



Case Study: **Blue Coat Systems** **High-ROI Environmental Partnership**

Business Challenge

Blue Coat Systems, a mid-sized internet security and WAN optimization company, was seeking to expand its environmental efforts into a comprehensive, high visibility and profitable environmental program with strong employee engagement and executive support.

TFI Consultant Solution

TFI's High ROI Environmental Partnership services for Blue Coat have included:

- Developed 3- and 5-year strategic environmental roadmaps that plan significant reductions of CO₂ emissions as well as millions of dollars in cost savings for the company.
- Creating Blue Coat's multi-functional/multi-regional BluePlanet team to implement and evangelize company-wide adoption of their environmental programs, and promoting employee participation incentives, such as its annual 'E-heroes' contests.
- Conducting extensive product life cycle, facility audits and supply chain analyses.
- Featuring Blue Coat's environmental achievements in both industry and environmental publications, panels, and white papers.

Results

With TFI's High ROI Environmental Partnership Blue Coat has:

- **Since inception of the partnership, Blue Coat has saved over \$3.3 million in operating expenses and decreased CO₂ emissions by 1300 tons.**
- **Identified >\$35 million in cost savings opportunities over 5years through a [strategic environmental roadmap](#).**

Results:

"TFI Identified >US\$35 million in cost savings opportunities over 5 years through a strategic environmental roadmap."

*--Dave Cox, Senior VP
Corporate
Operations,
Blue Coat Systems*

Technology Forecasters Inc.
2000 Santa Clara Ave.
Alameda, CA 94105
+1.510.479-3478