

# Blue Coat Secure Web Gateway Refresh Sales Playbook

## Elevator Pitch

Blue Coat has been a trusted security partner, protecting your network from malicious content and productivity concerns for the last 5 years, and will continue to be your trusted security partner.

## Platform Refresh Opportunity

Blue Coat has delivered a solid security perimeter for a decade in an evolving threat landscape, combining unmatched identity and policy controls with enterprise-grade security reporting.

As ProxySG platforms are fast approaching the end of their useful life, we have continued to innovate in this space with WebPulse, the only community watch program of its kind.

Current trends in malware and overwhelming amounts of media content have increased the need for web security. Blue Coat is committed to providing best-in-class solutions that address the challenges of tomorrow's high-performance networks.

## Platforms Affected

- ProxySG 400 series
- ProxySG 800 series
- ProxySG 8000 series
- ProxyAV 400 series
- ProxyAV 2000 series
- Director 800

For more information on Secure Web Gateway solutions visit the sales intranet site at:  
<https://bluesource.bluecoat.com/solutions/securewebgateway>

## Why Refresh Your Security Appliance?

- **Contain IT costs** – revenue and productivity losses from unplanned maintenance and failures are costly
- **Add Flexibility and Control** – respond to changing network trends like telecommuting, VoIP, SaaS and application delivery while managing bandwidth requirements.
- **Improve performance and response** – secure your network against the newest generation of sophisticated threats

## Inform and Educate

Customers may not know of new software features introduced since 2004.

ProxySG enables you to...

- Keep pace with a continuously evolving threat landscape
- Accelerate Web and business-critical applications
- Set, enforce and maintain compliance with Security IT policies across the network.
- Manage recreational traffic & improve user productivity
- Deliver a superior user experience without compromising security

## Sales Strategy

1. Sell the Blue Coat ADN Story – this may open up opportunities for WAN Op and Visibility.
2. Offer the trade-up program to replace their existing SWG Solution.
3. Up-sell with ProxyAV, Reporter 9 and ProxyClient.
4. If the customer is interested in SaaS, offer a Blue Coat SWG Partner.

## Why Blue Coat?

- The threats are real – and growing – Web Security will be a \$2.6B market by 2012 according to IDC
- Best-in-class products - Gartner has consistently positioned Blue Coat in the leader's quadrant for Secure Web Gateway.
- 400+ of the Fortune Global 500 trust their networks to us.

## The Application Delivery Network

Visibility

Acceleration

Security

# Blue Coat PacketShaper Platform Refresh Sales Playbook

## Elevator Pitch

Blue Coat has been a trusted partner, providing visibility and acceleration for network applications for the last 10 years. With 70,000 PacketShapers and 60,000 ProxySG's shipped, enterprises depend on Blue Coat Application Delivery Networking to optimize and secure the flow of information to any user, on any network, anywhere.

## Platform Refresh Opportunity

Blue Coat PacketShaper helps customers get control over application performance and WAN bandwidth.

The most powerful classification technology in the world automatically identifies 600+ applications, measures utilization, end user performance and over 100 statistics per application class.

The most powerful QoS technologies in the world fill the wide gap left by routers and MPLS. Application-level, easy to provision QoS policies enable you to contain problem traffic and ensure mission-critical applications to regain control over bandwidth and performance.

## Refresh the Following Platforms

- Support continues for 3 Years following End of Sale (EOS)
  - Maintenance releases for 2 years following EOS
  - Hardware maintenance/tech support for 3 years following EOS
- 5- 7 year product lifecycle is coming to an end for
  - PacketShaper 1200 Series
  - PacketShaper 1550 Series
  - PacketShaper 2500 Series
  - PacketShaper 6500 Series
  - PacketShaper 9500 Series

**For more information on Blue Coat Visibility solutions visit the Blue Coat Web site at:**

**<http://www.bluecoat.com/solutions/businessneeds/appmonitor>**

## Why Refresh Your PacketShaper?

- **Contain IT costs** – control network bandwidth against increasing recreational traffic
- **Maintain performance of mission-critical apps** – Leverage QoS to ensure business applications, contain disruptive traffic, provision MPLS services, monitor SLAs and rapidly troubleshoot problems
- **Position network for voice, video & real time applications** – proactively monitor quality (MOS, rFactor) for real time traffic like unified conferencing and telepresence.

