



Ensuring the **secure and optimized**
delivery of **applications** for businesses worldwide



The Global Leader in Application Traffic Management



About F5

F5 enables organizations to successfully deliver business-critical applications and gives them the greatest level of agility to stay ahead of growing business demands. As the pioneer and global leader in Application Traffic Management, F5 continues to lead the industry by driving more intelligence into the network to deliver advanced application agility. F5 products ensure the secure and optimized delivery of applications to any user – anywhere. Through its flexible and cohesive architecture, F5 delivers unmatched value by dramatically improving the way organizations serve their employees, customers and constituents, while lowering operational costs.

Founded	1996
Exchange • Ticker	Nasdaq • FFIV
Gartner Recognized Leader	Web Enabled Application Delivery
Platform of Choice	60% of Global 1000 use F5, including 9 out of 10 of the world's top financial services firms.
World-Wide Market Leader	#1 in Layer 4-7 Fixed Switch Market - Dell'Oro
Proven Leadership	First local load balancer (1996); Integrated local and global load balancing (1997) Application Aware Networks (2000); IP Application Switch (2001); Application Traffic Management Architecture (2004).
Corporate Headquarters	Seattle, Washington. Offices located throughout the world.



Today's Applications, Today's Challenge

It's called an application, but what it really represents is your organization's business, profit center, brand, good name...the future. Today, your organization depends on applications to increase productivity and reduce the cost of doing business. Accordingly, those applications must perform optimally in order to accommodate a geographically dispersed world of employees, partners, suppliers and customers.

But Can Your Infrastructure Keep Up?

Never before has how you structure the network to deliver applications been so important. Yet most infrastructures today are barely able to keep pace with changing application requirements – let alone handle the demands of tomorrow. Is your network adaptable enough and intelligent enough to handle change? Does it have security that goes beyond a firewall? Can you protect yourself from network failures and disasters? And who knows where Voice over IP, Web services and an increasingly mobile workforce may take us. This is the time to ask: are you creating a network – or a patchwork? Where will the decisions you make now leave you in three years?

The New Reality

Today the network exists to provide connectivity to applications. To optimize the performance of your applications, increase security levels, and improve operational efficiencies, the network and applications must work in concert. The answer isn't more boxes, more complexity or more point solutions. The answer is found at the critical juncture where your application connects to the network itself – where all the application optimization, availability and security you need is integrated in a cohesive architecture.

What's The Best Solution?

It's Application Traffic Management, as only F5 provides – with a solution that goes far beyond routing Web traffic to the most available server. It's based on F5's Application Traffic Management architecture – one that not only improves the delivery of applications, but makes the application itself run better, and faster. It's an integrated system of hardware and software that can easily adapt and re-adapt to your needs, no matter what the application, or how global you are in scope.

Creating The Application Aware Network

F5's architecture includes an open API called iControl, a standards-based language that allows F5 devices to communicate with each other, and with other network devices and applications. This intelligent collaboration allows your application to be delivered exactly as intended – while protecting it from security threats, network failures and traffic congestion. And because it's all based on business policies you set, you receive a level of control otherwise impossible.

Flexible and Cohesive Approach To Delivering Any Application

F5's adaptable architecture provides the greatest flexibility in supporting evolving application requirements, including a continuously expanding line of software modules that support emerging applications such as XML and Voice over IP technologies. This flexibility allows administrators to add new functionality, without incurring new hardware costs or complexity. The tightly integrated architecture is designed to support and optimize all IP applications, including legacy, client/server, advanced Web and mobile applications, as well as future applications.

Ensuring the Security, Optimization and Delivery of Applications To Any User, Anywhere

Application Security	Application Optimization	Application Delivery
<p>Challenge: Organizations recognize the need to stay ahead of security issues – not only to protect their assets, but to proactively secure the network before attacks can occur without delaying legitimate transactions.</p>	<p>Challenge: Organizations spend millions of dollars each year developing and acquiring enterprise applications. These applications are developed on different platforms, installed on different operating systems and housed in different locations.</p>	<p>Challenge: Organizations need to deliver applications quickly and reliably to the intended audience in order to render them useful.</p>
<p>Benefit: F5's Application Traffic Management architecture supports integrated security features, including SSL encryption, authentication, authorization and auditing that protects and accelerates the delivery of applications by enforcing security policies at the edge of the network, before a session is allowed.</p>	<p>Benefit: F5's Application Traffic Management architecture automatically assigns every application the right mix of availability, security, and performance. Tightly integrated features allow applications to communicate with other resources in the network, further optimizing their performance and ensuring that applications respond exactly as intended.</p>	<p>Benefit: F5's Application Traffic Management architecture combines raw horsepower with tightly integrated security, availability and scalability to deliver exceptional throughput and transaction performance.</p>



BIG-IP® Traffic Management

Function: Local and global traffic management

Location: Data center in front of servers, firewalls, gateways

Overview: BIG-IP is aware of everything contained in the traffic going to and coming from the applications – allowing it to guarantee availability and accelerate application performance.

Key Benefits:

- **Application Fluent** – Provides the industry's only wire-speed full payload inspection engine and programmable traffic management engine to understand and act upon any application.
- **Intelligent Compression** – Reduces bandwidth bills by up to 80% and cuts client download times by more than half.
- **L7 Rate Shaping** – Flexible L7 Rate Shaping, not just simple rate queuing, ensures that priority applications are delivered without delay.
- **The Only IPv6 Gateway** – Architected for tomorrow, with virtually no application rewrites today.
- **Reduces Server Costs By Up To 1/3** – OneConnect™ functionality triples server capacity at no additional cost.
- **The World's Leading SSL Performance** – Offers best-in-market SSL TPS, bulk encryption, and the highest concurrent SSL connections available today.



