



INSERT PARTNER LOGO

Size to be visually equal to F5 logo.  
Align to left edge & center vertically.

CORPORATE OVERVIEW

# Protecting and Powering Digital Experiences

F5 enables organizations to bring extraordinary digital experiences to life.



## FAST FACTS

### President & CEO

François Locoh-Donou

### Headquarters

Seattle, WA

### Founded

1996

### IPO

June 1999

### Market symbol

FFIV (NASDAQ)

### Employees

Over 6,000

### Operations

76 locations in 43 countries

## CUSTOMERS

### F5 solutions are deployed in:

- 48 of the Fortune 50 companies<sup>1</sup>
- All 15 executive departments of the U.S. cabinet<sup>2</sup>
- 10 of the top 10 global telecom operators<sup>3</sup>
- 15 of the top 15 U.S. commercial banks<sup>4</sup>

**F5 powers more than half of the world's applications**, combining AI-centric insights capable of mitigating one billion application attacks per day with a universal SaaS platform that enables extraordinary digital experiences no matter where the infrastructure or data lives—on premises, in the cloud, or at the edge.

By significantly reducing the complexity and cost of operating expanding app portfolios, F5 helps companies of all sizes focus on transforming their business, staying ahead of the competition, and protecting and improving the customer experience.

## How It Works: Enabling Adaptive Applications

F5 technology enables a company's applications to adapt to real-time changes by more rapidly detecting and neutralizing security threats, improving performance and resilience, speeding deployment of new apps, and unifying policy across environments—a concept they call “adaptive applications.” Adaptive applications mitigate critical business challenges by delivering benefits that align to organizations' most important priorities.

### MORE RAPIDLY DETECT AND NEUTRALIZE SECURITY THREATS

Organizations can minimize the time it takes to detect and address threats based on a comprehensive understanding of the security posture of their app portfolio and real-time analysis that uses ML techniques against the evolving threat landscape. Better yet, they can rapidly eliminate the threats themselves via guided remediations or even automatic mitigations powered by robust threat intelligence, advanced analytics, and automation toolchains.

### IMPROVE APPLICATION PERFORMANCE AND RESILIENCE

Organizations can execute policy-driven actions that prevent performance degradations and application outages by leveraging rich application telemetry and analyzing the data across time and peer applications. In addition, they can reduce the number of critical incidents and improve their critical incident response time via rapid and well-informed adjustments to the infrastructure, using robust troubleshooting tools, insights from application behavior, and effective automation.

<sup>1</sup> Fortune

<sup>2</sup> whitehouse.gov

<sup>3</sup> Forbes

<sup>4</sup> Federal Reserve Statistical Release

BY SIGNIFICANTLY REDUCING THE COMPLEXITY AND COST OF OPERATING EXPANDING APP PORTFOLIOS, F5 HELPS COMPANIES OF ALL SIZES FOCUS ON TRANSFORMING THEIR BUSINESS, STAYING AHEAD OF THE COMPETITION, AND BETTER PROTECTING AND IMPROVING THE CUSTOMER EXPERIENCE.

## **SPEED DEPLOYMENT OF NEW APPS**

Organizations can lower costs and deploy and maintain applications faster by pairing automation with insights and advanced deployment techniques, such as dynamic, behavior-based WAF rules and A/B testing of deployment configurations. Plus, by constructing the security policy within the CI/CD pipeline—and then stabilizing it through threat intelligence and anomaly detection—organizations can reduce time-to-market while boosting security.

## **EASILY UNIFY POLICY ACROSS ON-PREMISES, PUBLIC CLOUD, AND EDGE ENVIRONMENTS**

Organizations can unify policy declaration and enforcement by defining and managing application security and delivery policies through a single management console. In addition, they can use built-in automation capabilities to enforce those policies across legacy and modern apps that span on-premises, public cloud, and edge environments. This ultimately enables organizations to reduce the cost and complexity of operating apps across disparate application environments.

Many F5 customers have already begun to realize the benefits of adaptive apps. To better serve our customers, F5 has established a roadmap of customer value milestones to deliver greater ROI.

F5's roadmap investments include:

- Building a best-in-class portfolio of application security and delivery SaaS offerings, delivered on a common platform for SaaS and managed services. This will make it easier to build security into every application.
- Using telemetry and analytics to generate actionable insights and drive close-looped automation. This approach offers businesses multiple tiers of telemetry aggregation and analysis, as well as the flexibility to choose whether to leverage F5's management, analytics, and visibility tools or use their own.
- Simplifying automation and ecosystem integrations via common APIs that are shared across product families and layers of the stack. These APIs are also versioned and declarative.
- Unifying the F5 product families to reduce complexity and offer a more seamless customer experience, including product telemetry standards, a single cloud-based data pipeline and analytics engine, a common SaaS capability for policy declaration and service management, and common UI components and design.

## INDUSTRY RECOGNITION

### 2022

- Won Benevity's Bestie Award for the company with the best-in-class approach to corporate purpose, driving impact for their nonprofits, communities, and employees.
- Certified as a Great Place to Work

### 2020

- F5's Shape Security won Fortress Cyber Security Award: Software & Applications
- Given Microsoft's Security Partner Award for Customer Impact at the RSA conference
- Recognized as a finalist for the CRN 2020 Tech Innovators Award in IT infrastructure monitoring for F5 Beacon

### 2019

- Selected as one of Fortune magazine's World's Most Admired Companies in the networking and other communications equipment category
- Hailed as one of Puget Sound Business Journal's Top Corporate Philanthropists
- Listed as one of Barron's 100 Most Sustainable U.S. Companies

## Key Use Cases

F5 partners are trusted advisors to customers, offering access to multiple vendors to help them solve their most critical business challenges, including the following:

### Simplify legacy app security and delivery for multi-cloud environments

- Consolidate app delivery and security services
- Automate app service insertion
- Enable self-service for app teams
- Simplify multi-cloud adoption, management, and visibility

### Enable modern apps at scale

- Scale microservices with API management
- Make Kubernetes production-ready with secure, scalable traffic
- Load balance cloud-native and hybrid cloud applications
- Consolidate app delivery and security services

### Secure apps and APIs everywhere

- Mitigate bots and app vulnerabilities
- Secure APIs
- Protect user credentials
- Stop account takeover

## Next Steps

Realizing the power of adaptive applications is a journey that any organization can start today. F5 will meet organizations where they are; they can choose their starting point. Whether that's simplifying legacy app security and delivery, enabling modern apps at scale, or securing apps and APIs everywhere, F5 can help organizations transform how they secure, simplify, and innovate to ultimately bring a better digital world to life.

**For more information about F5, visit [[www.partnername.com](http://www.partnername.com)]. Contact [[emailname@partnername.com](mailto:emailname@partnername.com)] to learn more or to schedule a demo.**

