# Blue Coat - AFE Challenge

**The Power of the Proxy**

January 2006

Blue Coat

## The Business of IT

***Applications***

***Delivered over the Network***

***Experienced by Users***

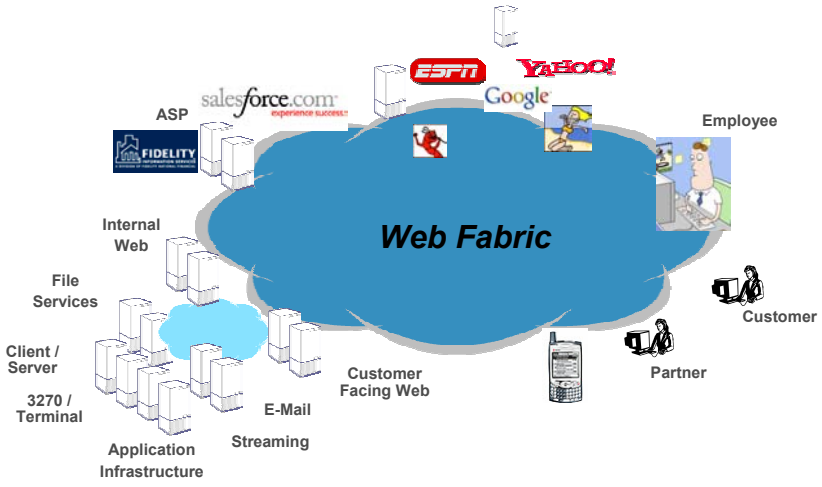
*Increasing demand to manage cost –*
*providing optimal performance – dealing with the unexpected!*



Blue Coat

# Logical View of User-to-Applications

*Open, ubiquitous, agile, cost-effective, secure, consistent*






BlueCoat

# Common Themes

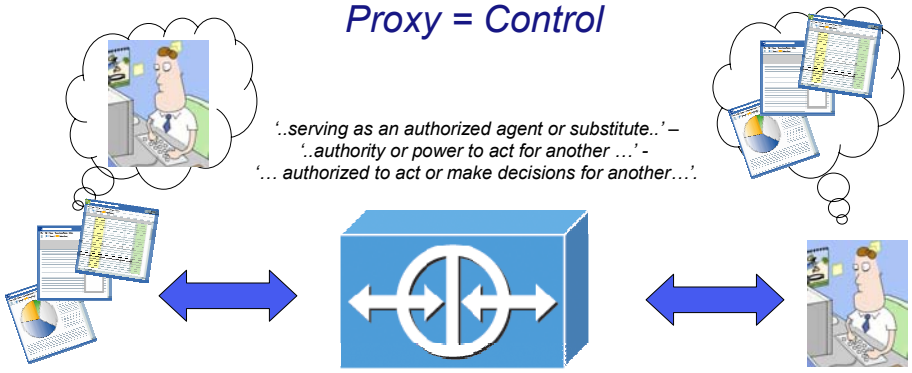
- A 'Web' Strategy (*Evolving*)
  - Everything Web (end-to-end encryption)
  - Ubiquitous Access (application utility infrastructure)
  - Strategic application platform for all services
- Distributed Enterprise (*Emerging*)
  - Use of the public infrastructure Business centric Internet based services
  - Employee / Partner / Customer Access
  - Lower cost of bandwidth
- Reducing Cost (*Maturing*)
  - Data Center / File Server Consolidation
  - Operational / License / Infrastructure cost savings
- Compliance (*Ongoing*)
  - Regulatory
  - Internal



BlueCoat

# The Power of the Proxy

*Proxy = Control*



*'..serving as an authorized agent or substitute..' –*
*'..authority or power to act for another …' -*
*'… authorized to act or make decisions for another…'.*

***Proxy – Acts as a Client to a Server***

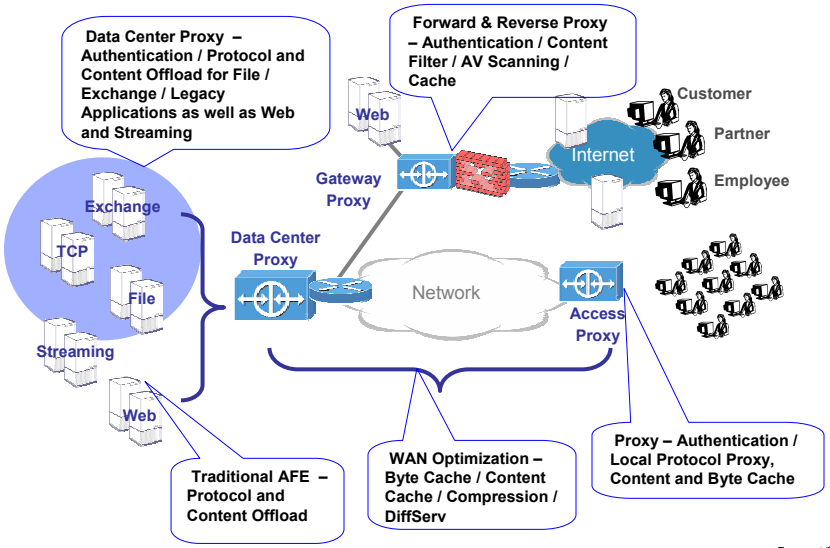
***Proxy – Acts as a Server to a Client***

*It's not just valuable for Controlling the Internet*



BlueCoat

# AFE = Proxy = Many Roles






BlueCoat

# Summary

- Blue Coat has been shipping an ‘AFE’ (Reverse Proxy) for many years w/ a large installed base
- The role of the AFE has a broader responsibility which is inclusive of Steaming Media, File (CIFS), Exchange (MAPI) and other TCP applications
- It also is a component in a much larger system solution which assures that IT can protect users, control use and assure performance.