

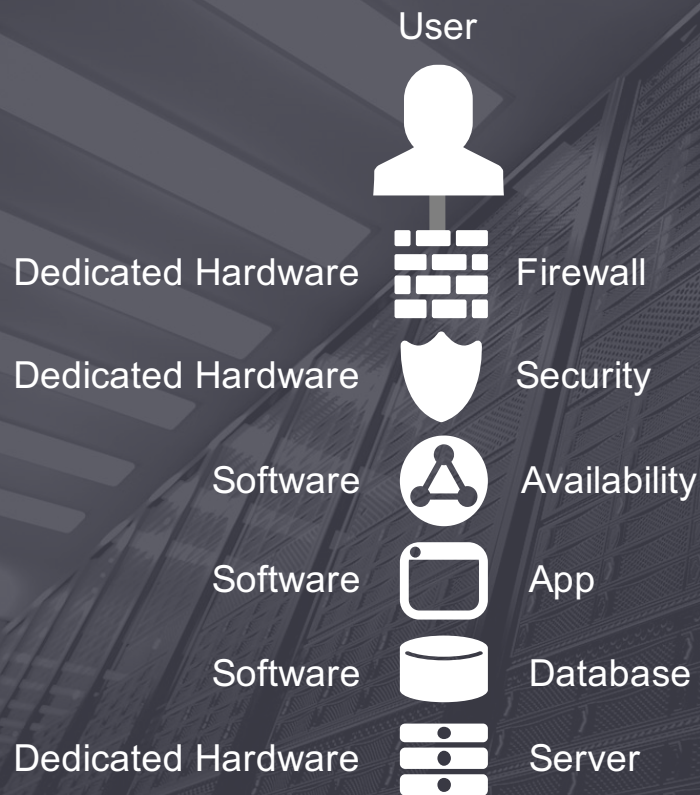
MANAGING APPLICATIONS, NOT DATA CENTRES

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TRANSCEND
SOLUTIONS
SECURE & SIMPLIFY YOUR IT

Yesterday's Datacenter

Static, Finite, Simple

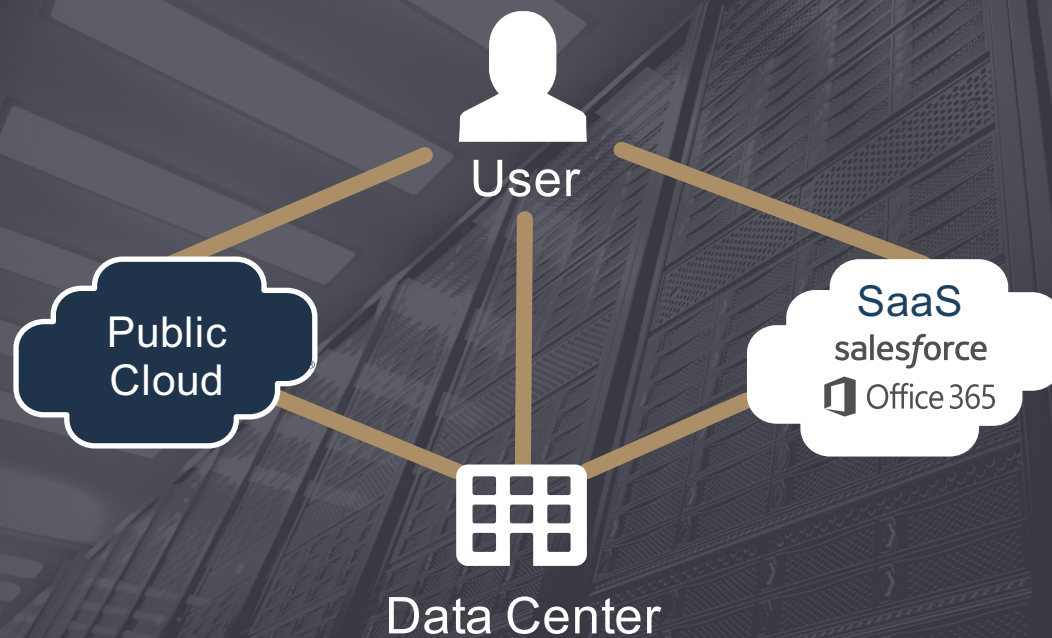


Drive business growth via on-premises investments

Control devices, deployments, and data—central risk mitigation
Manage server sprawl balanced with IT resource maximization

Today's "Data Center"

Fluid, Agile, Complex



Drive growth via cloud adoption; deliver against customer SLAs
Protect apps as DC boundaries dissolve; enable compliance

Enable DevOps aligned with IT strategy; drive costs efficiencies

Applications Is Defining New Data Center Boundaries



26.8

Average number
of
apps per worker²



90%

of organizations
concerned about
public cloud
security¹

508

Average number
of apps per
enterprise³

82%

Enterprises with a
hybrid cloud
strategy, up from
74% in 2014⁴



Sources: ¹Cloud Security Spotlight Report, Information Security LinkedIn Group, 2015 ²Forbes, ³F5 State of Application Delivery Survey, 2014, ⁴RightScale 2015 State of the Cloud Report

