DECRYPT ONCE, FEED MANY...

SINGLE POINT IN THE ENTERPRISE TO GAIN VISIBILITY AND TO SET/ENFORCE POLICY FOR SSL TRAFFIC.

PLAYBOOK

Target Market

Large / Medium Enterprise customers
Finance, Health Care, Energy Sector
Government Entities

Target Buyers

CSO, CISO, Risk / Compliance Officer
Network and Security Team

Products

SSL Visibility appliance and associated Network I/O Modules

Qualifying and Discovery Questions

I am assuming you have security tools for Intrusion, Extrusion, Forensics, Malware. If so, what is your strategy for inspecting SSL with these tools?

What percentage of your traffic is SSL traffic? Is it growing?

Malware and other attacks use SSL more and more as an attack vector, so do you see that as a threat?

Customer Pain Points

The percentage and volume of SSL traffic is growing faster than ever before.

My security/compliance departments are blind to SSL and SSL is creating performance bottlenecks.

The "bad guys" have started to use SSL as their delivery mechanism for exploits.

Key Features & Differentiators

Single point to control SSL for all network and security applications

Blue Coat Web Pulse integration for real-time updating and categorization of SSL sites for advanced White/Blacklist policy. *(coming soon)*

Solution is purpose built to help organizations gain control of SSL traffic using programmable silicon making it the highest performing device on the market.

Inspect inbound and/or outbound SSL traffic allowing Security/Compliance tools to see and make decisions on all of the traffic.

VALUE to the Customer

Stay out of the newspaper / Keep out of the news.

Protect/Enhance your security tool investments. (IPS/IDS, Malware, Forensics, Compliance, APM).

Reduce the risk of corporate data loss; mitigate costs associated with data breach.

Allow Forensics solutions to gain visibility into everything going on in your network, not just the un-encrypted traffic.

Security Should Not Come at the Cost of Performance

Competitive Summary

While some other platforms allow visibility into SSL traffic, and some can inspect portions of the traffic, no other platform has the performance level and multi-stream output capability of the SSL Visibility Appliance.

When to Pitch the Product

When the customer has one or more security appliances deployed that are protecting critical data or infrastructure (IDS/IPS/Firewall, etc.).

Customers that have corporate governance/requirements for security and logging of information that is leaving and coming into the organization.

When customer's security solutions are creating a performance problem when SSL inspection is enabled.