Enterprise At-a-Glance Sales Guide

Blue Coat SSL Visibility Appliance

Solution Summary and Proof Points

Blue Coat SSL Visibility Appliance

Inspect. Accelerate. Comply.

Close the security loophole created by encrypted traffic.

WHY

- SSL use growing significantly in organizations worldwide – typically 25 –35% of all enterprise network traffic
- Increasing use of SSL as transport for Advanced Persistent Threats (APTs) – estimate of 80%
- Current security appliances need visibility into this traffic to mitigate threats

HOW

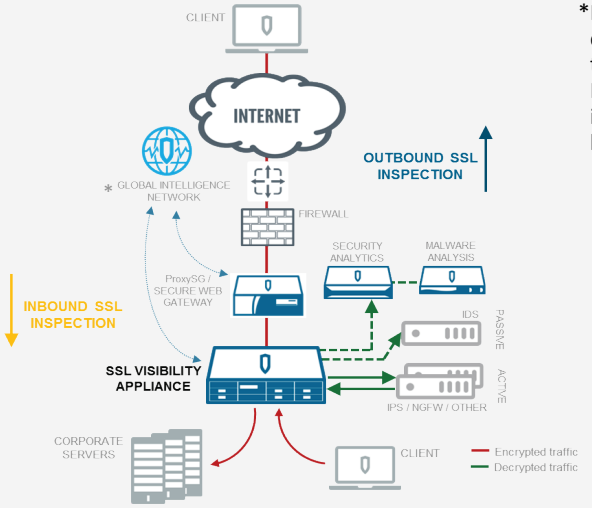
- Identify and inspect SSL traffic in real-time without hindering business critical application performance
- Empower multiple traditional security applications simultaneously such as NGFW, NGIPS, SIEM and DLP with visibility into encrypted traffic *('Decrypt Once - Feed Many')*

WHAT

Key attributes:

- Unmatched industry-leading performance
- Scalable interoperability with multiple security applications like NGFW, NGIPS, DLP, Analytics and Forensics
- Complements and enables ATP solutions (e.g., Security Analytics, Malware Analysis)

Comprehensive Encrypted Traffic Management



*Host and Web categorization through the Global Intelligence Network is a subscription-based service

Handling Objections

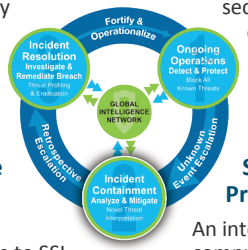
Scenario	Selling Strategies
Customers with malware solutions such as FireEye	• Provides a simple method to identify previously hidden traffic andhelp block potential threats • Exposes advanced and unknown malware that utilizes SSL as a transport (i.e., Gameover, Zeus, SpyEye, ShyLock) • Enhances the customer's installed advanced threat detection and blocking investment
Customers with forensics solutions such as our Security Analytics Platform or RSA's NetWitness	• Provides a simple method to analyze previously hidden traffic and track potential threat behavior • Does not hinder the performance of business critical applications (i.e., VoIP) • Enhances the customer's installed network forensics and analysis investment
Customers with NGIPS or NGFW	• Enhance security by enabling other security appliances such as NGIPS or NGFW to have visibility into all encrypted traffic – including IMAP, FTP, POP and HTTPS • Adheres to the ProxySG's web policies on what to decrypt, or use its own policies when utilizing Blue Coat Host Categorization service
Objection	**Response**
We already have SSL traffic management on our NGFW / NGIPS / DLP	• While some security appliances and applications provide SSL decryption and encryption as an additional feature, once enabled, it reduces performance significantly as throughput, and even manageability, is sacrificed • As encrypting and decrypting is a very CPU-intensive task, current research states significant performance degradation of appliances, often by up to 80%, which often means effectively doubling the network traffic inspection spend • Offload SSL processing and let complementary applications focus on their security strengths
Our organization doesn't use SSL encryption	• In the current state of business, this may not be true as countless commonly used applications now utilize SSL/TLS encryption as a standard means of communication: Gmail, Google Docs, Facebook, Twitter, Salesforce, Yahoo, LinkedIn and Evernote have all have moved – or are in the process of moving – to encryption as a standard for their communication and messaging tools

Key Differentiators and Strategies

The SSL Visibility Appliance is an integral component of an organization's Encrypted Traffic Management strategy – enabling acceptable use policies and a comprehensive architecture that protects assets, mitigates risk and addresses regulatory compliance.

Unmatched performance

At over **10x the performance** of competitors, supports visibility into up 4Gbps SSL traffic, 400,000 concurrent SSL flows and up to 11,500 SSL flow setups / tear-downs per sec



Enhances Existing Security Investments

Supports a variety of both inline and passive security appliances. This enables decrypting once and then providing data to many analysis, action or logging.

