BLUE COAT

Security Empowers Business

OPTIMIZING YOUR INTERNET ACCESS LINK FOR HIGH PERFORMANCE APPLICATIONS AND NETWORKS

SOLUTION BRIEF

Running your network at the speed of business

In today's connected world, your network represents the basic foundation for effective communication, critical applications and a homogeneous ecosystem for your business. While the WAN often connects internal sites, business has become increasingly dependent on the Internet link. Cloud applications, VPN connectivity, customer access – all depend on the Internet link. Yet that link also accommodates traffic that can be highly disruptive to capacity and performance: streaming video and audio, content and OS downloads, social media and gaming, even just breaking news that pushes employees to media outlets. How well your network performs has a direct impact on how successfully you can execute your business objectives. Increasing network bandwidth can help relieve capacity constraints, but is often short-lived, as new capacity is quickly eaten up by ever-increasing bandwidth demand. A smart approach to network performance management is to take a balanced approach by leveraging proven technologies to:

- Get visibility into what is consuming bandwidth and causing problems
- Control bandwidth allocations to assure key applications get required bandwidth while containing recreation traffic
- Accelerate cloud, Internet and video contents to reduce bandwidth consumption and increase end-user performance
- Re-architect your network to connect branches directly to the Internet, reducing WAN congestion, increasing cloud and internal app performance while reducing costs by eliminating backhauling

Dealing with the Challenges

Today's network is a multi-layered and multi-faceted computing environment. On the one hand, you need to support critical business applications such as email, secure access for remote workers, and important hosted business applications. On the other hand, cloud-based applications, big data and the consumerization of the enterprise environment (with BYOD, social media and online streaming media) have brought on new challenges for network administrators. Your users demand excellent response from cloud-hosted applications such as Salesforce.com and WebEx conferencing even while the 980MB iOS update and 1.5Mbps YouTube video streaming are taking away precious network bandwidth resources.

Your network traffic needs to be carefully monitored and controlled to deliver a highly efficient and high performance business network environment. Business applications must have the critical bandwidth they need to perform their functions. Recreational traffic must be contained to preserve the bandwidth required by business-critical applications. To accomplish this, it is important to gain full visibility of your network traffic and implement a sensible network "use" policy to effectively control your network traffic based on business policies.

Best Practices for Optimizing Network Performance

Visibility and control are the two key requirements for successfully managing network performance and mitigating unwanted impacts. First, you need a clear understanding of the different traffic types on your network and how they're impacting network resources. Next, you need to control and prioritize that traffic to manage network efficiency and support your business priorities. Blue Coat offers effective, proven tools that will help you to achieve this. With these powerful tools you will be able to identify and classify applications and network traffic, and to establish policies that protect, accelerate, or contain their usage of network resources.

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Examples of Best Practice for Network Optimization

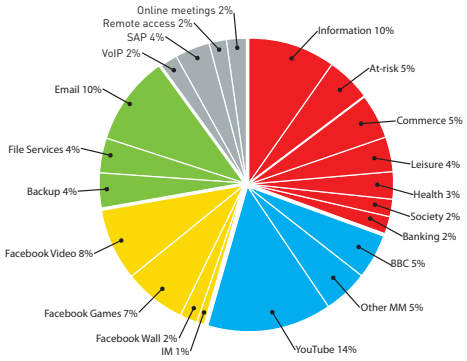
BUSINESS & OPTIMIZATION GOAL	SUGGESTED POLICY/PRACTICE
Prioritize and boost performance for business-critical applications	Reserve bandwidth for critical applications and assign them higher priority for bandwidth allocation when the network is under heavy load
Increase usage of rich media contents (e.g. video) and improve user experience	Cache content at the edge (local network) to improve delivery performance and reduce overall network costs
Improve branch office Internet access performance and reduce network cost	Establish direct Internet access from the branch office and redirect Internet traffic away from the WAN to improve Internet access performance and reduce total WAN traffic
Control the impact of recreational and BYOD traffic	Set a bandwidth limit for recreational traffic to control the aggregate traffic from all sessions, allowing bursting when unused bandwidth is available

The Blue Coat Solution

Blue Coat is a leader in providing web security and WAN traffic management and optimization solutions that enable your business. The company is dedicated to providing the visibility, control and performance required by today's demanding enterprise networks. These WAN optimization solutions offer unique capabilities for identifying and classifying today's Web 2.0 and application traffic, implementing policies to control or accelerate it, and ensuring an optimized experience for all users.

VISIBILITY: Provide a basis for effective management and control

You can't manage what you don't see, and visibility is essential to building an effective optimization approach. The Blue Coat PacketShaper is a cloud-connected WAN and Internet appliance that provides clear visibility of application and web traffic. PacketShaper delivers real-time traffic discovery and automatic classification of hundreds of applications and tens of millions of websites. All classifications are categorized under logical headings such as Collaboration, Games and Social Networking, making it easy for administrators to manage bandwidth and costs.



