similar approach because it lacks performance. Uplevel utilizes a 1.2 GHz, 4 core Cavium NPU while ubiquiti relies on a 500 MHz or 1 GHz dual core processors. The characteristic of a system built on a general purpose computing platform is that there are a lot of features, but performance degrades quickly as more functions are

enabled. NPUs are designed for the specific purposes for which Uplevel is using them, so the performance is much higher, even with multiple functions enabled.

Office File Share and Backup - Uplevel's solution optionally includes a 1 TB file or 5 TB server that can be used to share information within the office. The data on this drive can be backed up locally to protect against user accidents, as well as to protect the share drive from ransomware. An offsite backup is available to protect against catastrophic failure.