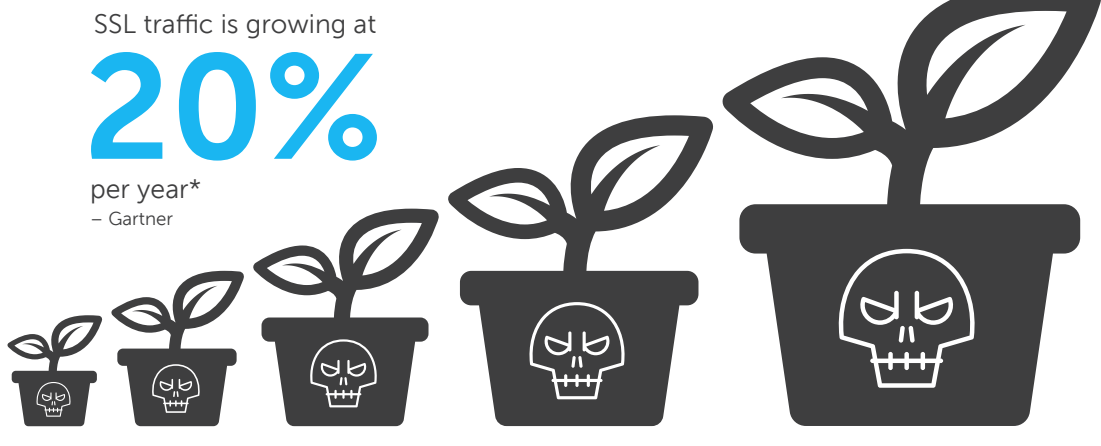


The 5 Things You Need To Know About Managing Encrypted Traffic

Encrypted Traffic Management (ETM) is critical to balancing modern security demands with privacy, policy and performance needs.

