

**BLUE
COAT**

Security
Empowers
Business



PacketShaper

BLUE COAT PACKETSHAPER

1

Growing Challenges

2

Blue Coat PacketShaper

3

PacketShaper in Action

New Applications
Drive Network Traffic Growth



Bandwidth Growth
HQ, Branch & Datacenter

37-65%
Per Year



Recreational
& Social Media

Audio, Video
& Streaming

POOR USER EXPERIENCE INCREASED BANDWIDTH COST

Key PacketShaper Capabilities



Real time view & auto-discovery of 900+ apps and 10's millions of websites



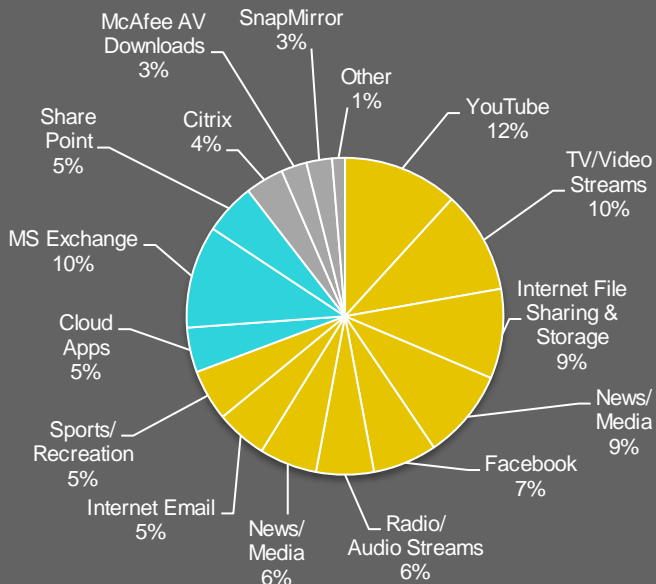
Cloud-connected classification engine with real-time updates



Simple and powerful QoS control



Real-time monitoring and reporting of application performance and network efficiency



✓ Identify disruptive traffic

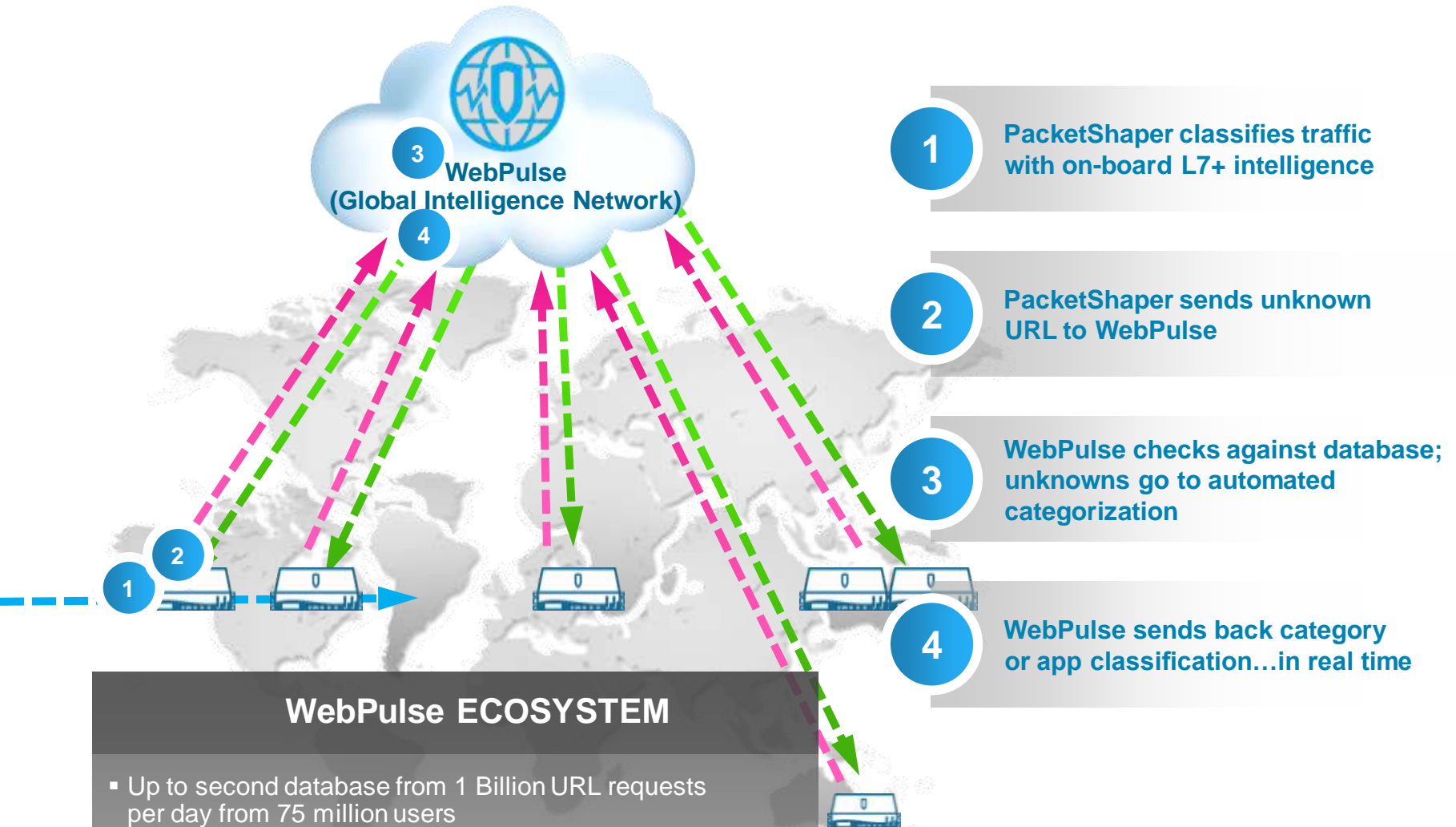
- See YouTube, Facebook, Pandora, P2P and other video, audio, BYOD