## Inform and Educate

Customers may not know of Blue Coat as a company or new features for PacketShaper

Key PacketShaper additions:

- Host Analysis Matrix – dig into IP information
- Voice and Video Conf – jitter, delay, loss, MOS and rFactor for RTP traffic – real time, real traffic
- New IntelligenceCenter 2.1 – powerful central reporting
- New UI technologies – Adobe Flex based UI QoS manager and real-time streaming

## Sales Strategy

1. Make the customer comfortable with Blue Coat & the future of PacketShaper. Use "Updating PacketShaper Account" presentation for ADN overview and recent additions to PacketShaper/IC.
2. Explore their current use of Shapers, current and emerging network and application issues.
3. Ask if they are looking at WAN Optimization/Acceleration. Many networking groups are considering.
4. Offer the trade-up program to replace their existing PacketShaper solution. Offer a ProxySG acceleration evaluation as well.

## Why Blue Coat?

- Blue Coat was established in 1996, and acquired Packeteer in 2008, largely for the visibility technologies
- According to Gartner market share rose from 15% to 21% at FY08 close. Over 70,000 PacketShapers have been deployed worldwide
- PacketShaper automatically discovers 600+ applications and services

## The Application Delivery Network

Visibility

Acceleration

Security

# First Meetings

## Changing World of Networks

- Network monitoring is the #1 pain point for network managers according to The InfoPro
- There are over 300 applications WAN (BC)
- 30-60% of WAN bandwidth is consumed by recreation, even with content filtering and URL policies in place – BC customer assessments
- 14 billion videos viewed online in US during January of 2009. Average viewer watches 356 minutes (Comscore). Steals WAN bandwidth.
- Top 2 challenges in application performance monitoring: Ability to identify issues before end users are impacted, and the increase in complexity for applications (Aberdeen)

## Blue Coat Differentiators

- **Unmatched application classification**, with 600+ automatically identified to gain network visibility
- **Ability to discover and control elusive recreation traffic** – P2P and other application hop ports, tunnel and encrypt to evade detection. Blue Coats sees it and provides shaping to control it.
- **Ability to break down compound enterprise applications like SAP, Oracle & Citrix to focus on key processes.** This allows you to track response times & protect via shaping at the business level.
- **Easy to use, super shaping** – working at the application level, the flow level, across all application types, with unique inbound QOS. A powerful policy interface makes it easy to operate.
- **Real time view and control of quality for voice, video conferencing & Telepresence** – to monitor MOS and assure quality through per call shaping.

Customer Pain Points	Sales PDQs Pain Development Questions
Performance problems with network and key applications	<ul style="list-style-type: none"> <li>▪ How do you troubleshoot performance issues today?</li> <li>▪ Are network level information and large sniffer traces effective strategies for troubleshooting?</li> <li>▪ Do you know the root causes of intermittent problems?</li> <li>▪ Once you discover a problem, how do you fix it?</li> </ul>
Voice, video conferencing and Telepresence requirements	<ul style="list-style-type: none"> <li>▪ How do you monitor quality and troubleshoot your IP telephony, video or Telepresence environments</li> <li>▪ How often are you notified of performance issues by users?</li> </ul>
Increasing cost of bandwidth	<ul style="list-style-type: none"> <li>▪ Do you know what is consuming bandwidth?</li> <li>▪ How do you plan for bandwidth requirements?</li> <li>▪ How effectively can you scale application delivery in a given year?</li> </ul>
Higher Education Control of peer to peer applications (P2P), fair allocation of bandwidth to students, protection of key campus applications.	<ul style="list-style-type: none"> <li>▪ Do you have legal problems with students using P2P applications? Bandwidth problems?</li> <li>▪ Can you identify P2P applications and contain bandwidth?</li> <li>▪ Can you fairly allocate bandwidth among users?</li> <li>▪ What tools do you have to assure key campus applications?</li> </ul>

## Objection Handling - Customer would rather lapse support for PacketShaper

Can the customer...

