

Performance and Optimization

Upgrade the User Experience and Create New Business Advantages

The insatiable appetite for network and application performance continues to grow – and the breadth of users, apps, and devices continues to expand. For some companies, this can lead to problems such as network congestion, complaints about performance, and higher networking costs. For others, it can open up new possibilities for creating competitive advantages, cutting costs, and improving the end-user experience.

What's the difference? The right networking optimization technology. The products within the Blue Coat Performance technologies make it possible to hit the accelerator on application performance, WAN speeds, and internet downloads, thereby improving the end-user experience – while also reining in bandwidth costs and maintaining strong security.

Managing Bandwidth, Budgets, and Quality-of-Service (QoS) at the Application Level

You pay a lot for WAN and internet services, and there is usually a direct correlation between your budget and your bandwidth. You should be able to control and manage the quality of service, at the application level, according to your business priorities. When you don't have that control, the user experience suffers and costs climb. Blue Coat PacketShaper, part of the Performance and Optimization suite of products, gives you x-ray vision into your network traffic patterns so you can tailor network and application performance to your specific requirements.

PacketShaper provides visibility into applications and web content on your WAN and internet links, with powerful but simple application-level QoS. And PacketShaper is integrated with Blue Coat WebPulse to provide real-time traffic discovery and classification of hundreds of applications, millions of websites, and billions of web pages. Armed with this intelligence, you can configure bandwidth caps for recreational or disruptive applications and content, reserve bandwidth for key operational applications, or guarantee fair allocation of bandwidth across virtual desktop users or guest Wi-Fi.

Don't assume routers have the intelligence to understand the complex world of today's applications and content. Take advantage of the built-in

expertise of PacketShaper and WebPulse – a combination that delivers fine-grained bandwidth control according to your business priorities and the aggregated security input of more than 75 million users worldwide. Only Blue Coat gives you the ability to see all applications and content on the network, control QoS for multiple scenarios, and protect your users at the same time.

Power Up Application Performance

New users. New devices. Rich video and social content. Cloud services. Consolidation. The IT department fully understands what's driving the upward spiral in demand for bandwidth. The question is what to do about it. How do you accelerate the performance of key applications and content across distributed networks without increasing bandwidth costs or compromising on security?

The answer lies within the Blue Coat Performance solutions. Blue Coat MACH5, a cornerstone product in the Performance and Optimization suite, provides best-in-class security with advanced WAN optimization features that boost performance.

MACH5 combines optimization features such as protocol acceleration, compression, QoS, and caching to dramatically improve the performance of file transfers, backups, email, databases, video, and cloud applications. It deploys at the network core and at the branch to



Network
+ Security
+ Cloud

assure that every user, everywhere gets the application performance they expect. MACH5 also makes it possible to set different caching rules for different applications. And only Blue Coat MACH5 offers specialized asymmetric (one-sided) technologies for video, web, and cloud applications. The net result: only MACH5 can deliver WAN optimization with the sophisticated security you expect from Blue Coat.

Improving User Experience while Saving Bandwidth for Service Providers

Rich web 2.0 content, video downloads, large files and web-based applications increase bandwidth costs and challenge user performance. But if content is difficult to download, apps are unresponsive, or the user experience is impacted by congestion, simply adding more bandwidth isn't always the best solution. Performance must be regulated according to realistic cost parameters set forth by the business. So how can you improve the user experience and manage bandwidth costs at the same time?

Blue Coat CacheFlow, a member of the Performance and Optimization product family, makes it possible with transparent caching. With CacheFlow, internet access providers including ISPs, mobile operators

and other large organizations can speed the delivery of rich web 2.0 content and apps, including large files and video, while slashing bandwidth expenses. And by using caches to position popular content closer to users, CacheFlow cuts upstream bandwidth consumption and boosts the user experience.

CacheFlow typically demonstrates 40-50% savings on general web traffic, while savings with dedicated content caches can exceed 90%. In addition, Blue Coat CachePulse technology constantly monitors and adapts to content structure and changes on the internet so we can deliver the optimal caching benefits. This translates into a rapid return on investment and significant long-term cost savings.

CacheFlow can cache and speed the delivery of popular web content from sites including Facebook, YouTube, Netflix and RapidShare. It can also address large file downloads from Microsoft, Adobe and Apple. On average it delivers up to 10x faster web response times, and even greater gains for larger objects like video. In addition, CacheFlow appliances always validate content freshness before serving content, never break Internet business models, and are fully DMCA compliant. In addition CacheFlow supports content filtering to achieve compliance or to guard against malware, to further strengthen security.

See It, Believe It.

Experience the power of Blue Coat Performance technologies and its suite of products for yourself. Start by learning more about the products at www.bluecoat.com, then contact us to schedule a demonstration, at your site or ours.

When it's time to hit the accelerator on performance – and take network security to a higher level – it's time to talk to Blue Coat.

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