

Blue Coat Channel Advantage Program

Blue Coat's Application Delivery Network solutions deliver the intelligent control needed to centralize, mobilize and globalize the entire IT infrastructure. Cornerstones to the Application Delivery strategy are Blue Coat's Secure Web Gateway, PacketShaper, and WAN Optimization products that ensure fast and secure delivery of the critical information customers need, from any location.

The Blue Coat Channel Advantage Program is designed to drive compelling top- and bottom-line growth opportunities for Blue Coat partners as they deliver greater business efficiency, effectiveness and competitiveness.

Why Partner with Blue Coat?

- ✓ Broad Market Leadership
- ✓ Superior Solutions for Customers
- ✓ Higher Partner Profitability
- ✓ Exceptional Services Opportunity

Blue Coat strengths include "shorter sales cycles and higher close rates." The opportunity for partners is a "share of wallet, brand positioning and follow-on business."

- Institute for Partner Education Development (IPEd) Profitability Study, January, 2010



Channel Advantage Program Benefits

Channel Advantage Partners consist of worldwide partners that resell Blue Coat solutions and services, such as Solution Providers, System Integrators, Value-added Resellers and Distributors. The Blue Coat Channel Advantage Program encompasses the tools and programs partners need to be successful selling Blue Coat products and services. Channel Advantage Partners benefit from margin protection, cooperative sales planning, marketing, and technical support.

Broad Market Leadership

Blue Coat is a leader in Application Delivery Networks, recognized by industry analysts, like Gartner for innovation and market leadership in both WAN optimization and Secure Web Gateway markets. Blue Coat's dominance in these market segments provides an opportunity for partners to sell to both networking and security-centric organizations in all market segments and verticals.

The Blue Coat Channel Advantage Program offers many resources to ramp partner sales opportunities and pipeline to penetrate the WAN optimization and Secure Web Gateway markets. Through Blue Coat's secure partner portal, BlueSource™, partners can register deals, download marketing tools, find customer-ready presentations, and access technical resources. In the field, local Blue Coat Channel Sales teams work with partners to define joint business opportunities, support sales and target marketing initiatives, provide expertise in sales opportunities, and assist in partner training and development.

Superior Solutions for Customers

The Blue Coat Application Delivery Network combines three core capabilities that partners can add into their solution portfolio – Application Performance Monitoring, WAN Optimization, and Secure Web Gateway technologies – all built on an enhanced proxy architecture that provides a complete understanding of every application and user on the network. Blue Coat's flexible pricing structure allows partners to provide best-of-breed technology with a high return on investment to the end-user.

Through the Channel Advantage Program, partners can expect high margins and a high close rate selling Blue Coat solutions. Blue Coat partners enjoy the most lucrative discount programs in the industry – regardless of sales volume. Deal Registration allows partners to protect their deals and become eligible for special discounts and rebates. Programs to streamline product evaluations, proof-of-concept labs and post-sales support, shorten sales cycles and help partners win.

High Partner Profitability

In addition to strong price incentive programs, Blue Coat offers highly effective sales, marketing, and training programs to ensure partner success. Sales and marketing programs equip partners to ramp sales opportunities and pipeline. Educational programs including web-based and instructor-led training, increase partners' proficiency with Blue Coat technology and prepares partners to independently lead pre-sales and post-sales deployments. With these programs and more, Blue Coat aims to shorten sales cycles, provide higher close rates, and ensure higher gross margin for partners.

Exceptional Services Opportunity

The Blue Coat Channel Advantage Program affords several opportunities to become more profitable and successful in today's competitive global economy.

BlueTouch® programs allow Channel Advantage Partners to provide their own partner-branded technical support and professional services to end customers. BlueTouch Support Partners (BTSP) enhance their customer relationships by selling value-added solutions that generate a continual support service revenue stream, as well as additional support performance-based rebates. BlueTouch Professional Services Partners (BTPSP) are recognized in the marketplace as Blue Coat certified professional services companies, allowing the partner the following benefits:

- Sustainable competitive advantage
- Differentiation through professional services offerings
- Preferred "go-to" partner status for professional services engagements

For Channel Advantage Partners engaged in the delivery of technical training to end customers, membership in Blue Coat's Authorized Training Center Program (ATC) provides an additional revenue stream opportunity. ATC program members are certified to deliver technical user training across a variety of delivery mechanisms, including instructor-led classroom or instructor-led virtual classroom training. ATC program members also have access to Blue Coat's extensive virtual lab infrastructure.

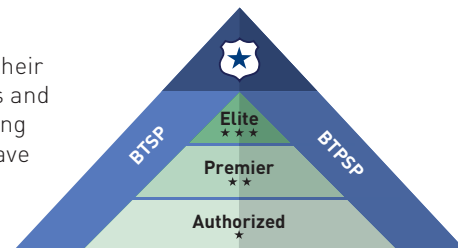
Blue Coat Partner Levels

The Channel Advantage Program has three partner membership levels – Elite, Premier and Authorized. Each level provides individualized program elements and benefits to support and reward the success of partners committed to selling Blue Coat products. As extensions of these levels, Channel Advantage Partners are eligible to participate in BlueTouch support and service programs. Blue Coat's flexible partner programs and resources map to the level of commitment that best suits a partner's business needs.



