



Network
+ Security
+ Cloud

Encrypted Traffic Management

ETM-Ready Certification



SSL encrypted traffic is pervasive in organizations around the world, representing 35% of all enterprise network traffic today.¹ With a 20% annual growth rate, SSL encrypted traffic increasingly presents a “blind spot” in organizations as most current security solutions cannot see or manage this traffic or the threats that hide within. Advanced Persistent Threats (APTs) are increasingly using SSL-based attacks, with Gartner predicting that 50% of all network attacks will be encrypted by 2017.² Security tools, such as NGFW, IDS, IPS, DLP, security analytics and malware analysis devices are typically blind to SSL traffic or experience significant performance degradation if SSL inspection is enabled. Furthermore, managing SSL traffic and associated cryptographic certificates and keys across multiple security devices increases operational complexity. A new approach is clearly needed.

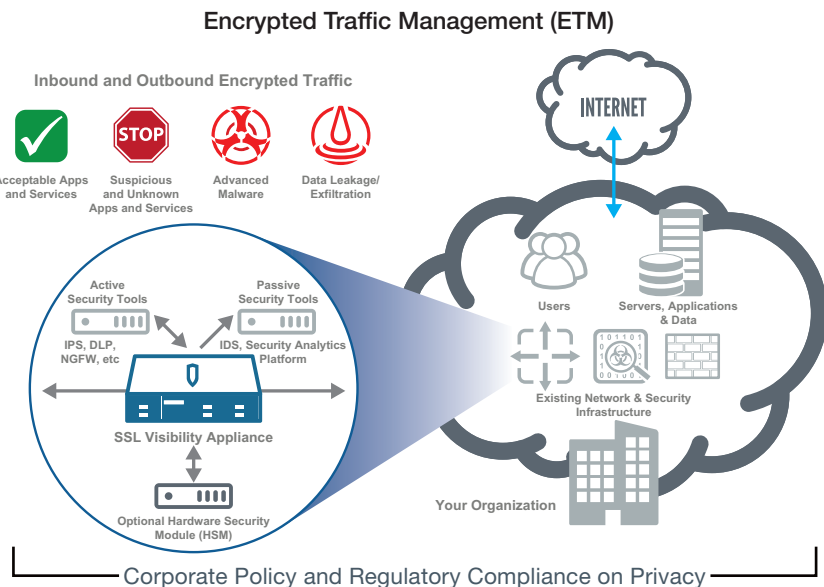
Solution – Encrypted Traffic Management

Blue Coat’s Encrypted Traffic Management (ETM) solution eliminates the encrypted traffic blind spot and combats the security threats hidden in encrypted traffic while preserving privacy, policy and regulatory compliance. Comprised of the market-leading Blue Coat SSL Visibility Appliance, it enhances existing security solutions by providing visibility into previously hidden traffic and advanced threats without requiring significant upgrades or re-architecting the network security infrastructure.

The SSL Visibility Appliance is a high-performance purpose-built solution that utilizes comprehensive policy enforcement to inspect, decrypt and manage SSL traffic in real time, while ensuring data privacy and regulatory compliance. Its unique “decrypt once, feed many” design empowers multiple security tools with new-found visibility into encrypted traffic to effectively detect and eliminate advanced threats without hindering device or network performance.

SSL Visibility Appliances are designed from the ground up to integrate with, maintain and enhance the value of 3rd party products, and

encourage multi-product sales by resellers to provide best-in-class security to detect and eliminate SSL blind spots.



¹ NSS Labs, "SSL Performance Problems," <https://nsslabs.com/reports/ssl-performance-problems> June 2013.
² Gartner "Security Leaders Must Address Threats From Rising SSL Traffic". Published: 9 December 2013



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Key Components of an ETM Solution

- Eliminates the Encrypted Traffic blind spot
- Combats the security threats hidden in encrypted traffic
- Preserves privacy, policy and regulatory compliance
- Maximizes the Security Infrastructure Investment (ROI)

Opportunity – ETM-Ready Certification

The ETM-Ready Certification has been designed to create new business opportunities for Blue Coat Business Assurance Technology (BAT) Partners. By taking the next step and becoming ETM-Ready Certified, Blue Coat ensures that the resulting solution from both parties can fully interoperate and provide best-in-class security to detect, prevent and eliminate the hidden threats in SSL traffic.

ETM-Ready solutions can be applied in a wide variety of environments. Banks, financial institutions, healthcare organizations, government agencies, oil and gas producers, retailers, manufacturing and more represent the primary customer industries and prospects for ETM solutions across the globe. Together, we will offer a solid and proven ETM solution to our customers, resulting in a wide array of benefits for participating BAT Partners.

Expand your market reach

Once certified, we will jointly announce the availability to our entire sales organization and reseller channel partners through our communication channels. The joint partner's solutions will become automatically integrated within our ETM Sales Plays across the globe.

Improve your visibility

ETM-Ready Certified Partners will be invited to participate in Blue Coat events using jointly developed and branded marketing collateral. These events will allow you to network with channel partners, Blue Coat sales, customers and prospects. The visibility of your ETM-Ready products will directly correlate to sales leads.

Enhance your product value

Use the exclusive ETM-Ready Certified status as a differentiator to assure your customers and prospects that the joint solutions are fully compatible with SSL Visibility Appliance and able to offer a best-in-class ETM solution to detect and eliminate SSL blind spots.

Assigned Blue Coat Alliance support

ETM-Ready Certified vendors will have access to an assigned Partner Alliance Manager and an Alliance Marketing Manager for expedited certification and joint marketing efforts.

Ready To Go?

Get started today to become ETM-Ready certified. **Contact Blue Coat at batp@bluecoat.com.**

ETM-Ready Benefits

- Access to SSL Visibility hardware for integration and certification
- ETM-Ready Certified Logo
- Listing in the online ETM-Ready Certified directory
- Automatic Invitation to become a Business Assurance Technology Partner
- Access to joint Blue Coat – BAT Partner marketing events
- Access to the Blue Coat Lead generation platform – Powered by Zift Solutions
- Co-Branded Solution Briefs
- Access to SSL Visibility Sales & Technical training
- Access to the ETM PR Program, including Guest Blogger rights, success stories, releases and more
- Assigned Partner Alliance Manager for the joint solution(s) development

ETM-Ready Certification Requirements

- Signed mutual NDA
- Signed ETM-Ready Certification agreement
- Signed Business Assurance Technology (BAT) Partner agreement
- Assigned Partner Alliance Manager
- Assigned sales, technical & marketing contacts
- Provide a joint press release and/or quote for the PR program
- Promote the partnership and ETM-Ready certification (logo) online
- Technical Integration Guideline, Sizing document and short presentation