FirePass® SSL VPN Remote Access

Function: Provides secure remote access using SSL VPN technology

Location: Between the firewalls and servers

Overview: FirePass provides secure remote access to corporate applications and data via standard Web browser technology.

Key Benefits

- **Complete Anywhere, Anytime Access** – Provides secure, ubiquitous application delivery for all employees and business partners.
- **Increased Control** – Delivers dynamic policy-based access for greater security and network control.
- **Lower Costs** – Doesn't require additional client software or network modifications, resulting in easier network installation and fewer support calls.



TrafficShield™ Application Firewall

Function: Protects applications from hackers and other malicious attacks

Location: Between the firewalls and servers

Overview: TrafficShield allows organizations to define what is "good traffic" and then prevents any undesirable traffic from ever reaching the application.

Key Benefits:

- **Positive Security Model** – Prevents threats from unknown attacks.
- **Identity Theft Protection** – Scrubs sensitive data like credit card numbers from servers, preventing it from being accidentally disclosed.
- **Comprehensive Protection** – Stop attacks that no other solution on the market can stop.

iControl® SDK

Function: Enables communication between 3rd-party applications and F5 devices via a free, downloadable software development kit (SDK) and code samples. Available at the F5 DevCentral developer community.

Overview: iControl permits the creation of an application-aware network. An application aware network is one where applications are able to anticipate, react and adjust to varying network conditions, automatically.

Key Benefits:

- **Increased Control** – Enables active communications between virtually any software application and F5 product, so networks can work in concert with the applications they support.
- **Intuitive** – iControl integrations reduce manual intervention to enhance network and application stability while lowering the risk of human error by creating more intuitive network applications.
- **Reduced Costs** – iControl lets organizations reduce costs associated with time-consuming maintenance and management duties.

iControl® Services Manager

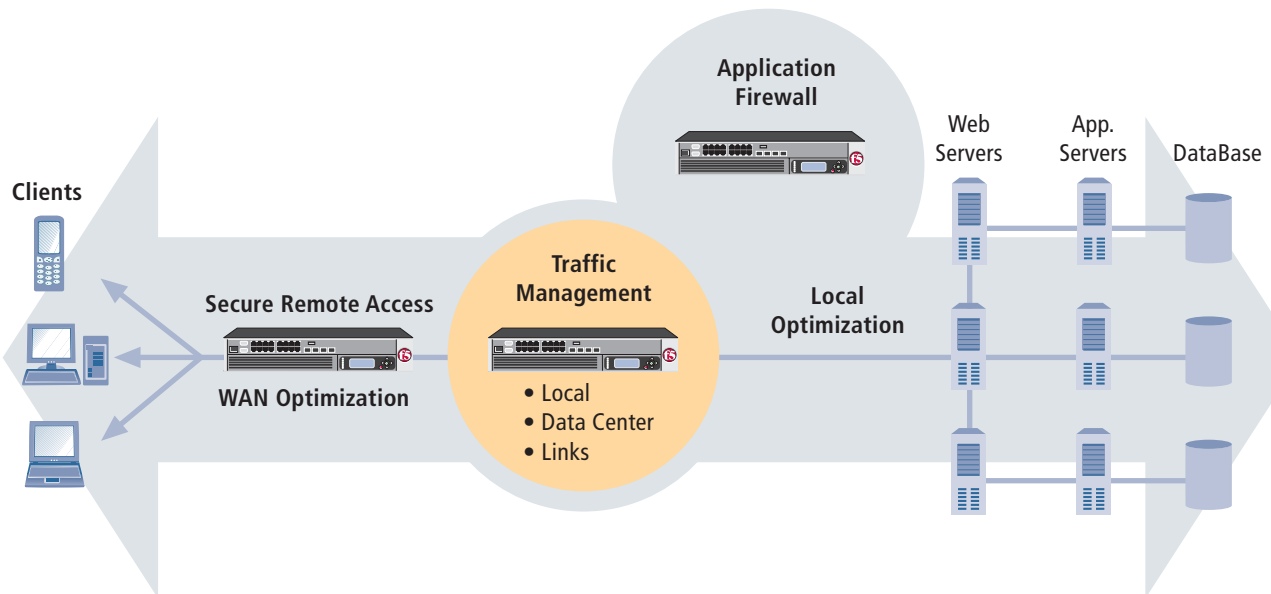
Function: Provides centralized management and operational interfaces for F5 devices. Software is available for download or on a pre-packaged CD.

Overview: Makes configuring and managing multiple F5 devices even easier.

Key Benefits:

- **Increased Control** – Enhances the ease of monitoring F5 devices and objects and makes it easier to see the status of networked applications.
- **Better Efficiency** – Allows administrators to affect changes across many devices or objects from a central locale.
- **Secure** – All device interaction and data collection is encrypted; all users are securely authenticated.

Secure Optimized Application Delivery to Any User, Anywhere





F5 Training and Services

F5 Training and Services delivers a full-range of personalized, world-class support and services by people who know your F5 products. F5 Professional Services is dedicated to helping you get the most from your F5 products while improving your ROI, reducing your administration hassles, and ensuring the reliability of your networks and the applications that run on them.

With Network Support Centers located in APAC/Japan, EMEA and North America, F5 ensures that the right skills, knowledge and language are available to you for any F5 product situation, anywhere in the world – quickly. F5 also offers Consulting Services, Certified Global Training Services and Installation Services. Please contact F5 for more details.



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