Comprehensive, Real-time Threat Intelligence

Global Intelligence Network with timely automatic updates to SSL Visibility Appliances, ProxySG and PacketShaper solutions with world-class malware research

Supports an Advanced Threat Protection Lifecycle Defense

An integral component of Blue Coat's comprehensive lifecycle defense with – the SSL Visibility Appliance, ProxySG, Content Analysis, Malware Analysis Appliance and the Security Analytics Platform with ThreatBLADES.

Enterprise At-a-Glance Sales Guide

Blue Coat SSL Visibility Appliance

Market Landscape and Challenges

Encrypted communication is exploding

- Business applications are rapidly evolving and using encrypted communications by default. Modern applications such as Yahoo, Gmail, Google Docs, LinkedIn – as well as Cloud-based Software-as-a-Service (SaaS) offerings such as Salesforce.com – increasingly utilize SSL/TLS as their foundation
- Today's Enterprises use encrypted traffic for 25–35% of their communications. For some industries such as healthcare, the amount of encrypted traffic can approach 70%!
- Search Engine and Social media applications represent 43% of SSL/TLS traffic on the internet
- Market research estimates that encrypted traffic will continue to grow at 20% annually

Advanced malware is increasingly using encryption to bypass security tools

- SSL is increasingly used by cybercriminals to circumvent detection and distribute malware, hide commonly used "Command & Control" channels as well as hide data exfiltration
- Recent publicized corporate breaches at global retailers and financial institutions were due to SSL-based attacks, utilizing malicious trojans such as Zeus, Gameover, Cridex, ShyLock and SpyEye

Current security tools are insufficient

- While some Next-Generation Firewalls (NGFW) and Intrusion Prevention Systems (NGIPS) offer SSL traffic decryption and inspection options, it is rarely enabled due to drastically reduced performance
- Market research estimates that less than 20% of organizations with a FW, IPS or a unified threat management (UTM) appliance decrypt inbound or outbound SSL traffic as it reduces the overall performance of the appliance, often by more than 80%

Organizations are looking for a better solution

- An evolved 'defense-in-depth' approach is needed that will complement and enhance organizations' existing network and security investments, while not disrupting current architectural models nor hinder business critical application performance

Customer Needs and Ideal Solution

What if you had…

Market-leading Performance	• A purpose-built, high performance solution that provides visibility into all encrypted traffic types regardless of the TCP port or application • Encrypted traffic management at over 10x the performance of competitors
Investment Protection	• Complete interoperability with your existing network and security application investments • Ability to utilize the full potential of your dedicated security products, such as NGFWs, NGIPS, DLP, analytics and more – without re-architecting your network
Defense in Depth	• Ability to easily add encrypted traffic visibility and management into your organization's network • A policy-based enforcement solution that provides granular control of encrypted traffic • Ability to share decrypted traffic with multiple active and/or passive devices simultaneously (i.e., "Decrypt Once - Feed Many")

Blue Coat Benefits Spotlight

Comprehensive Encrypted Traffic Management

Unmatched Encrypted Traffic Policy Enforcement

- See and manage **all** encrypted traffic types regardless of the application or TCP port (e.g., HTTPS, SPDY, IMAP, POP, FTP)
- Establish comprehensive policy-based on SSL traffic parameters and web categories
- Connect with and utilize collaborative, global threat intelligence through the Global Intelligence Network comprised of 75 million users in 15,000 enterprises worldwide.

Integration with Firewall (NGFW), Intrusion Detection (IDS) and Prevention Systems (NGIPS)

- Complement and optimize existing security application / appliance deployments and offload their SSL processing
- Provide decrypted traffic visibility to multiple active and/or passive devices simultaneously
- Allow these devices to readily detect and block malware hidden within encrypted communications

Integration with Advanced Threat Protection (ATP) Solutions

- Enhance ATP solutions from Blue Coat (e.g., Security Analytics, Content Analysis, Malware Analysis, ProxySG) and third-parties (e.g. FireEye, RSA NetWitness) with encrypted traffic visibility

Qualifying Questions

Policy and Compliance

- Q What is your corporate policy on allowing/denying encrypted traffic?
- Q What visibility do you currently have into encrypted traffic?
- Q What processes have you put in place to manage a breach in your organization due to malware hidden within encrypted traffic?
- Q How do you define the potential consequences of a breach?

Architecture and Investment

- Q How are current security solutions utilized to control encrypted traffic?
- Q What performance issues occur when enabling SSL inspection for your current security devices?
- Q If you were to look at improving SSL visibility, how important is it that new solutions not require the re-architecting of your network?

Integrated Security

- Q How does your organization process your decrypted traffic today?
- Q What other security applications like forensics, malware analysis or reporting tools do you use to further inspect decrypted traffic?
- Q How well do your current solutions interoperate with other best-of-breed security solutions (e.g., Sourcefire, HP, PAN)? How important is that to you?