

Customer FAQs for Blue Coat and Packeteer



June 9, 2008

What are you announcing?

Blue Coat is announcing the acquisition of Packeteer, a leader in WAN optimization, traffic management, application classification, and application performance management.

Why did Blue Coat acquire Packeteer?

Blue Coat is bringing together best-of-breed technologies to provide an industry-leading, comprehensive WAN optimization and security solution. Packeteer is a leader in application classification and traffic prioritization. The acquisition provides Blue Coat a competitive advantage by enabling it to integrate Packeteer technologies with Blue Coat's proxy architecture to provide the most comprehensive solution in the market. Blue Coat believes that customers want to identify all applications running on their network across the WAN so that their business-critical apps and VoIP can be optimized to provide a cost-effective and high-performance experience to users accessing them.

Why is this deal in the best interests of Blue Coat and Packeteer customers?

Product: We will be combining the best-of-breed PacketShaper® product from Packeteer with the best-of-breed ProxySG® product from Blue Coat to provide an industry leading platform for visibility, control, security and acceleration. Blue Coat will be investing and enhancing both platforms to drive even greater benefits for customers.

Company Synergies: Company synergies will provide a better support organization and more sales teams to better accommodate customer requests. In addition, the similarity of company sizes, culture and structure will facilitate a smooth integration.

What is unique about Packeteer? Why did Blue Coat decide to buy vs. build from scratch?

Packeteer has been focused on providing application identification and traffic management and had been very successful in this segment. Blue Coat has been focused on providing acceleration and security to business applications. Through its acquisition of Packeteer, Blue Coat will be able to offer our customers the industry's best visibility and application traffic QoS technology alongside the industry's best acceleration and security technology. Although Blue Coat has built a bandwidth management architecture, it is not as mature or broad as the Packeteer solution. By leveraging Packeteer's ten years of leadership in WAN Optimization, Blue Coat is now in a position to offer the most customer-driven, comprehensive solution for delivering applications across the WAN.

Why did Packeteer's agree to be acquired, and why is it a good thing for Packeteer customers?

Blue Coat has a proven track record of acquiring and integrating technologies to provide customers with a comprehensive solution that meets or exceeds their expectations. Packeteer recognized that its customers will benefit from Blue Coat's ability to leverage and integrate the PacketShaper technologies into a leading WAN optimization platform.

Will Blue Coat continue the Packeteer product line?

Blue Coat ProxySG is and will remain our strategic product offering for WAN Optimization. We will continue selling PacketShaper, IntelligenceCenter and PolicyCenter and invest heavily in development to revitalize the PacketShaper technologies and feature sets and integrate those into the Blue Coat ProxySG product line.

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Packeteer's iShared, iShaper, SkyX and Mobiliti products currently will remain available for sale to existing customers. However, we are not recommending or proposing that new customers purchase these products. We are currently assessing plans for these products and will soon announce decisions as to their future status.

How will the Packeteer products be integrated with Blue Coat products?

Blue Coat will offer the PacketShaper, IntelligenceCenter and PolicyCenter products on our pricelist and will invest heavily in development to revitalize the PacketShaper technologies and feature sets and integrate those into the Blue Coat ProxySG product line. Even tighter integration between PacketShaper's visibility and control functionality will help users be more selective about which business applications benefit most from ProxySG acceleration features and help deal with security threats at a deeper level. Blue Coat engineering is also planning to integrate other Packeteer technologies into the ProxySG platform.

How does this acquisition affect support for Packeteer customers?

Blue Coat will continue to satisfy all Packeteer customer support agreements through the existing contract terms, and customers will be allowed to renew these contracts through End of Life (EOL) of the products. There is more detailed information about support at the end of this document.

How does this acquisition affect Blue Coat customers?

This acquisition does not have any immediate effect on Blue Coat customers. Blue Coat is reviewing its product plans now and determining the best way to integrate Packeteer technologies into Blue Coat product offerings. Once we integrate Packeteer's technologies into the ProxySG product, Blue Coat customers will be able to take advantage of the new features in optimizing applications across the WAN.

Blue Coat's plans for Packeteer products

What exactly are Packeteer's products?