- Afford having no visibility into the applications running on your network?
- Afford slow or unpredictable access to corporate applications?
- Afford to continuously scale bandwidth as usage increases?
- Deliver voice and video applications reliably to your end-users?
- Control IT costs without compromising security or performance?

## Next Steps

1. Get an understanding of current performance problems and mission-critical applications
2. Determine if the account is evaluating WAN Optimization/Acceleration
3. Get an understanding of plans around voice/video conferencing quality monitoring
4. Offer an updated assessment – in general, or around new initiative.

# PacketShaper Platform Refresh Program Details

Part #	1 Yr Support Part # *		MSRP	Disc.	Trade-in Models
PS900-L000K-UP	SL131Y-PS900-0	HRTF1Y-PS900-0	\$2,399	A	PS1200-L000K, PS1550-L000K
PS900-L512K-UP	SL131Y-PS900-512	HRTF1Y-PS900-512	\$2,999	A	PS1200-L128K, PS1200-L512K
PS900-L002M-UP	SL131Y-PS900-2	HRTF1Y-PS900-2	\$3,499	A	PS1200-L002M, PS1550-L002M
PS1700-L006M-UP	SL131Y-PS1700-6	HRTF1Y-PS1700-6	\$6,999	A	PS1200-L006M
PS1700-L010M-UP	SL131Y-PS1700-10	HRTF1Y-PS1700-10	\$8,499	A	PS1200-L010M
PS3500-L000M-UP	SL131Y-PS3500-0	HRTF1Y-PS3500-0	\$5,999	A	PS2500-L000M, PS6500-L000M-512
PS3500-L002M-UP	SL131Y-PS3500-2	HRTF1Y-PS3500-2	\$8,499	A	PS2500-L128K, PS2500-L512K, PS2500-L002M
PS3500-L006M-UP	SL131Y-PS3500-6	HRTF1Y-PS3500-6	\$9,999	A	PS2500-L006M, PS6500-L006M-512
PS3500-L010M-UP	SL131Y-PS3500-10	HRTF1Y-PS3500-10	\$10,999	A	PS2500-L010M
PS7500-L000M-UP	SL131Y-PS7500-0	HRTF1Y-PS7500-0	\$10,999	A	PS6500-L000M
PS7500-L010M-UP	SL131Y-PS7500-10	HRTF1Y-PS7500-10	\$13,999	A	PS6500-L010M
PS7500-L045M-UP	SL131Y-PS7500-45	HRTF1Y-PS7500-45	\$15,999	A	PS6500-L045M
PS7500-L100M-UP	SL131Y-PS7500-100	HRTF1Y-PS7500-100	\$18,499	A	PS6500-L100M
PS10000G-L000M-UP	SL131Y-PS10000G-0	HRTF1Y-PS10000G-0	\$24,999	A	PS9500-L000M-*
PS10000G-L100M-UP	SL131Y-PS10000G-100	HRTF1Y-PS10000G-100	\$26,999	A	PS9500-L045M-*, PS9500-L100M-*
PS10000G-L200M-UP	SL131Y-PS10000G-200	HRTF1Y-PS10000G-200	\$28,999	A	PS9500-L200M-*
PS10000G-L001G-UP	SL131Y-PS10000G-1G	HRTF1Y-PS10000G-1G	\$33,999	A	PS9500-L001G-*

## Terms and Conditions: Overview

- Only available for like performance exchanges
- Upgraded product must be under current support
- Pricing only available until End-of-Life date
- Many support options exist. This table lists the minimal support required
- Customer must have 10 or less Blue Coat devices

## If the Customer is Not Ready to Buy?

- Standard Sales Process after End-of-Life date
- No Support after End-of-Life date
- Hardware Failure = Guaranteed Downtime
- No Security Updates available