✓ Match mission critical applications

- Auto-discover or define your mission critical applications for bandwidth guarantees

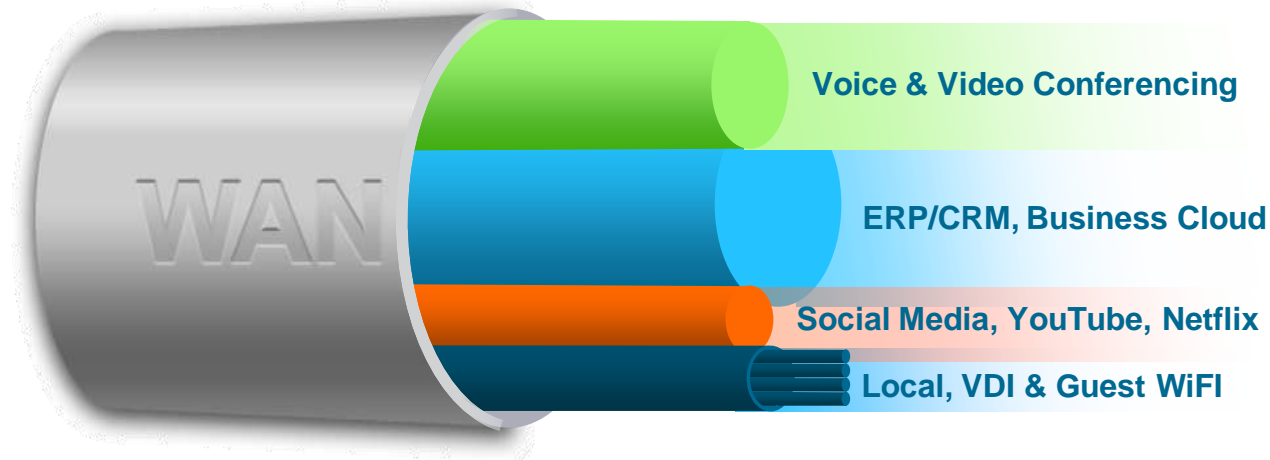
✓ Report on bandwidth/budget

- Track resources / budget expenditures to delay or justify bandwidth upgrades



WebPulse ECOSYSTEM

- Up to second database from 1 Billion URL requests per day from 75 million users
- Automated content categorization, advanced machine learning, content analysis; advanced malware research team



