



Blue Coat Product Overview

The convergence of recent market dynamics has fundamentally changed the nature of how today's applications are developed and delivered. The shift to Web/HTTP applications, SSL connections, larger files, mobile users and chatty protocols delivers richer user experiences, but taxes application performance and creates exposure to security threats.

In order to respond to this changing business and technology climate, you need a better approach to application delivery that eliminates the performance/security trade-off. A solution that is built for the world of mixed protocols, web applications and a distributed workforce, combining network control and application visibility, security and acceleration into a single vendor solution — an enhanced proxy architecture that provides IT with a complete understanding of all applications and users on the network. An architecture that provides total visibility and control over user and application performance, and fast, secure delivery of the applications that are necessary to running your business.

Blue Coat ProxySG®

The Blue Coat ProxySG family of appliances delivers a scalable proxy platform architecture to secure Web communications and accelerate the delivery of business applications. The world's leading proxy appliance, ProxySG is built on SGOS, a custom, object-based operating system with integrated caching and compression that uses existing authentication systems to enable flexible policy enforcement on content, users, applications and protocols.

Blue Coat ProxySG high performance appliances are designed to deliver a single proxy architecture that addresses the various proxy requirements across a typical enterprise network.

Delivered as a rack-mountable appliance for simple installation and management, Blue Coat ProxySG is offered in a wide range of sizes and configurations to meet the varied proxy requirements at remote / branch offices, Internet gateways, data centers, and global service providers.



Benefits of ProxySG

- > *Secure Web Gateway to protect internal users and networks from spyware and other attacks, enforce appropriate usage policies on Web access and accelerate external Web content*
- > *Application Acceleration solution at branch offices to improve the often sluggish performance of applications – such as file services, rich media applications, and e-mail – that traverse the corporate WAN or the Internet*
- > *Reverse Proxy in the DMZ to isolate web servers from direct Internet access and accelerate web-based applications and public websites.*



Blue Coat PacketShaper

Blue Coat PacketShaper offers an intelligent overlay to bridge the gap between the network and applications, delivering integrated visibility, control, compression and acceleration in a single appliance, and ensuring optimal application performance and a great user experience.

Critical applications need to move at the speed of business. Blue Coat PacketShaper provides the WAN optimization functionality needed through a series of modules, which deliver monitoring – to automatically classify and measure network applications; shaping – to provide Quality of Service provisioning to control traffic; compression – to increase WAN capacity, improve application performance and user response times; and acceleration – to overcome latency problems by increasing flow rates for high bandwidth applications.



PacketShaper features:

- > Monitor 600+ applications with exceptional granularity
- > Shape traffic in real-time with flexible policy-based QoS control
- > Accelerate and compress applications to maximize performance
- > Enhance security by identifying infected users and unsanctioned traffic
- > Realize the delivery of bandwidth sensitive voice, video and data

Blue Coat ProxyAV™

ProxyAV appliances enable organizations to detect viruses, worms, spyware and trojans at the Web gateway, with enterprise performance, manageability, and a choice of AV engines. Traditional Web anti-virus gateways scan frequently downloaded objects over and over, wasting processing power, compounding latency, and compromising performance. ProxyAV, integrated with Blue Coat ProxySG's fast caching, accelerates AV gateway performance with an efficient scan-once-serve-many-times architecture that scans up to 285 Mbps traffic with less than 10 milliseconds latency. Powerful proxy policy can prevent most unknown spyware as well. Layered protection on HTTP, FTP and HTTPS protocols provides defense in depth to stop zero-day attacks and prevent rootkit malware from reaching desktops.

ProxyAV combined (as an ICAP+ client) with ProxySG provides scalability for virus scanning, plus complete visibility and control of enterprise Web communications.



ProxyAV uniquely provides:

- > Enterprise-level manageability with ICAP+ level of integration for enhanced deployability and automated event management
- > Wire-speed, enterprise-grade scanning performance
- > Choice of best-of-breed AV engines to facilitate a multi-layered defense-in-depth strategy of different AV engines at the gateway and the desktop.



Blue Coat ProxyRA™

Blue Coat ProxyRA SSL VPN appliances provide an all-in-one remote access and endpoint security solution that delivers remote access to users on both corporate-owned machines as well as unmanaged machines, such as a home desktop or business center PC.

Unlike other SSL VPNs that require client software (such as port forwarding and network extender clients) for access to feature-rich Web applications and client-server applications, Blue Coat ProxyRA never requires client software to install or local Admin rights so users can get the access they need from any machine — from corporate laptops to unknown Internet kiosks. With on demand endpoint security, ProxyRA protects the user and all information from spyware and accidental leakage. This is accomplished through a unique proxy architecture and patent-pending technology that delivers on demand connectivity and security services to both managed and unmanaged machines.

