

Contact

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FOR IMMEDIATE RELEASE:

Blue Coat Systems Announces a New Global Intelligence Network Today

Collaborative Effort Positions Blue Coat to Lead Industry

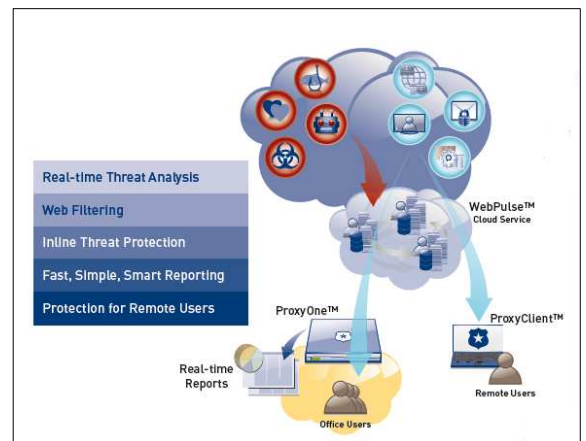
Draper, Utah; September 12, 2014—[Blue Coat Systems, Inc.](#), a trusted name in software protection, today made a groundbreaking announcement that it has brought together all of its products, both original and acquired, into a new updated database system. Utilizing feedback from its customers, and knowledge from industry experts, the Security Engineering team has carefully developed this global intelligence network over the last 10 months. Now, the entire Blue Coat product suite can communicate more efficiently to protect its customers from dangerous security threats.

“Our data quality has definitely been enhanced—all our products have been updated and are now trained from a central source,” said Jason Elsberry, Blue Coat Security Software Engineer and Team Lead. “By developing this successful collaboration, we can prevent our customers’ networks from being breached and ensure they remain secure.”

Over the last decade Blue Coat’s industry-leading network has protected its customers well, but its products operated and were maintained separately due to the rapid growth and acquisition of multiple enterprises and assets. However, this groundbreaking announcement improves that by creating a more cohesive, advanced communication system between both products and customers. The leaders at Blue Coat have always been committed to providing cutting-edge, continuous improvements and this new development showcases that desire.

“Blue Coat now has a cohesive story to tell across all our product lines, creating a clear strategy that our customers can agree with,” Elsberry said. With a renewed product suite receiving “real-time” information, malware will soon be a thing of the past for Blue Coat’s customers. To learn more about this impressive development, and all the latest in security threats, please visit [the Blue Coat Security Blog](#).

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About Blue Coat Systems

Since 1996, Blue Coat has focused on enabling and empowering companies to securely and swiftly choose the very best software applications and hardware devices in the industry, so that they can create, communicate, collaborate, innovate, execute, compete and win in their individual markets—basically be more successful at what they each do best. For additional information, please visit www.bluecoat.com.

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PITCH

Hi David,

I enjoyed reading your recent article on the dangers of neglecting network security. The information you presented on the importance of performing regular and consistent security maintenance procedures is timely and vital to achieving lasting data protection.

On a related note, Blue Coat Systems just announced a new feature in business assurance security – its interconnected product network. Highlights include:

- Collaborative defense against malware
- Enhanced communication across entire product line
- Smarter solution for data quality

With security attacks up 91%, and an increase in identity breaches, network solutions are now more important than ever. To help address this pressing need for Utah businesses, we'd love to invite you on-site to interview and explore Blue Coat's newest development feature in greater detail. Please let me know if you're interested, and I'd be happy to send you more information, answer any questions you may have, or set up an interview appointment. Thanks!

Nora

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