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## Case Study: Blue Coat Systems, Inc. Life Cycle Analysis for Better Products

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### Business Challenge

[Blue Coat Systems](#), a leading provider of Web security and WAN optimization solutions, wanted to continue to increase the performance of products while reducing environmental impacts.

- Its customers – the world’s leading companies, banks, governments, and other institutions – prefer products that help them meet their own goals for CO<sub>2</sub>-emission reductions.
- Blue Coat used Design-for-Environment principles in its product designs, but needed objective data regarding CO<sub>2</sub>-emission reductions and other environmental improvements.

### TFI Consultant Solution

- Trained Blue Coat product designers and managers in Design-for-Environment principles (in 2007 and 2009).
- Conducted Life Cycle Analysis (LCA), using [EcoFly](#) software, of three sets of Blue Coat products: an earlier and a later model of the same product class.
- Summarized results of the LCA for product designers, product managers, and sales and marketing.

### Results

- For one of the sets of product, the latest version generates 38% of the CO<sub>2</sub> at the materials phase and 27% at the use phase over the previous version – reducing customers’ total cost of ownership.
- Now, designers know how to make even more environmental improvements throughout Blue Coat’s product lines.
- Sales and Marketing can now demonstrate to customers the substantive, measurable improvements made to date – for their own cost savings and progress toward CO<sub>2</sub> reduction goals.

### Results:

*“The Life Cycle Analysis shows off our generation-to-generation environmental improvements, and directs us to further increase product efficiency – for customer cost reductions and benefit to the environment.”*

Paris Dieker,  
Environmental  
Responsibility

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