## Competitors Tactics

<p><b>NetQOS (similar for Netscout, Opnet, etc)</b></p> <ul style="list-style-type: none"> <li>• Private company from Austin, TX</li> <li>• Focus heavily on Cisco relationship, with reporting app for NetFlow and WAAS Agent</li> <li>• What they sell             <ul style="list-style-type: none"> <li>• SuperAgent probe monitors &amp; measures</li> <li>• Performance Center, a central reporting app for SuperAgent and NetFlow, with modules like ReporterAnalyzer or Unified Comms Monitor (for voice)</li> </ul> </li> </ul>	<p><b>Ipanema</b></p> <ul style="list-style-type: none"> <li>• Private company located in France</li> <li>• Leverage MSP model: France Tele, BT</li> <li>• What they sell             <ul style="list-style-type: none"> <li>• IPengines - appliance with classification, monitoring, QOS</li> <li>• IMSS – Ipanema Management Software Suite consists of ip-boss (configuration, policy and stats collection) plus ip-reporter (reporting)</li> </ul> </li> </ul>	<p><b>Allot</b></p> <ul style="list-style-type: none"> <li>• \$37+ million public company from Israel</li> <li>• Focus on xSP infrastructure</li> <li>• May increasingly target higher end where high capacity matches requirements</li> <li>• What they sell             <ul style="list-style-type: none"> <li>• Allot NetEnforcer 200Mbps to 2Gbps</li> <li>• Service Gateway - DPI class, QOS and service redirect up to 40 Gbps</li> <li>• Service Manager – subscriber mgt.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Strengths             <ul style="list-style-type: none"> <li>• Very good reports, with good graphics that allow customers to leverage NetFlow</li> <li>• Response time stats and voice reports</li> </ul> </li> <li>• Weaknesses             <ul style="list-style-type: none"> <li>• No application view – both NetFlow and SuperAgent are IP based info</li> <li>• 80% of traffic is HTTP/SSL – difficult to segment ; no ability to recognize</li> <li>• No ability to fix issues – no shaping or compression to assure performance/ROI</li> </ul> </li> </ul>	<p>Strengths</p> <ul style="list-style-type: none"> <li>• Service provider distribution</li> <li>• Good graphs and reports</li> <li>• Good QOS story, includes description</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• Application classification is not as effective as Blue Coat PacketShaper</li> <li>• QOS is not effective. Comprehensive testing has shown inability to control traffic</li> <li>• Centralized architecture for making QOS decisions is not able to adapt to changing conditions fast enough</li> </ul>	<p>Strengths</p> <ul style="list-style-type: none"> <li>• High capacity –</li> <li>• Decent classification of P2P and recreational applications</li> <li>• Basic subscriber management functionality</li> </ul> <p>Weaknesses</p> <ul style="list-style-type: none"> <li>• Focus on SP infrastructure (not enterprise)</li> <li>• Minimal Enterprise application classifications</li> <li>• No response time stats, compression</li> <li>• No „inbound“ QOS – only queueing</li> <li>• Viability - 12 years old, \$37 million revenue</li> </ul>
<p>Position Blue Coat and Win!</p> <ul style="list-style-type: none"> <li>• Unmatched visibility (they don't see applications) which drives control             <ul style="list-style-type: none"> <li>• Discover elusive recreation – evasive – Takes 30-60% of bandwidth!</li> <li>• Segment business applications – SAP, Oracle, Citrix etc – track response</li> </ul> </li> <li>• We assure performance/ solve problems – Application level Shaping and Compression             <ul style="list-style-type: none"> <li>• Shaping uses QOS policy to limit recreational traffic, reclaim bandwidth</li> <li>• Shaping to Protect mission critical applications</li> <li>• Compression increases capacity</li> </ul> </li> </ul>	<p>Position Blue Coat and Win!</p> <ul style="list-style-type: none"> <li>• Unmatched visibility -Blue Coat has superior classification, including auto discovery</li> <li>• Effective QOS mechanisms – able to better control allocations of bandwidth</li> <li>• Independent systems that can manage bandwidth without relying on slow „central“ coordination points.</li> <li>• Price – BT managed service prices are VERY expensive relative to PacketShaper</li> <li>• Key component of more complete ADN</li> </ul>	<p>Position Blue Coat and Win!</p> <ul style="list-style-type: none"> <li>• Unmatched visibility -Blue Coat has superior classification technology to find P2P and including business applications</li> <li>• Inbound QOS through TCP rate control – able to manage remote sending rates</li> <li>• Trusted name with over 1000 university customers</li> <li>• Ability to use load balancing to increase scale</li> <li>• Enterprise features sets including response times, compression, central management and cost effective remote office products</li> </ul>

