Competitive Brief

▶ Blue Coat

Cannot deliver assurance:

- Disconnected third-party enabled point solution
- No virtualization solution
- Limited acceleration features
- Defocusing from core markets
- Poor price:performance ratio
- Complex configuration
- Manually intensive reporting
- No centralized management
- No dynamic policy engine
- Higher total cost of ownership
- Fragmented application intelligence
- Limited Active Directory integration via BCAAA

They chose Exinda:

- Kraft Foods
- Cadbury
- Major League Baseball
- Marriot Hotels
- Domino's Pizza
- Ford Motor Company
- Ryerson University
- Telekom Malaysia
- McGraw Hill
- Pattonaire
- US Olympic Committee
- America Cancer Society
- US Department of Labour
- Four Seasons Hotels
- R&R Ice Cream
- Honda
- Aaron Rents

Why customers choose Exinda over Blue Coat

Exinda is the fastest growing WAN Optimization vendor in the world since 2009 and 35% of our customers come to us as competitive replacements from vendors such as Blue Coat. The reason for Exinda's unprecedented growth is that customers are looking for application assurance that is connected to the priorities of the business and delivered in an integrated suite focused squarely on WAN Optimization. Exinda is the only vendor in the market today architected around a Dynamic Policy Engine which provides the intelligent approach required to truly assure a high performance user experience across the entire application estate.

Assurance Requirement	Blue Coat	Exinda
Integrated Solution	Disconnected	Single Suite
Dynamic Policies	Fixed	Policy Engine
User and Group Profiling	Manual	Automated
Reporting & Diagnostics	Reporting Silo	SLA Dashboard
Application Intelligence	Protocol Focus	Application packs

Customers choose Exinda over Blue Coat for User Productivity

A key measure of application assurance is the productivity of employees that use WAN and Internet applications. The ultimate user experience is what determines productivity thus making it the top priority for most IT organizations in 2012. Unlike Blue Coat who focuses on web traffic acceleration, Exinda delivers productivity assurance by applying an intelligent mix of data reduction, acceleration, caching and containment in line with security policies to provide the best user experience where the business needs it most. The result is a more productive workforce, faster problem resolution and reliable application performance which translates into measureable returns to the IT bottom line.

Productivity Need	Blue Coat	Exinda
Virtual Desktops	VMware Support	VDI Assurance
Cloud Application Caching	Additional Hardware	Asymmetric
Problem Diagnosis	Labour Intensive	Direct Insight
Incident Resolution	Best Guess	Instant Feedback
Performance Predictability	Variable by time	Predictable 24-7

Customers choose Exinda over Blue Coat for Ease of Use

WAN Optimization is only as effective as its implementation. It is critical to make it easy to identify the traffic that is traversing on your network, define policies to manage problem areas and generate reports that can be used to maintain a specific service level for your applications infrastructure. Unlike Blue Coat, Exinda is the only vendor that provides an integrated user interface that can provide acceleration, visibility, and control on a network at a user level. With Active Directory integration and a single, dynamic policy engine, Exinda makes it easy to identify and mitigate problems on your network right out of the box yet can be customized at an individual user level as well.

Ease of Use Feature	Blue Coat	Exinda
User Interface	Speciality	Single Interface
Policy Management	Fragmented	Integrated
Report Generation	Manually Intensive	Automated
Application Discovery	Inflexible	Customizable
User Profiling	None	A/D Integration

Competitive Brief

▶ Blue Coat

"We chose Exinda over competitors like Riverbed and Packeteer because we needed a solution that would enable us to see everything that is travelling over the network 24/7 and manage it based on business priority. Due to the global nature of our business, we depend on our network to reliably deliver the core applications we need, enabling us to provide the best service to our internal and external customers. What Exinda has given us is the ability to manage network traffic easily, quickly and efficiently, with the added benefit of improving our productivity rate across the business."