- ✓ **Bandwidth Guarantee for Latency-Sensitive Applications**
- ✓ **Protect Critical Business Applications**
- ✓ **Contain Recreational and Disruptive Traffic**
- ✓ **Fairly Allocate Bandwidth for All Users**

traffic class test

partition summary

Tree Depth: off

- Inbound
 - Localhost
 - Corporate_Application
 - IP-Defined-Citrix
 - Guest_Wireless
 - Video-VoIP
 - VDI
 - Social
 - FileServices
 - Business-Data
 - Business-Critical
 - 1 Access-Apps
 - Default
 - Database-ERP
 - Default
 - Online-Meetings

NEW PARTITION

Name: /Inbound/Business-Critical

< back add partition Go to [Partition Summary](#)

Size: 40 **2** %
 Burstable Limit: 70 **2** %

Specify a "size" to reserve bandwidth for all traffic defined by the class and its non-partitioned children. The size can be zero. Set the "burstable" option to allow a partition to borrow available bandwidth from other partitions, up to the "limit" you define. If a limit is specified, it must be at least 1000 bps.

Dynamic sub **3** ion
details ...

(none)

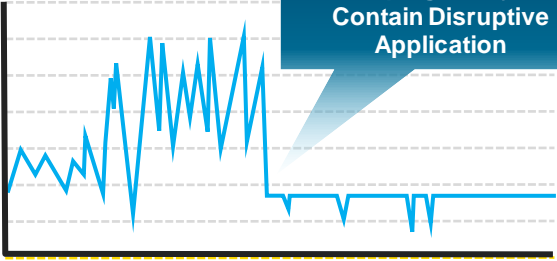
Specify subpartition sizing to create dynamic subpartitions for traffic flows per address or subnet basis. Click on details for full programming features.

- 1

Identify, Group and Classify Applications
- 2

Allocate Bandwidth & Set Bursting Capacity
- 3

Distribute Bandwidth with Dynamic Partitions



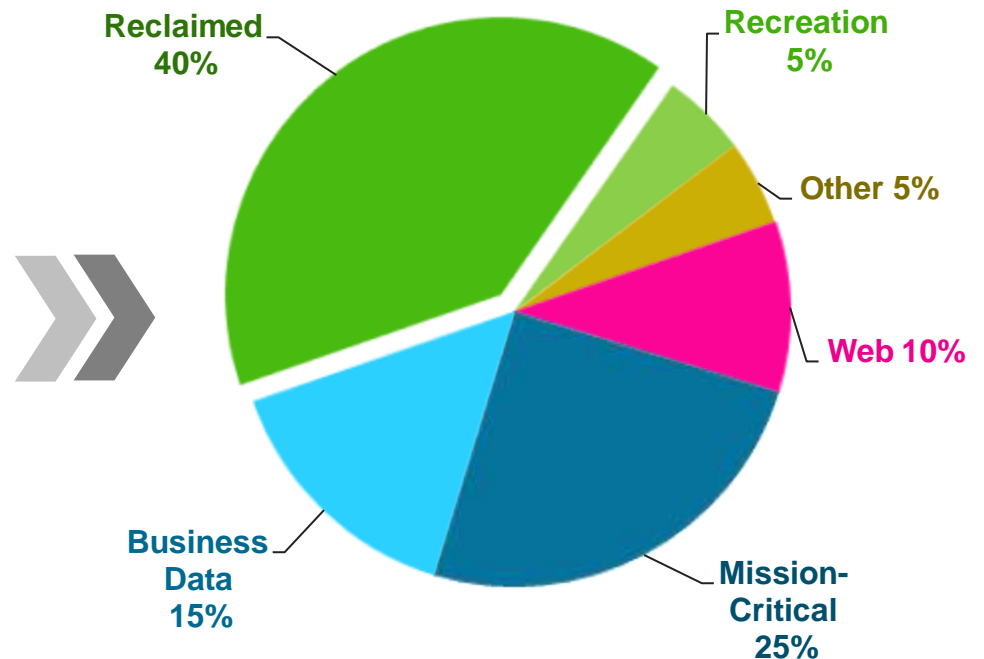
Shaping Policy to Contain Disruptive Application