Elite Partner

Elite partners consider Blue Coat as a mission critical component of their business. Elite Partners achieve the highest levels of Blue Coat sales and technical competency and invest heavily in promoting and implementing Blue Coat solutions in large, complex environments. Elite Partners have multiple branch offices and are highly committed to partnering with Blue Coat. Elite partners receive the highest level of benefits in the Blue Coat Channel Advantage program.



Premier Partner

Premier Partners view Blue Coat as an important element of their business. Premier Partners invest in developing Blue Coat solution expertise, focus on winning large-enterprise opportunities, actively implement marketing programs, and are capable of conducting network assessments and evaluations. Premier Partners receive all of the benefits of the Authorized Partner level as well as additional benefits, such as higher product discounts.



Authorized Partner

Authorized Partners make up the entry-level tier of the Blue Coat Channel Advantage Program. Program resources, benefits and requirements are structured to support instant productivity. Authorized partners are supported primarily through Blue Coat Distribution partners.



BlueTouch® Service Partner (BTSP)

Blue Coat offers the BTSP Program for Channel Advantage Partners who are interested in providing their own partner-branded service and support to end customers. A BlueTouch Support Partner's service business becomes the primary support contact for all Blue Coat products sold by that partner, with Blue Coat assisting the partner behind the scenes for level 3 and hardware support.



BlueTouch® Professional Services Partner (BTPSP)

The BTPSP Program is designed for Channel Advantage Partners interested in expanding their existing professional and consulting services practice. Certified program members are provided access to Blue Coat's intellectual property around professional services to provide their own branded offerings, as well as get invited to participate as subcontractors on Blue Coat professional service projects.

Reward Results and Recognize Growth

Blue Coat has many rewards and incentives for honoring a partner's achievement and growth, including the BlueKnight program - created to recognize, develop and reward an elite group of systems engineers who demonstrate consistent technical leadership and a passion for Blue Coat products. Once inducted, each BlueKnight receives an exclusive benefits package that includes special bonuses and sponsorship by a Blue Coat systems engineer (SE). Additionally, Blue Coat invites top Elite and Premier partners to an annual partner summit, hosted regionally.



Competence, Confidence, Self-sufficiency – Blue Coat Partners

Blue Coat Channel Advantage Partner Level Benefits

Benefits	Channel Advantage Partners		
	Authorized	Premier	Elite
Partner Enablement			
BlueSource Partner Portal Access	★	★	★
Local Channel Management Support	★	★	★
Business Plan Assistance		★	★
Regional Systems Engineer Support	Via Distributor	★	★
Deal Registration Discounts	★	★	★
Enhanced Product Pricing Discounts		★	★
Evaluation/Demo Products		★	★
Training and Education			
Access to Sales Accreditation	★	★	★
Access to Technical Certification Training		★	★
Regular Sales & Technical Product Updates	Via Distributor	★	★
Regular Sales & Technical Training Webcasts	★	★	★
Annual Partner Conference		★	★
Technical Service and Support			
BlueTouch® Support Partner Program Eligibility		★	★
BlueTouch® Professional Services Partner Program Eligibility		★	★
Blue Coat Authorized Training Center Program Eligibility		★	★
Access to 24x7 Technical Post-Sales Support	★	★	★
Access to BlueTouch® Online Portal	★	★	★
Online Access to KnowledgeBase	★	★	★
Partner Advisory Council Eligibility		★	★
BlueKnight Program Eligibility	By Invitation	By Invitation	By Invitation
Sales and Marketing Enablement			
Blue Coat Partner Starter Kit	★	★	★
Executive Briefing Center Access		★	★
Access to Sales Leads		★	★
Blue Coat Promotions, Contests and Spiffs	★	★	★
Access to Product Brochures and Sales Tools	★	★	★
Access to Competitive Information and Research	★	★	★
Access to Channel Development Funds (CDF)	Proposal-Based	Proposal-Based	Proposal-Based
Virtual Marketing Center & Online Collateral Services	★	★	★
Blue Coat Partner and Company Logo Usage	★	★	★
Co-Branded Marketing Campaigns and Collateral	★	★	★

Become a Blue Coat Partner

Blue Coat is looking for partners that meet the following qualifications:

- Well-trained sales and technical staff
- Excellent reputation in their market
- Demonstrated financial stability
- Experience selling related products
- Certifications from related technology companies

Partners interested in joining the Blue Coat Channel Advantage program or want more information should complete Blue Coat's online application at <http://www.bluecoat.com/partners/channelpartnerprogram>, email us at partners@bluecoat.com or call 1-866-30BCOAT.



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