– Clarke Energy

Customers choose Exinda over Blue Coat for Business Assurance

Meeting SLA's is the ultimate measure of success for IT and the network in particular. Customers are demanding a shift from stand alone traffic shaping from conventional vendors like Blue Coat to business-centric WAN optimization from vendors like Exinda. Unlike Blue Coat, who requires constant, manual management of policies across up to three platforms, Exinda incorporates more than 170 pragmatic reports within its easy to use suite. No other vendor makes it as easy to manage SLAs, create policies and diagnose network problems. Exinda is the only vendor in the market to deliver true SLA assurance as a core component of its Integrated WAN Optimization Suite.

SLA Need	Blue Coat	Exinda
Dynamic Policy Engine	Fixed	User/Application
SLA Policies	None	Hierarchical
Multi Variable SLAs	None	Policy Wizard
Actionable Dashboard	Separate	SLA Reports
Easy Diagnostics	Complex	1 Click Diagnosis

Customers choose Exinda over Blue Coat for Application Visibility

Enterprises and other institutions are embracing the power of social applications for strategic purposes and the value of empowering employees to use personal devices in the workplace. The challenge for customers is to embrace social applications and personal devices when strategically important but contain them when they are used for recreation. Conventional WAN Optimization Vendors like Blue Coat take a silo'd approach that requires you to apply acceleration separately from traffic shaping. Unlike Blue Coat, Exinda applies its 360 Dynamic Policy Engine to identify recreational applications, and guarantee they do not infringe on the user experience for strategic applications that are then accelerated from one single suite.

Containment Need	Blue Coat	Exinda
Social Application Profiles	Mostly Layer 4	Layer 7
P2P Application Profiles	Mostly Layer 4	Layer 7
User/Time Based Policies	None	Out of the Box
Granular Identification	Layer 7	App Sub Types
Bandwidth Throttling	Manual	Intelligent

Customers choose Exinda over Blue Coat for Scalability

The WAN is one of the most strategic investments a company makes as it supports 90% of the workforce who operate in remote offices. The challenge for customers is to assure the WAN investment with solutions that pay for themselves quickly through productivity gains, problem resolution efficiency and optimal use of bandwidth where it is most expensive. Conventional vendors like Blue Coat focus only on bandwidth savings from traffic reduction and do little to deliver financial benefit from user productivity and management efficiency. Exinda provides the best price:performance ratio in the market and delivers ROI not only from traffic reduction but most importantly from gains in user productivity and IT efficiency.

Investment Need	Blue Coat	Exinda
Rapid ROI	Variable by Time	3 Months
Price:Performance	Premium Price	Best in class
Resource Scaling	Limited to 10K	Up to 250K users
Physical and Virtual	Physical Only	Flexible Platforms
Easy Upgrades	Complex	Scale as you Grow

▶ Blue Coat

Exinda is Architected for Assurance. Blue Coat is Not.

Exinda's Technology

- Single Integrated Suite
- Active Directory Integration
- User and Application Policies
- 170 Integrated Reports
- Bandwidth Threshold setting
- VoIP and Video Monitoring
- Acceleration and Containment
- Asymmetric Cloud Caching
- Innovative Mobile Client
- Virtual P2P Caching
- 2,500 Application Signatures
- Industry Application Packs
- Simple Diagnostic Interface
- Scalable Virtual Appliance
- Layer 7 Application Visibility
- Social Application Control
- Dynamic Bandwidth Allocation

"We already had traffic shaping through Blue Coat PacketShaper, but the system wasn't capable of meeting the growing challenge. It was rated as 1GB, but realistically was only capable of handling 700MB. We needed something with a faster management interface, especially when reaching operational parameters, and which isn't limited as to what it can do with dynamic partitions and slicing up bandwidth."

– Royal Holloway, University of London

Exinda 360 Dynamic Policy Engine	Blue Coat Approach
Active Directory Integration: The only solution in the market that seamlessly integrates with A/D to provide visibility and control of application use at the user level for up to 250K users	**Limited A/D Integration:** BCAAA maxes out at 10K users, caching limitation can cause user misidentification, no VDI support
Multi Variable Policy Creation: Wizard based creation of optimization policies based on user, application, time and other variables to allocate the right bandwidth to the right app at the right time.	**Policies Fixed to IP Addresses** Policy classes must be applied manually and can only be defined for the top 20 hosts
Proactive SLA Enforcement: Intelligent allocation of bandwidth to meet SLAs that can be based on application type, user, role, group or department.	**No SLA Enforcement:** View the network as protocols and bandwidth. No consideration of business SLAs.

