



## 5 Reasons Why You Need Better Visibility of Your Network

Ever try walking across the room in the dark? Lack of visibility makes even the simplest task very difficult indeed. So just imagine tackling complex jobs like nailing ROI targets or meeting rising performance expectations for your network. In a nutshell, if you can't see what's happening then you can't even begin to attack what's wrong with the network. More specifically, here are 5 concrete reasons why you should contact Blue Coat today and start working towards greater visibility of your network.

### 1 To maximize your return on network investments for business application delivery.

You've invested a fortune to set up and maintain your company's network and WANs. But if you're only using a portion of the possible bandwidth, or if your business isn't seeing all of the potential benefits from the network, then you're throwing money down the drain. With application-level visibility of network activity, you'll take the first step towards pinpointing what's working (and fixing what's not).

### 2 To classify and prioritize business and recreational traffic.

With the surge in popularity of social networking, your network is becoming anti-social to getting real work done. Visibility will free you to see what percent of your bandwidth is going towards YouTube, Facebook and iTunes. And what percentage is going towards business-critical applications. With the facts in hand, you can then make informed decisions.

### 3 To align bandwidth costs, usage, and upgrades with business requirements.

When your network gets sluggish and those nagging complaint emails start piling up in your Inbox, the knee-jerk reaction is to throw money at more bandwidth or unilateral acceleration. But is that really the best solution? In fact, it's only when you have visibility into network activity (from A to Z) that you can you make intelligent decisions about what solutions are most beneficial.

### 4 To stay ahead of the curve – anticipating and resolving issues before they're problems.

As new technologies are added (and new user-behavior is adopted), there's naturally going to be a dramatic effect on network performance. Plus for every action that you take, there could be unforeseen consequences. So only with visibility into every aspect of the big picture, can you be sure of the best results from the changes you make.

#### 5 To ensure quality and service levels for rich media and voice.

Users today are demanding access to the latest technologies. This includes Voice over IP (VoIP) for staying connected at the office and on the road, as well as delivering rich media for training videos, product demonstrations, and more. But these bandwidth-heavy applications come at a severe price to network performance. It's only through visibility that you can see how to optimize what you have, and in what areas you need to expand.

## About Blue Coat Systems

Blue Coat Systems is the technical leader in application delivery networking. Blue Coat offers an application delivery network infrastructure that optimizes and secures the flow of information to any user, on any network, anywhere which fuels a sustainable competitive advantage for distributed enterprises. Over 15,000 of the most demanding organizations, including 81% of the Fortune Global 500®, trust Blue Coat with their mission-critical applications. Additional information is available at [www.bluecoat.com](http://www.bluecoat.com).