Blue Coat ProxyRA represents the next generation of SSL VPNs that provides a single mode solution with integrated endpoint security and information protection features. With Blue Coat ProxyRA, extending access to all endpoints – such as providing Web mail access from home PCs – without concerns about endpoint attacks, data theft or inadvertent information leakage is simple and easy.



- > On demand remote access to both corporate-owned and unmanaged machines
- > Never requires client software or local Admin rights
- > Support for both Web and client-server applications
- > No URL rewriting for Web applications eliminates per application configuration
- > Automatic spyware protection suppresses keyloggers and other spyware
- > Information leakage prevention through controls of system functions (print, save, forward, etc.)
- > High performance architecture with automatic load balancing for uninterrupted connectivity
- > Customizable host integrity checking to adhere to network security thresholds

Blue Coat Director

Blue Coat Director enables policy, configuration, and device management for Blue Coat appliances. Built as a management appliance, Director reduces management cost and complexity by providing centralized management of Blue Coat appliances across the distributed, global enterprise. From a single easy-to-use Web interface administrators can deploy hundreds of appliances, monitor and enforce security policies and re-configure their distributed application delivery network to respond to emergencies with the click of a button.

Director solves three challenges associated with application delivery networks. First, Director can automate the deployment of remote Blue Coat appliances during rollout, allowing appliances to be shipped to remote locations with only two IP addresses pre-configured, plugged in, and automatically populated with the latest policy and network topology for nearly instant setup. Second, once deployed Director allows easy monitoring of events within the application delivery network, including device status and events and critical changes in the flow of the network through a convenient dashboard. Finally, Director allows you to pre-stage policy to rapidly respond to sudden changes in the network, including disasters and outages, with plans thought out well in advance.



Blue Coat Director enhances application delivery networks with:

- > Centralized, enterprise-wide policy-based management
- > Automated software upgrades
- > Configuration backups and disaster recovery
- > Powerful job scheduling automation
- > Management appliance for simple install and ongoing maintenance
- > Remote management via secure GUI or CLI
- > Centralized policy management that can be distributed globally
- > Launch and use from any workstation with a web browser
- > Reports that give visibility into job status and outcomes



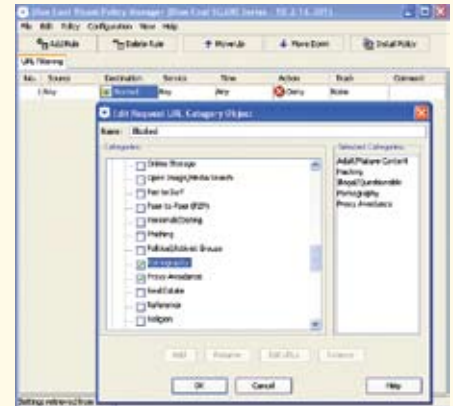
Blue Coat WebFilter™

Blue Coat WebFilter, a powerful “on-proxy” web filtering solution, helps enterprises and service providers protect their users and networks from Internet threats and abuse, including spyware, phishing attacks, P2P traffic, IM and streaming traffic, adult content, and many others.

Comprised of the most frequently accessed sites on the Web, Blue Coat WebFilter runs natively on Blue Coat appliances. The WebFilter solution includes over fifteen million website ratings, representing billions of Web pages, organized into the most relevant and useful categories. To ensure accuracy, each site in the WebFilter database is classified into multiple categories, as appropriate. This allows WebFilter customers to define a virtually unlimited number of “cross-categories” to fit their specific filtering requirements (e.g., Motor Sports, Sports Betting, etc.). This allows for greater customization of an organization’s Internet filtering policy.

With the exception of malware sites, which Blue Coat Labs™ actively deploys technologies to pursue, the WebFilter database is driven only by the actual web usage patterns of customers. This drives the relevance and accuracy of its contents. As a result, WebFilter has an average 94% coverage rate of requested sites in enterprise deployments, coupled with an extremely low rate of false-positives.

To address the small percentage of sites not already classified in the on-proxy WebFilter database, each Blue Coat WebFilter license also includes Dynamic Real-Time Rating (DRTR™), a unique, patented technology that can actually categorize web sites “on the fly” as a user attempts to access them.



Blue Coat WebFilter:

- > 94% average coverage rate of all requested sites in enterprise deployments.
- > 98%+ coverage of objectionable sites.
- > Allows multiple categories per site for more accurate and useful ratings and reduced false positives.
- > Fastest dispute resolution in industry (averages less than 1 day).
- > DRTR service rates new/unknown Web pages “on the fly”.
- > Rates up to 98% of URLs in an average of 200 ms.
- > Large ecosystem processes 50+ million rating requests per day.
- > Best coverage and accuracy ensure policies are enforced, productivity is preserved, and the newest spyware, malware, and phishing attacks are prevented.
- > Dynamic Real Time Rating provides zero-day protection from new objectionable sites, spyware, etc.
- > Powerful proxy policy allows additional non-URL-based prevention of new and unknown spyware, Bots, Trojans, Phishing attacks, etc.
- > All benefits derive from easily deployed and easily maintained gateway proxy appliances.



