Blue Coat Advanced Threat Protection
Delivering a comprehensive, integrated and modern approach to advanced persistent threats, advanced targeted attacks, advanced malware, unknown malware and zero-day threats through its Advanced Threat Protection Lifecycle Defense.

**ONGOING OPERATIONS**
Detect and block known threats as part of routine, day-to-day operations. Unknown threat events are escalated to Incident Containment.

**INCIDENT CONTAINMENT**
Analyze unknown threats in controlled isolation with advanced sandboxing to identify and profile malicious activity. Then share new profiles to inoculate against future attacks.

**INCIDENT RESOLUTION**
Investigate breaches in depth to determine the source and scope of attacks, identify the scale of impact on the organization, and remediate weak points to prevent future threats.

**BLUE COAT SOLUTION**
- ProxySG Secure Web Gateway
- Content Analysis System
- SSL Visibility Appliance
- Security Analytics Platform with ThreatBLADES
- Malware Analysis Appliance
Summary: Benefits and Advantages

Blue Coat is the only company that provides a business-process oriented approach that integrates ongoing operations with threat detection, incident containment and resolution. The table below summarizes the business advantages of the Blue Coat Advanced Threat Protection Solution.

<table>
<thead>
<tr>
<th>BUSINESS-PROCESS ORIENTED DEFENSE</th>
<th>The lifecycle approach aligns defenses to the business process for operationalizing new threat intelligence to fortify the security infrastructure.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCALABLE, EFFECTIVE DEFENSE AGAINST ZERO-DAY THREATS AND UNKNOWN MALWARE</td>
<td>Through the Advanced Threat Protection Lifecycle Defense, unknown threats become known threats so protection against future attacks can be shifted to the gateway.</td>
</tr>
<tr>
<td>GLOBAL AND LOCAL SHARING OF THREAT INTELLIGENCE</td>
<td>At each stage of the lifecycle defense, new threat intelligence is shared both locally across the security infrastructure and globally across 15,000 customers and their 75 million users to create a network effect.</td>
</tr>
<tr>
<td>OPTIMIZED SECURITY INFRASTRUCTURE INVESTMENTS</td>
<td>The Blue Coat Advanced Threat Protection solution integrates into your existing security infrastructure to provide a stronger defense in-depth strategy against advanced attacks and malware.</td>
</tr>
</tbody>
</table>

LEARN MORE AT THE ATP RESOURCE CENTER: bluecoat.com/atplifecycle