1. Encrypted Traffic is Pervasive. Manage it.

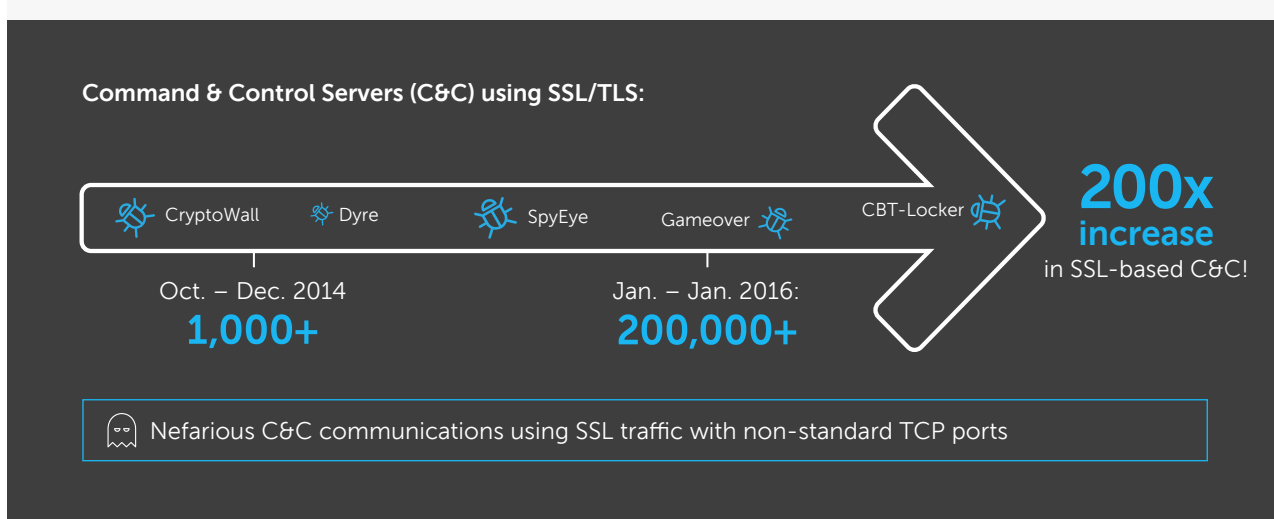
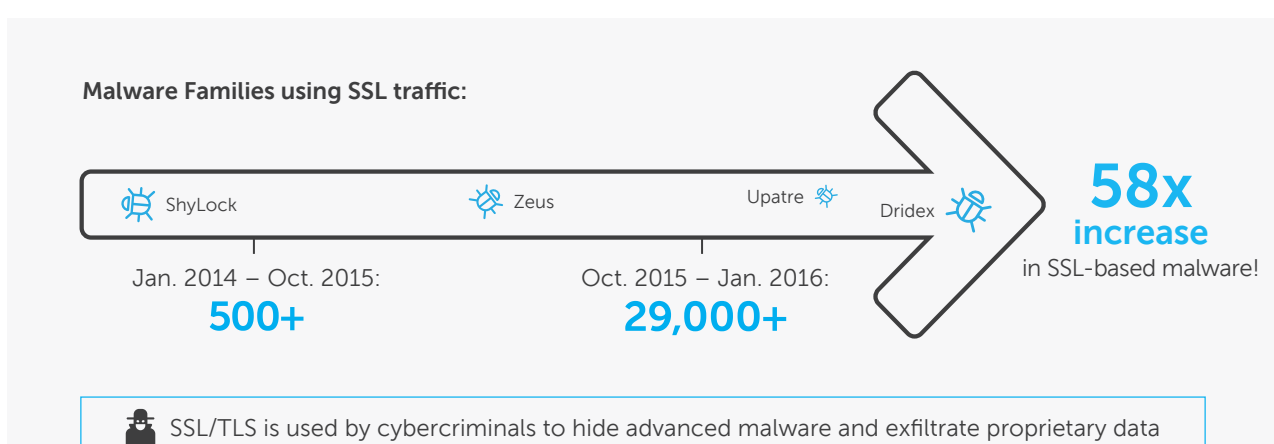


SSL/TLS traffic is pervasive and showing no signs of slowing down:

- Up to 50%** of ALL enterprise traffic is encrypted with SSL/TLS*
- "Let's Encrypt" initiatives further **increase network encryption adoption**[†]
- Google positively raises search rankings** of sites that use encryption with SSL/TLS[‡]

2. Advanced Malware Hides in SSL/TLS Traffic. Expose it.

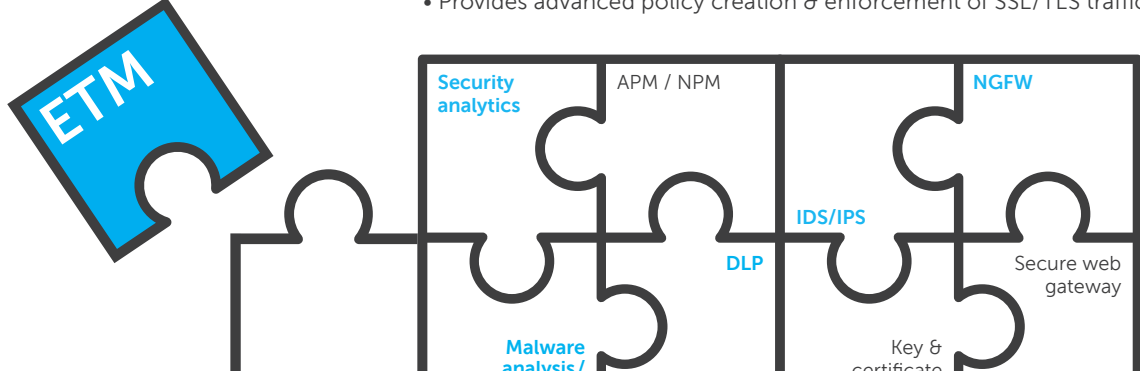
Current security solutions have limited to no visibility or control of SSL/TLS traffic. Blue Coat Labs found dramatic increases in SSL use in the last two years.