- PacketShaper provides deep visibility, application traffic shaping, compression, TCP & HTTP acceleration, and analysis & reporting.
- IntelligenceCenter and PolicyCenter products provide reporting and management capabilities for the PacketShaper product line.
- SkyX product provides TCP & HTTP acceleration, compression and high latency link optimization.
- iShared products provide WAFS, CIFS and TCP acceleration, optimization, compression and byte caching, plus Microsoft-based branch services.
- iShaper products combine PacketShaper and iShared technologies into a single appliance.
- Mobiliti software provides offline access, data protection and link optimization for mobile- and home-based business users.

How do the Packeteer products relate to Blue Coat products?

Packeteer's product line consisted of multiple products. The iShared product provided similar functionality to the Blue Coat ProxySG product line. The PacketShaper products feature a wide range of WAN optimization functionality that will expand Blue Coat's solution and in time, enhance the ProxySG product by extending our capabilities in application identification through deep visibility, and traffic shaping through application-level QoS control.

Will you rename the Packeteer products? If so, what will you call them?

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Current and future products will be Blue Coat-branded.

What is happening to Packeteer product sales already in progress?

Blue Coat is meeting all standard customer and partner commitments through their terms. Customers who have been in purchase negotiations with Packeteer prior to the acquisition will be contacted, and Packeteer and Blue Coat representatives will discuss options.

Support and maintenance of Packeteer products

My support contract with Packeteer is about to expire (or has just expired). Can I still renew it?

Yes, you will still be able to renew on select PacketCare support options with PacketCare terms and conditions.

How do I get support on my current Packeteer products?

Blue Coat will continue to support Packeteer customers based on active/current support agreements. Customers may obtain support for Packeteer products through the same mechanisms previously utilized.

What process should I use to get support?

- Phone

USA/Canada	1.800.493.4474 or 1.408.873.4550
International Direct	1.408.873.4550
International Toll-Free/UJFN/Freecall*	800.7225.7225
Japan	+81.3.5339.7976

- Web: Please visit the PacketCare support site
- Forums: Please visit Packeteer's Technical Exchange forums

Will Blue Coat honor my existing agreements for service and deployment?

Yes.

What about existing support cases?

Customers will receive support in accordance with the support contract they currently have in place.

What about existing software or hardware enhancement requests?

All active enhancement requests are subject to review. A commitment is not guaranteed.

What about new software or hardware enhancement requests?

Any new enhancement requests are subject to review. A commitment is not guaranteed.

How will Blue Coat handle RMAs?

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A Service Request (SR) or case must be opened. A technical support engineer must determine that an RMA is required. Once validated, an RMA shipment will be processed. Blue Coat will honor current support contract hardware service levels, but are subject to parts availability.

How can I be assured that Blue Coat will provide me with the same level of support that I am used to for my Packeteer products?

As a customer of Packeteer products, your business and relationship with us is a priority. Blue Coat benefits from happy, engaged customers, and we intend to do our best to keep you satisfied. Blue Coat is committed to providing the same level of high-quality support that you are accustomed to for the service lifetime of each product. While your products are under contract, we will continue to support you as a valued customer and business partner.

I'm looking for Packeteer product documentation. Where can I locate this info?

All relevant Packeteer product documentation and manuals, as well as the current Packeteer Web-based training materials, will continue to be available through the legacy Packeteer Web site. Visit www.bluecoat.com/packeteer for more details on how to obtain resources and information.

Does Blue Coat sell its products/services worldwide?

Blue Coat sells and supports its products worldwide. Blue Coat provides "follow-the-Sun" support through six worldwide support centers and has 38 worldwide sales offices. For more information, please go to www.bluecoat.com/company/worldwideoffices.

How long with the products I've purchased be supported?

Customers can visit the Packeteer site to obtain End of Sale and End of Life information.

http://www.packeteer.com/support/work_disc_end_of_sale.cfm

http://www.packeteer.com/support/work_disc_end_of_life.cfm

Packeteer helpline

Questions? Please contact the Packeteer Helpline by phone or email:

+1 408-541-3005

packeteer@bluecoat.com

About Blue Coat

What does Blue Coat do?

Blue Coat secures Web communications and accelerates business applications across the distributed enterprise. Blue Coat's family of appliances and client-based solutions — deployed in branch offices, Internet gateways, end points, and data centers — provide intelligent points of policy-based control enabling IT organizations to optimize security and accelerate performance between users and applications. Blue Coat has installed more than 40,000 appliances worldwide. Blue Coat is headquartered in Sunnyvale, California, and can be reached at +1 408 220-2200 or www.bluecoat.com.