YouTube

Application Based PacketShaper Control

Eliminating Traffic Spikes

- Application level QOS
- Higher bandwidth efficiency
- Per user fairness (WiFi, VDI)

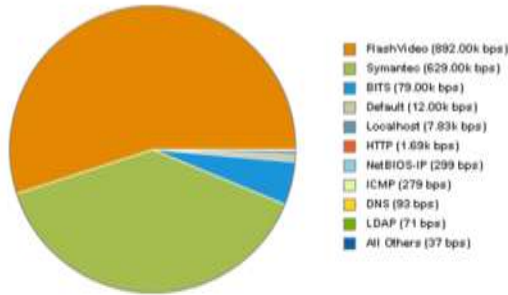


BETTER Business Priority & Resource ALIGNMENT

REDUCED Network & Bandwidth COSTS

last update: July 30 17:03:59
viewing period: 1 min

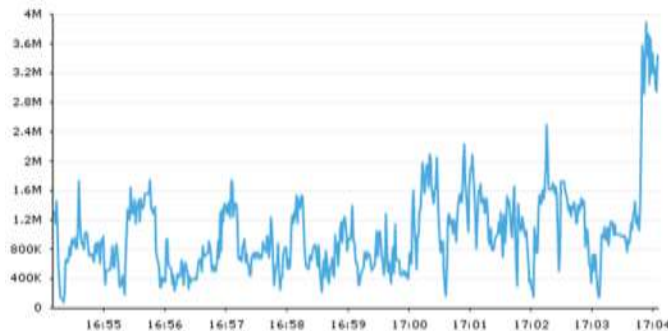
Top Ten - Inbound, bps



- Flash video
- Symantec AV update

**IDENTIFY MOST
DISRUPTIVE TRAFFIC
BY APPLICATION**

Link Utilization - Inbound, bps



- Traffic Spikes
- Bandwidth Hogs
- DDOS Attack

**SPOT ABNORMAL
BEHAVIOR
IN BANDWIDTH
USAGE**



Identify

- Real application-level visibility of WAN & Internet
- Classify disruptive traffic, report on bandwidth budget by application



Reserve

- Simple, powerful QOS – per app, per connection, per user
- Assure performance of key business processes



Contain

- Control impact of disruptive & recreational applications
- Reclaim bandwidth, defer upgrades & control costs



PACKETSHAPER FAMILY

The PacketShaper S-Series Family

SMALL BRANCH OFFICE

MEDIUM ENTERPRISE

LARGE ENTERPRISE/
DATACENTER

PacketShaper **S200**



PS-S200
(10Mbps to 500Mbps)

PacketShaper **S400**



PS-S400
(250Mbps to 2Gbps)

PacketShaper **S500**



PS-S500
(2Gbps to 10Gbps)

PS-S500



- 2Gbps to 10Gbps throughput
- Up to 18x1GbE ports, or...
- Up to 8x10GbE + 2x1GbE ports

PS-S400



- 250Mbps to 2Gbps throughput
- Up to 11x1GbE ports, or...
- Up to 4x10GbE + 3x1GbE ports