Exinda Optimization and Containment	Blue Coat Approach
Intelligent Optimization: Applies a mix of data reduction, acceleration and caching technologies based upon the application type and how it is being accessed i.e. WAN or Internet.	**Manual Content Filter** Application traffic must be explicitly shaped as auto discovery does not exist on Packet Shaper.
Integrated Policy Management Windows mobile client designed to deliver an optimized application user experience for remote and transient workers without the burden of an optimization appliance.	**No Policy Integration** Mach5 acceleration platform has no integration with the policy modules of PacketShaper
Recreational Application Containment: Targeted identification at Layer 7 of social and recreational traffic with the ability to create application policies to allocate minimal bandwidth or prevent altogether.	**Three Box Solution Required:** Mach5, ProxySG and PacketShaper are all required in order to properly contain recreational traffic.

Exinda Reporting and Diagnostics	Blue Coat Approach
Pragmatic User and Application Reports: 170 reports at the business and SLA level. Reports are designed to make diagnosis and resolution easy vs. endless lists of IP addresses and protocols.	**IP Address Reporting:** Policies can only be applied to individual and ranges of IP addresses.
Integrated Reporting Engine: Reporting and diagnostics are central to the Exinda suite. Reports are connected to users, applications, policies, SLAs, groups and usage contexts.	**Disconnected Reporting Tools:** Reports are linked to policies that are only available on Packetshaper.
Practical Diagnostics: Diagnostic technology that provides a feedback loop from problem discovery based on user and application to resolution and policy management.	**Complex Diagnostics:** Diagnostics are not real-time and require correlation amongst multiple platforms to get full picture.

▶ Blue Coat

Exinda is Architected for Assurance. Blue Coat is Not.

Exinda Assurance Platform	Blue Coat Approach
Virtual and Physical: Flexible deployment options across a mix of physical and virtual appliances to deploy seamlessly into your environment and scale with your business.	**Physical Only** Unable to deliver a functional multi hypervisor virtual appliance that integrates QoS and Acceleration.
Scale as You Grow: Built in resource and connection scalability within form factors which means you can upgrade power and performance without replacing the appliance.	**Difficult to Scale:** With different user limits on BCAAA, ProxySG, and Packeshaper, solution is difficult to architect
Powerful Branch Platform: Branch office appliances in the Exinda 2000 and 4000 series make them 6 times more powerful than Blue Coats branch products.	**Impractical Branch Solution**: Designed for 2-3 person branch offices which are not realistic. Only 20 connections in the branch box.

Exinda Total Cost of Ownership	Blue Coat Approach
Scalable Solution: Exinda can scale to 10 Gbps and 250K users in a single box for branch and data centre solutions in either a virtual or physical form factor.	**Platforms do not Scale** Maximum scale of top tier Blue Coat appliance is 10,000 users..
Single Integrated Suite: A single platform can provide visibility, control, and acceleration.	**Multiple point solutions are required:** At a minimum two boxes are required at each site to provide traffic shaping and acceleration services
Ease of Management Consolidated policy management, configuration control, and integrated reporting makes Exinda the easiest WAN Optimization platform to administer on the market	**Disconnected Management** Separate policy management and configuration interfaces requires additional administrative resources.

Exinda Integrated Optimization Suite	Blue Coat Approach
Optimization, Containment, QoS, Reporting in One Suite: The only solution in the market incorporating WAN Optimization and Application Assurance into a single suite that allows you to scale out as needed.	**Silo'd Framework**: Comprehensive acceleration framework that often requires 5 independent products to implement.
Install and Configure in 5 Minutes: The fastest installation in the industry. Exinda suite can be installed in minutes and comes with pre-configured application signature packs ready to use.	**Complex Configuration**: Can take weeks and months to integrate and use the different components beyond acceleration.
2,500 Packaged Application Signatures: The most Layer 7 application signatures in the industry designed to provide business level visibility into the applications strategic to your network.	**Proxy Protocol Level Solution**: Primarily a Layer 4 solution. Misses the important variability of http and other application traffic.