Blue Coat IntelligenceCenter

Blue Coat IntelligenceCenter is a centralized management solution that delivers a unified approach to managing the application performance of distributed branch networks. By leveraging Blue Coat's unparalleled visibility, IntelligenceCenter provides powerful application performance monitoring, and more effectively enables policies to enforce and optimize application behavior.

IntelligenceCenter ensures that application performance meets user expectations at all locations, wherever Blue Coat appliances are deployed across your network. By collecting and reporting on critical performance data, IntelligenceCenter empowers IT organizations to monitor application usage, analyze performance, and take action to assure applications perform as expected.



Blue Coat IntelligenceCenter:

- > Centrally manage application performance
- > Analyze application behavior with highly granular detail
- > Flexible architecture scales to support future business applications
- > Customizable formatting quickly integrates with legacy reporting tools
- > Understand and track application performance on a per site basis

Blue Coat PolicyCenter

Blue Coat PolicyCenter provides central management for Blue Coat PacketShapers by controlling the configuration, policy management, software distribution and adaptive response tracking of multi-unit deployments. PolicyCenter ensures that application performance and bandwidth utilization stay aligned with the changing demands of your business, whether for several appliances located at one site or thousands of appliances distributed globally. The intuitive application simplifies your ability to proactively identify potential problems at a glance, and fully leverage adaptive response features within PacketShaper to quickly take appropriate corrective actions.



Blue Coat PolicyCenter Features:

- > Manage up to 600 PacketShapers through a single, intuitive interface
- > Auto-deploy and configure remote appliances in minutes
- > Apply unique policies based on location, function or other defined criteria
- > Simplifies scaling IT resources to reduce overhead and total cost of ownership



Blue Coat Reporter



Blue Coat Reporter provides comprehensive, identity-based reporting on Web communications, enabling enterprises to evaluate Web policies and manage network resources more effectively.

Only Reporter can provide the breadth and visibility of Web-based user activities on your network, because only Reporter provides reports for all of Blue Coat's extensive logs to pinpoint and capture policy-defined activities by your users.

Reporter provides the following key functions:

- ▶ **Real-Time Reporting** – Support for continuous log uploads from one or more Blue Coat appliances for an up-to-the-minute view of users' activities.
- ▶ **Performance Enhancements** – Performance-optimized design ensures rapid processing of even the largest logs, while minimizing the amount of server disk space required
- ▶ **Interactive Reports Dashboard** – Provides an intuitive, "drill-able" overview of user activity that's automatically updated
- ▶ **150+ Pre-Defined Reports** – Designed to meet the needs of HR managers, business managers, and IT personnel
- ▶ **Zoom Options** – Allows administrators to quickly drill-down from general trends to specific user data
- ▶ **"One-click" Save, Schedule, & E-mail** – Enables easy scheduling and distribution of reports to specific staff
- ▶ **User Reports** – Track web usage patterns, regardless of location or application. Shows access summaries, blocked sites, sites accessed by category, time of day, length of time, and more.
- ▶ **Network Traffic Reports** – Measure Web traffic performance, trends, errors, bandwidth impact, streaming traffic levels and more.
- ▶ **Security Reports** – Evaluate security risks and track user activity that is potentially dangerous including spyware, IM, and P2P usage – as well as web anti-virus reporting, based on real-time scans using ProxyAV appliances.

Blue Coat SG Client



Blue Coat SG Client extends application delivery to mobile users and small branch offices, enabling application acceleration to the desktop. SG Client offers several acceleration and optimization techniques to provide a LAN-like end-user experience for telecommuters, mobile employees, remote third party contractors and others who need access to internal or hosted resources but are potentially thousands of miles away. SG Client minimizes lost productivity and end-user frustration from sluggish applications and slow network performance.

- ▶ **Headquarters-like end-user work experience** – minimize end-user productivity loss from slow file access by accelerating file operations (opening, copying, saving and closing of Word documents, PowerPoint presentations, Adobe Acrobat files and other files located on remote file shares) up to 25 times
- ▶ **Accelerated Web applications** – speed up heavyweight Web applications for remote employees and partners
- ▶ **Granular Control by Application** – define which applications are accelerated and which are not

As an integrated part of the Blue Coat solution for WAN optimization, SG Client is administered with the SG management console for easy provisioning, configuration and ongoing maintenance. It can also be distributed to end-user machines using standard software provisioning services and is automatically and transparently updated to minimize ongoing administrative time and resources. SG Client also delivers business-critical features for load balancing and failover. On the desktop, SG Client starts automatically on system boot and includes a real-time statistics display to monitor application performance.

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