3. Encrypted Traffic Management (ETM) is the Best Solution. Simplify Your Security.

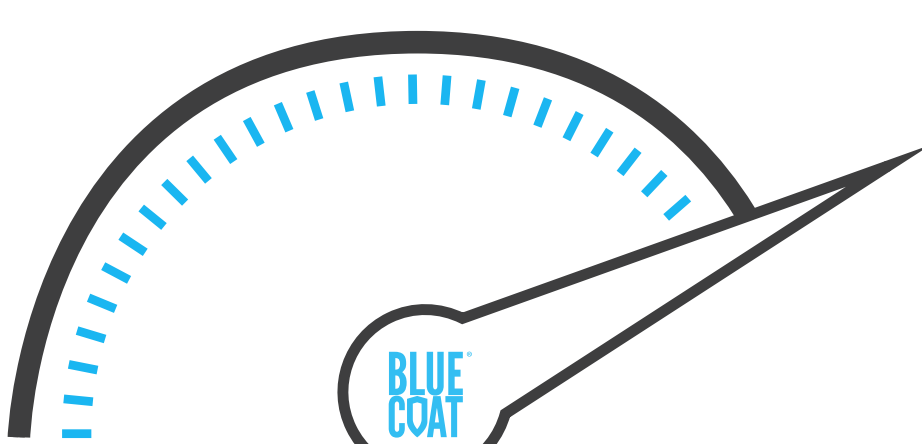
Blue Coat provides a dedicated ETM system that:

- Easily integrates with and improves your existing security infrastructure
- Automatically sees all inbound and outbound encrypted traffic and exposes threats
- Provides advanced policy creation & enforcement of SSL/TLS traffic



- Simple configuration** for fast and effective deployment
- Enhances IDS/IPS, DLP, NGFW, Anti-malware/Sandbox, security analytics and more** with newfound visibility into SSL traffic—without APIs or special s/w
- Preserves and extends your return-on-investment**

4. SSL/TLS Decryption and High Performance can Coexist. Speed it Up.



Traditional security solutions can't cut it. They are:

- Costly and can degrade performance—up to 80%****
- Typically limited to Web/HTTPS traffic** and require complex scripting to see other SSL traffic like SMTPS, IMAPS, POP3S, FTPS, LDAPS and more

5. Data Privacy and Compliance Can't be Overlooked. Enforce Policies.



Operating in multiple markets and regions? You'll need to:

- Identify and refine your corporate policies** and mandates
- Find an adaptable ETM solution** that meets local, state, and federal compliance mandates
- Work with legal, compliance and HR teams** for successful deployment

See Your Traffic for What it Really is

The time for Encrypted Traffic Management is now. Our Encrypted Traffic Management Solutions provide complete visibility into encrypted traffic without diminishing functionality or performance. Better yet, our unmatched policy enforcement enables you to selectively inspect and decrypt the right traffic while ensuring data privacy compliance.

* Gartner "Security Leaders Must Address Threats From Rising SSL Traffic", Published: 9 December 2013
 ** 6 J. W. Pirc, "SSL Performance Problems: Significant SSL Performance Loss Leaves Much Room for Improvement," NSS Labs, June 2013.
 † Source: ZMap Team at the University of Michigan. (2015, Jan.) Internet-Wide Scan Data Repository. [Online]. <https://scans.io/>
 ‡ (2015, Jan.) Let's Encrypt is a new Certificate Authority. It's free, automated, and open. [Online]. <https://letsencrypt.org/>
 § Zineb Ait Bahajji and Gary Illyes. (2014, Aug.) HTTPS as a ranking signal. [Online]. <https://googlewebmastercentral.blogspot.de/2014/08/https-as-ranking-signal.html>