# First Meetings

## A Changing Internet

- Over 500% growth in malware for 2008
- Over 20,000 web page infections per day
- New dynamic injection attacks render daily updates too late and ineffective
- The Internet of 2012 will be 75 times the size of the Internet in 2002
- Video will contribute 90% of the Internet traffic by 2012

## Blue Coat Differentiators

- WebFilter/WebPulse
  - Analyzes 1B web requests/week
  - 54M users in community watch
  - Includes ProxyClient remote filtering
- Layered Defenses for today's threats
- World-Class Security Reporting
- World-Class Appliance Performance
- Video stream splitting to reduce bandwidth requirements for common videos.

## Analyst View

**Anti-malware deployment will continue to be necessary** as attackers persist in their efforts and as unmanaged and moderately managed client desktops, laptops, and even some remotely hosted servers continue to become the workforce's systems of choice.

Dan Blum, Burton Group, March 2009

Customer Pain Points	Sales PDQs Pain Development Questions
Lowered IT Budgets and Headcount	<ul style="list-style-type: none"> <li>▪ What are the costs associated with unplanned failures and maintenance for your company?</li> <li>▪ Is a reduction in security &amp; protection a risk you can take?</li> <li>▪ Do you have other IT Projects that we can help you save money by upgrading/adding products?</li> </ul>
Changing Network Environment	<ul style="list-style-type: none"> <li>▪ What is your proactive zero-day defense for web malware? What about remote users?</li> <li>▪ What would be the effect on your Internet bandwidth if video eLearning became a corporate business requirement?</li> <li>▪ How do you control bandwidth across your Internet gateway?</li> <li>▪ Do you have plans for SaaS or VoIP deployment? How does that affect your bandwidth needs?</li> </ul>

## Objection Handling - Customer would rather lapse support for SWG

Blue Coat is committed to partnering with their customers to provide the right solution to mitigate the following trends:

- According to Gartner, x86 servers will have at least 1 component failure in a 5-year period.
- Malware increased 500% in 2008. Corporate assets are increasingly at risk.
- Scaling bandwidth to support overwhelming media content is cost-prohibitive and puts business-critical applications at risk.

## Next Steps

1. Offer a network assessment to determine the impact of unknown applications and recreational traffic on the network
2. Up-Sell: Show off Reporter 9 to provide a view of our advanced security reporting, or add ProxyAV and ProxyClient for better malware protection
3. Provide Like-Exchange Platform Refresh Pricing Proposal

# Secure Web Gateway Refresh Program Details

Part #	1 Yr Support Part # *	MSRP	Disc.	Trade-in Models
SG210-10-UP	SL131Y-SG210-10-PR	\$3,999	A	SG400-0
SG210-25-UP	SL131Y-SG210-25-PR	\$4,999	A	SG400-0, SG400-1
SG510-10-UP	SL131Y-SG510-10-PR	\$8,599	A	SG400-1, SG800-0
SG510-20-UP	SL131Y-SG510-20-PR	\$12,999	A	SG800-0, SG800-0B, SG800-1
SG510-25-UP	SL131Y-SG510-25-PR	\$15,999	A	SG800-0B, SG800-1, SG800-2
SG810-5-UP	SL131Y-SG810-5-PR	\$19,999	A	SG800-1, SG800-2
SG810-10-UP	SL131Y-SG810-10-PR	\$22,999	A	SG800-2, SG800-3
SG810-20-UP	SL131Y-SG810-20-PR	\$29,999	A	SG800-3, SG8000-1
SG810-25-UP	SL131Y-SG810-25-PR	\$34,999	A	SG800-3, SG8000-1
SG8100-5-UP	SL131Y-SG8100-5-PR	\$33,999	A	SG8000-1, SG8000-2
SG8100-10-UP	SL131Y-SG8100-10-PR	\$47,999	A	SG8000-2, SG8000-3, SG8000-4
SG8100-30-UP	SL131Y-SG8100-30-PR	\$89,999	A	SG8000-4
AV510-A-UP	SL131Y-AV510-A	\$4,599	A	AV400 (all)
AV810-A-UP	SL131Y-AV810-A	\$8,599	A	AV2000-E0, AV2000-E1, AV2000-E2
AV810-B-UP	SL131Y-AV810-B	\$12,999	A	AV2000-E2, AV2000-E3
DIRECTOR-510-UP	SL131Y-DIR-510	\$7,999	A	DIRECTOR-800

## Terms and Conditions: Overview

- Upgraded product must be under current support
- Pricing only available until End-of-Life date
- Customer must have 10 or fewer Blue Coat devices
- Multi-year Support is available. Contact your distributor for pricing and part numbers.