PS-S200



- 10Mbps to 500Mbps throughput
- Up to 7x1GbE ports



TIERED CAPACITY LICENSE LEVELS

System	PS-S200						PS-S400				PS-S500		
Maximum Capacity (bps)	10M	50M	100ML	100MH	250M	500M	250M	500M	1G	2G	2G	5G	10G
Classes	256	256	256	2K	3K	5K	3K	5K	5K	10K	10K	10K	10K
Static Partitions	256	256	256	2K	3K	5K	3K	5K	5K	10K	10K	10K	10K
Dynamic Partitions	256	256	256	5K	7.5K	10K	7.5K	10K	15K	20K	20K	35K	55K
Shaping Policies	256	256	265	2K	3K	5K	3K	5K	7.5K	10K	10K	10K	10K
Matching Rules	2K	2.5K	2.5K	5K	7.5K	10K	7.5K	10K	15K	25K	25K	25K	25K
Matching Rules Per Class	250	250	250	1K	1K	1K	1K	1K	1K	1K	1K	1K	1K
IP Hosts	7.5K	10K	10K	75K	200K	350K	200K	350K	450K	550K	550K	575K	600K
URL Cache Entries	500K	500K	500K	1,000K	1,500K	2,000K	1,500K	2,000K	2,000K	2,000K	2,000K	2,000K	2,000K
Active Directory Users	100	200	200	2.5K	5K	10K	5K	10K	10K	10K	10K	10K	10K
Active Directory Groups	50	100	100	200	225	250	225	250	250	250	250	250	250
Connections/Sec	40K	40K	40K	40K	40K	40K	90K	90K	90K	90K	170K*	170K*	170K*
Concurrent TCP Flows	5K	10K	10K	200K	275K	350K	275K	350K	500K	1,000K	1,000K	1,500K	2,000K
Concurrent Non-TCP Flows	2.5K	5K	5K	100K	150K	200K	150K	200K	300K	500K	500K	1,000K	2,000K

* PS-S500 with 11.2 Release

Thousands of Businesses Use PacketShaper To Ensure Superior User Experience and Control Bandwidth Cost



LARGE INSURANCE COMPANY

- Prioritize and protect VoIP application
- Performance protection for NetApp SnapMirror and data replication to disaster recovery site
- Improve user experience



LARGE BREWERY/ PUB CHAIN

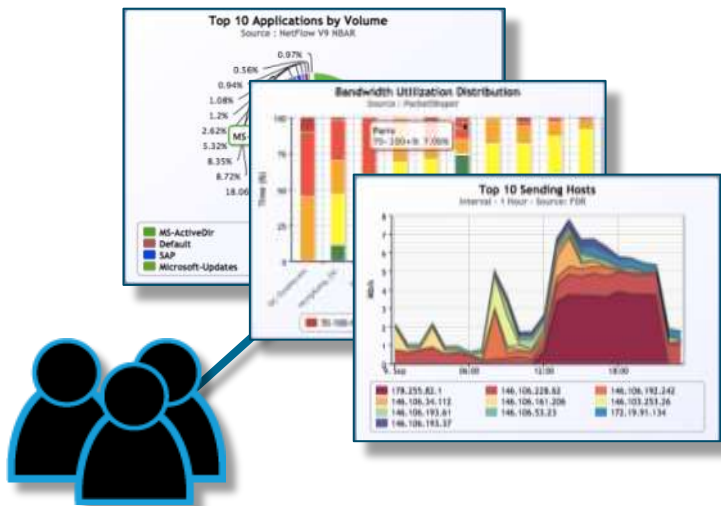
- Protect performance of POS application
- Improve guest WiFi user experience
- Bandwidth cost savings of +\$66K/year



LARGE HIGHER EDUCATION INSTITUTION

- Separate business and recreational traffic
- Performance guarantee for critical e-learning app
- Control P2P traffic & eliminate sharing of illegal/copyright content

BC360 Traffic Analysis



- Quick assessment (7-14 days)
- Understand application traffic & network utilization
- Deployed inline or on a SPAN port

**PacketShaper**

- Application intelligent shaping for WAN and Internet
- Control bandwidth costs, deliver superior user experience and align resources with business priorities

**ProxySG****MACH5**

- Internet and WAN optimization with integrated security
- Accelerate video, web, SaaS, mobile and internal applications, reduce bandwidth by 50% - 90%, direct-to-net

**CacheFlow**

- Transparent Caching for ISP's, Mobile Operators & Education
- Reduce bandwidth by 40% - 50% Improve content delivery

3 Steps to Business Assurance

CONTINUITY



Security & Policy
Enforcement

AGILITY

CENTERS OF EXCELLENCE



Mobility
Empowerment



Trusted
Applications



Performance

GOVERNANCE



Resolution

**BLUE
COAT**

Security
Empowers
Business

THANK YOU!