

## Top 10 Reasons to Switch to Blue Coat WAN Optimization

### 1. **Blue Coat Leadership.**

*Five years ago when you made your WAN Optimization decision, Blue Coat was not in the market. Since the introduction of CIFS, MAPI and TCP acceleration, along with byte caching in 2006, Blue Coat has quickly become a recognized leader in WAN Optimization, surpassing the technology and benefits of early entrants like Riverbed.*

- a. Recognized in “Leader Quadrant” in the Gartner Magic Quadrant for WAN Optimization as well as the top “Leader WAVE” in the Forrester WAVE for WAN Optimization. The Forrester WAVE report details that Blue Coat WAN Optimization is “Strongest among leaders...” as well as “...one of the most user friendly”.
- b. Market share leadership – shown as #1 market share by IDC and Infonetics.

### 2. **Best performance for CIFS, MAPI and other core legacy applications.**

Besides being the leader in advanced technologies for emerging applications, Blue Coat byte caching, CIFS and MAPI acceleration provides the data reduction and speed improvements you’ve come to expect from your basic WAN Optimization technologies – data reductions of 50-99%. But as more applications move to HTTP and SSL, you want to ensure your infrastructure is partnered with the leader in WAN Optimization....Blue Coat Systems.

### 3. **Blue Coat Controls Recreation Traffic**

Blue Coat is the only vendor that helps you control recreational traffic. Applications like flash video, iTunes, P2P and web browsing can consume 30-60% of the WAN link. With Blue Coat, you can manage it two ways:

- a. Control recreational traffic over WAN in backhaul architecture. ProxySG in remote sites provides WAN Optimization PLUS ability to limit recreation via QOS (by URL category or URL).
- b. Enabling branches to go “Direct to Net” – and offload ALL recreation from the WAN...safely.

### 4. **Blue Coat Delivers High Quality Video on Existing Networks**

Blue Coat video acceleration technologies enable us to split stream (take one stream to a branch, split to 100 users), object caching (on demand video at remote sites) and Content Delivery Networking (CDN distributes video to the remote caches during low usage hours). These technologies can provide MASSIVE bandwidth and performance savings.

### 5. **Blue Coat Accelerates SaaS Applications**

Blue Coat’s unique object caching and acceleration architecture enables us to accelerate SaaS applications – even when you don’t have a box at the other end of the transaction (one box or “asymmetric deployment”). Further, we can prioritize business SaaS over recreational browsing and safely enable remote sites to access SaaS and Internet directly – Direct to Net architectures that save money by shifting costs to Internet links.

### 6. **Blue Coat Client Software Provides Protection Against Web Malware PLUS Acceleration...and is Free of Charge (OK, that’s TWO things)**

- a. Blue Coat integrates web filtering and web malware protection along with its WAN optimization/acceleration software client (you can use one, the other or both)
  - b. Blue Coat provides its client software free of charge to customers who own ProxySG gateways. We do make money – you have to buy the concentrator, more clients more hardware at the core. The free software client, however, significantly reduces cost of procurement and ownership for mixed acceleration deployments (software/appliance mixes). Blue Coat's client solution has LOWER TCO including a 73% lower cost of acquisition...and includes web filtering and malware protection.
7. ***Blue Coat Reduces Data Center Server Loads (and costs) with Object Caching***  
 Blue Coat's object caching technologies actually reduce the server load. For files, video and HTTP/SSL, if the data is in an object cache, it is served at the remote site, after a quick check to assure fresh data, without burdening the server. If you consider a CIFS file access, each file request is a separate transaction – potentially hundreds or thousands of back and forth communications between the file server and the Riverbed. If the file is in Blue Coat's object cache, one check for freshness to the server enables a local remote office serving of the data – and drastically reduced server load. This architecture can actually reduce servers required for files, web and video in the datacenter.
8. ***Blue Coat Integrates Leading Secure Web Gateway Technologies into the same product***  
 Blue Coat's ProxySG *is not only the leading acceleration product on the market, it also integrates secure web gateway technologies to protect users from unproductive and malicious web sites. This integration*
9. ***Blue Coat Can Help You Assess Your Needs – Discover What is Really Happening***  
 At Blue Coat, we find it useful to assess ALL the applications on your network, and determine what your problems are. We often see recreation traffic taking 30-60% of WAN link – a major performance problem hidden from most customers who don't have the right tools to see. With Blue Coat Visibility enables customers to see all applications on their network, measure utilization and performance, troubleshoot the issues and more intelligently choose the tools to fix problems and build the network to deliver applications effectively.
10. ***Blue Coat Enables New Direct to Net Architectures – lower cost, high availability, new possibilities***  
 By combining acceleration technologies that accelerate external web applications, with security required to protect against users against external threats, Blue Coat enables customers to embrace architectures that allow remote offices to directly connect to the Internet. Customers can 1) increase availability through dual homed connections 2) lower networking costs by leveraging cheaper internet links 3) move ALL recreation traffic off of the WAN 4) improve SaaS performance by direct access and optimization technologies...on the same platform that they optimize internal WAN traffic.

***Blue Coat Application Delivery Networking - A Broader Vision Delivered Today***

Blue Coat integrates Visibility, Acceleration & Security into a single solution to secure and optimize applications. We are the technology leader in ADN, a perfect complement to your existing infrastructure. As customers try to rationalize point tools and vendors, they want to partner with

companies like Blue Coat that provide a full application delivery networking solution that includes market leading WAN Optimization.