## If the Customer is Not Ready to Buy?

- Standard Sales Process after End-of-Life date
- No Support after End-of-Life date
  - Hardware Failure = Guaranteed Downtime
  - No Security Updates available

# Competitive Strategy

Competitors Tactics		
Websense	McAfee/Secure Computing	Cisco/IronPort S-Series
<ul style="list-style-type: none"> <li>10+ years experience with Content Filtering</li> <li>#1 in Content Filtering analyst reports</li> <li>Annual subscriptions provide channel annuity</li> <li>Marketing claims are larger than solution</li> <li>Image of threat lab and security vendor</li> <li>Selective threat examples and alerts</li> <li>Integrated data loss prevention</li> <li>New SWG web gateway appliance</li> </ul>	<ul style="list-style-type: none"> <li>McAfee has a very compelling “single security vendor” strategy with their integrated management console - ePO</li> <li>Artemis cloud service for threat detection</li> <li>TrustedSource reputation filtering in SmartFilter by category or URL</li> <li>#1 rated malware detection with AV-test.org</li> </ul>	<ul style="list-style-type: none"> <li>Senderbase reputation filtering</li> <li>L4 Port Monitor for “call home” detection</li> <li>Stream scanning with McAfee and Webroot</li> <li>Roadmap with desired features for prospects</li> </ul>
<p><b>Sales Tactics</b></p> <ul style="list-style-type: none"> <li>Tolly Report and SWG Buyer's Guide</li> <li>Promotional offers on new WSG appliance for references and PR</li> </ul>	<p><b>Sales Tactics</b></p> <ul style="list-style-type: none"> <li>Aggressive discounting, often underbid HW</li> <li>Leverage in-house Reconnex DLP solution</li> <li>Three years for price of two years special offer on SmartFilter</li> </ul>	<p><b>Sales Tactics</b></p> <ul style="list-style-type: none"> <li>Cisco will leverage existing footprint in customer site politically, plus volume leverage</li> <li>Market email strengths into Web gateway</li> <li>Low price, easy to use, often underbid HW</li> <li>Year end special price promotions</li> </ul>
<p><b>Win with Blue Coat !</b></p> <ul style="list-style-type: none"> <li>SWG MQ Leader Quadrant 2007 and 2008</li> <li>10+ years experience with Web gateways, protocols and content, enterprise proven</li> <li>WebPulse community watch of 54M users</li> <li>WebFilter includes ProxyClient</li> <li>Layered Defenses + Reporter v9</li> <li>Live malware and phishing URLs to test</li> </ul>	<p><b>Win with Blue Coat!</b></p> <ul style="list-style-type: none"> <li>WebPulse community watch of 54M users</li> <li>WebFilter includes ProxyClient</li> <li>Layered Defenses + Reporter v9</li> <li>Director for central management/back-up</li> <li>Proven enterprise stability and performance</li> <li>Policy flexibility, plus custom URL allow/deny</li> <li>Live malware and phishing URLs to test</li> </ul>	<p><b>Win with Blue Coat!</b></p> <ul style="list-style-type: none"> <li>10+ years experience with Web gateways</li> <li>SWG MQ Leader Quadrant 2007 and 2008</li> <li>Layered Defenses + Reporter v9</li> <li>WebFilter includes ProxyClient</li> <li>WebPulse community watch of 54M users</li> <li>IM/P2P proxies, FTP proxy, ICAP integration</li> <li>Live malware and phishing URLs to test</li> </ul>

## Partner Resources on BlueSource

Please visit: <https://bluesource.bluecoat.com/solutions/securewebgateway>

For all collateral and sales tools including: solution briefs, datasheets, white papers and presentations