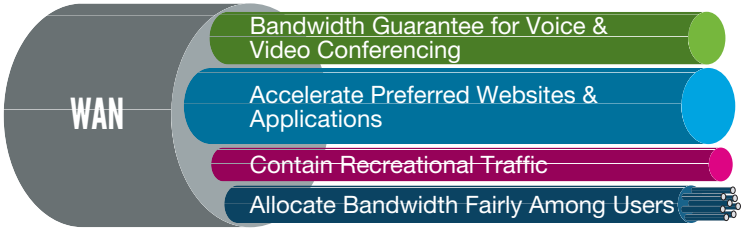
Granular Visibility and Classification of Network Traffic

In addition to identification and classification, PacketShaper also monitors the real-time performance of each traffic class. For example: for your critical cloud/SaaS applications, it tracks bandwidth consumption and response time (network delay, server delay), providing the ability to set thresholds and alarms when performance degrades beyond its expected level. Administrators can use this unmatched visibility to design and implement policies that control and optimize the use of network resources.

CONTROL: Manage network usage according to business needs

Besides providing unequaled network traffic visibility, PacketShaper also provides powerful QoS tools to manage fair bandwidth distribution, protect preferred applications and web content categories, and contain the impact of lower-priority or undesirable traffic. It gives you granular, content-aware control to enforce rules and priorities on your network. With PacketShaper you can:

- Protect bandwidth allocation for business-critical and high-priority applications and web categories while restraining others
- Guarantee bandwidth to latency-sensitive applications
- Support recreational traffic by allowing access to social network sites like Facebook, but limiting bandwidth to games like FarmVille
- Ensure fair and equitable bandwidth distribution among users for VDI and Guest WIFI



Control Network Traffic According to Business Needs

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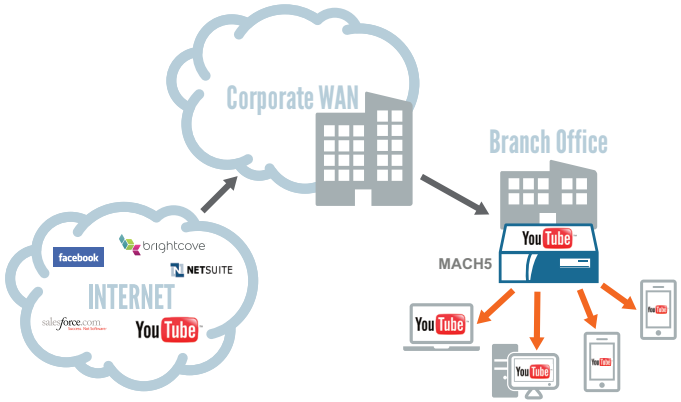
ACCELERATION: Speed delivery, reduce bandwidth

Blue Coat asymmetric acceleration enables enterprise IT to accelerate the delivery of web, video and application content across a distributed network. Blue Coat's unique asymmetric object caching delivers faster performance for web applications. Our live stream-splitting and on-demand video caching with CDN optimize video delivery over RTMP (Flash), HTTP and SSL.



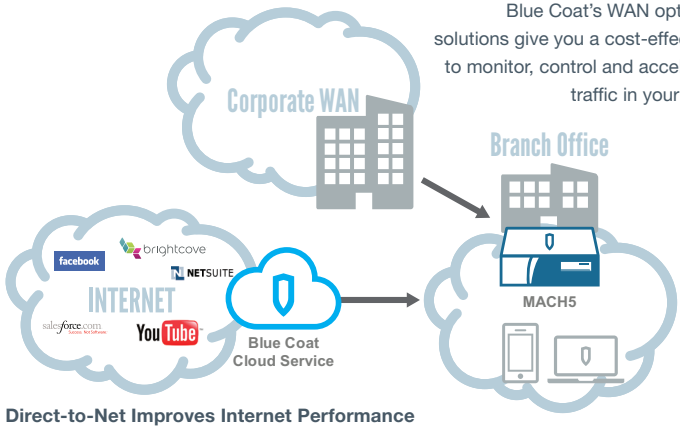
Accelerate Web, Cloud & Video
Up to 25x faster and 50% Bandwidth Savings

DIRECT-TO-INTERNET: Reduce bandwidth costs by up to 66 percent and boost performance

According to industry analysts, as much as 50 to 80 percent of enterprise network traffic is Internet-based. Nevertheless, most enterprises access the Internet through a few centralized sites, then backhaul that traffic over the WAN. As a result, Internet content consumes bandwidth three times: at the data center Internet access link, at the data center WAN aggregation link, and at the branch WAN link. It slows performance of cloud applications by adding an extra hop, and the congestion on the WAN link slows the response of all applications.

Blue Coat is the global leader in web security. Our technology allows you to protect your organization from web-borne malware and advanced threats while enforcing usage policies. Our Web Security Service allows you to leverage your acceleration device and forward Internet traffic to our Blue Coat Cloud Service to enforce Universal Policy, so you can have the same policies at the branch that are defined in the main data center Internet link. The direct-to-net feature offered by MACH 5 allows you to re-architect your network by securely redirecting the Internet traffic in your local area network away from your corporate WAN and leveraging the more efficient, less expensive Internet access link at your branch office. You achieve bandwidth savings in the more costly WAN connections, and users enjoy enhanced performance and a better user experience – a win-win situation for the business and its end users.

Blue Coat's WAN optimization solutions give you a cost-effective way to monitor, control and accelerate the traffic in your network.



Direct-to-Net Improves Internet Performance
Realize Cost Savings of up to 66%

Blue Coat offers industry-leading solutions for protecting and managing enterprise networks. Consult with your Blue Coat account executive or an authorized Blue Coat partner to see how the PacketShaper and its related offerings can help you resolve your guest network challenges. You can also learn more about Blue Coat's WAN optimization and traffic management solutions by visiting www.bluecoat.com/products/packetshaper.

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