

# ProxySG™ Advanced Web Proxy

## Web Proxying with Blue Coat enables organizations to:

- Obtain comprehensive visibility and reporting on Web communications throughout the organization
- Implement granular Web access policy based on users, groups, time of day, location, network address, user agent, and other attributes to meet unique business requirements
- Integrate leading subscription-based filtering lists that are automatically updated as the Web evolves
- Integrate optional instant messaging controls for managing all popular public IM formats including AOL, MSN and Yahoo!
- “Coach” users through custom splash pages that communicate the company’s Internet access policy
- Simplify administration and enforcement of corporate Web usage policies
- Gain up to a 10x improvement in Web performance through integrated caching
- Replace legacy, software-based proxy servers with an easy-to-manage, scalable appliance

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First generation proxy servers – software-based applications running on general-purpose operating systems – offered the first tools for securing network access. However, the performance limitations and feature restrictions of these products have become apparent under today’s heavy Internet use. Additionally, as organizations look to maximize IT staff resources, the significant management and administration overhead required for software proxy servers is no longer cost effective.

At the perimeter of the corporate network, firewalls and intrusion detection systems provide excellent protection against external attacks. But they do not allow organizations to control users from within – via authentication, authorization, logging, reporting or policy enforcement – in order to create a productive, safe Web environment. The right choice for control is Web proxying with ProxySG™ appliances.

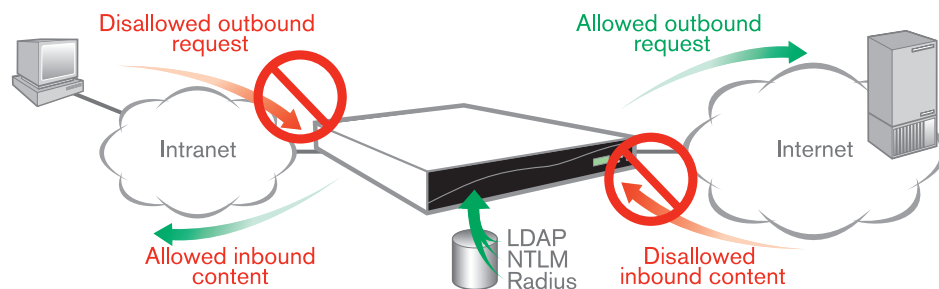
## Why ProxySG?

**Most Robust Proxy Functionality** - Blue Coat proxy solutions are built on an optimized appliance – with a purpose-built operating system designed specifically around Web objects. The ProxySG supports all popular Web protocols including IM (AOL, MSN, Yahoo), HTTP, HTTPS, FTP, SOCKS, DNS, Real Streaming and Microsoft Streaming. Additionally, the ProxySG supports TCP tunneling, a method to control any application protocol running over TCP which does not have native proxy support.

**Better Policy Granularity** - Complex and global access policies can be deployed with ease. Using the integrated BlueView™ Visual Policy Manager, administrators can quickly create and implement powerful Web proxy policies on an enterprise-wide basis. At the core of the solution is the Blue Coat patent-pending Policy Processing Engine™ – providing scalable, granular control for the most rigorous environments.

**Lowest Cost of Ownership** - Initially, proxy software for a general-purpose server can be less expensive, but over time, the increased management and licensing costs can easily surpass the cost of buying a Blue Coat ProxySG appliance. Factor in the cost of human capital required to install, support and maintain a software-based product and its components and the Blue Coat solution becomes extremely cost effective.

The ProxySG can use a company's existing security database such as a directory service to force user authentication prior to accessing Web content or utilizing Web-based applications. Upon successful authorization, policies can be enforced and logged based on a single user, groups, IP addresses, time of day, and many other variables.



The ProxySG provides deep visibility of all Web requests and responses by gathering complete details on the transaction between users and servers. This information is then used to implement Web usage policies and produce reports on Web communications. The knowledge and attributes gathered include: user information, group membership, site and IP address of workstation, time & day, elapsed time of communication, protocol used, agent (browser, IM client or media player version), file and mime-type, URLs for all Web objects, request history, active content types, bandwidth utilized and more. Using this information, the ProxySG is capable of:

- Enforcing or “triggering” multiple actions from a single attribute, or
- Combining multiple attributes to create a single policy

For example, IT administrators with a need to control access to Web resources could create a policy that allowed access to multimedia content only to users with membership in the group Marketing, using Microsoft Media Player, requesting an .asp file, from www.media.com, during the hours of 8 a.m. and 5 p.m., and using the HTTP protocol. With ProxySG, administrators have total flexibility to enforce policies that meet unique business requirements.

Blue Coat ProxySG is the leading secure proxy appliance for controlling and securing user communications and applications over the Web. The ProxySG appliance integrates advanced proxy functionality with optional security services such as content filtering, instant messaging (IM) control, and Web virus scanning – without impacting network performance.

## Key Features:

**Application-layer Protocol Support** - Transparent or explicit proxy support for HTTP, HTTPS, FTP, DNS, Instant Messaging, SOCKS, Microsoft streaming, Real streaming, and more.

**Multiple Authentication Realm Support** – Supports user authentication to multiple back-end authentication directories sequentially using RADIUS, LDAP and NTLM.

**Public Key Infrastructure (PKI) Authentication** – Allows user authentication from any PKI system supporting the X.509 standard including VeriSign OnSite, Microsoft Certificate Server, Entrust Authority, or Baltimore Unicert.

**Bridging Mode** – Simplifies deployment by eliminating the need for explicit PAC files, WCCP enabled routers, or layer 4 switches to proxy Web requests.

**Reverse Proxy Mode** – Integrated SSL functionality and caching provides scalability and acceleration of externally visible Web sites.

**Denial of Service Attack Resistance** – Distinguishes between valid and malicious connections to continue servicing legitimate users while resisting DOS attacks.

**Content Transformation** – Limit, strip or replace content header information for increased security and confidentiality.

**Policy Processing Engine** – Patent-pending system enables sophisticated security policies based on individual users, groups of users, time of day, location, protocol, user agent, content type and more.

**Extensible Platform** – Easily upgraded to support additional security services including IM control, content filtering and Web Virus scanning.