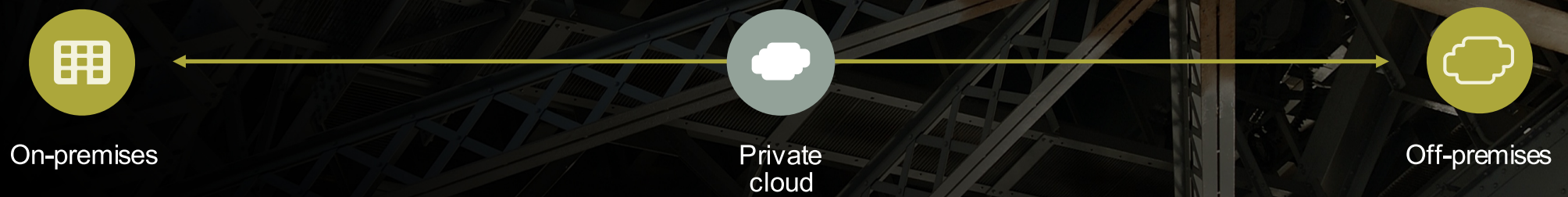
Infrastructure Axis



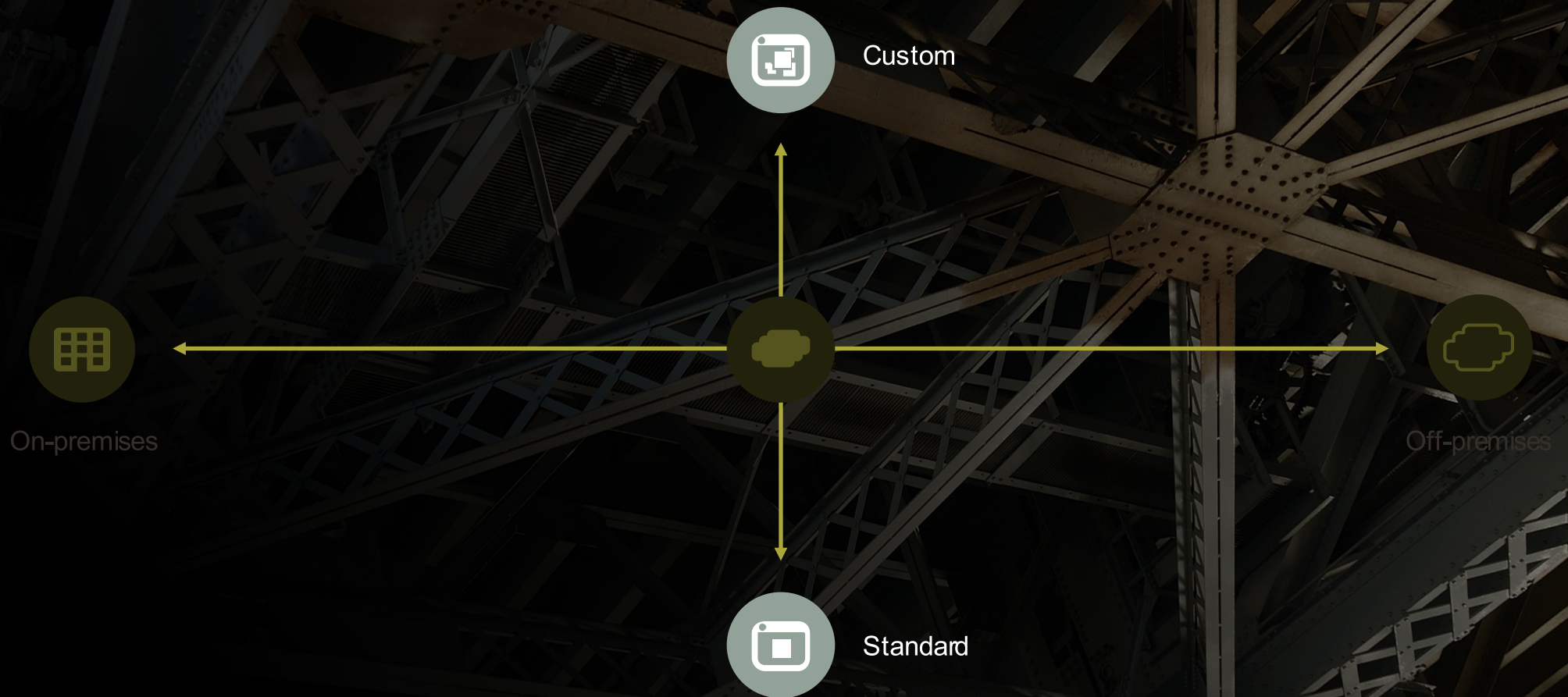
Application Services Axis



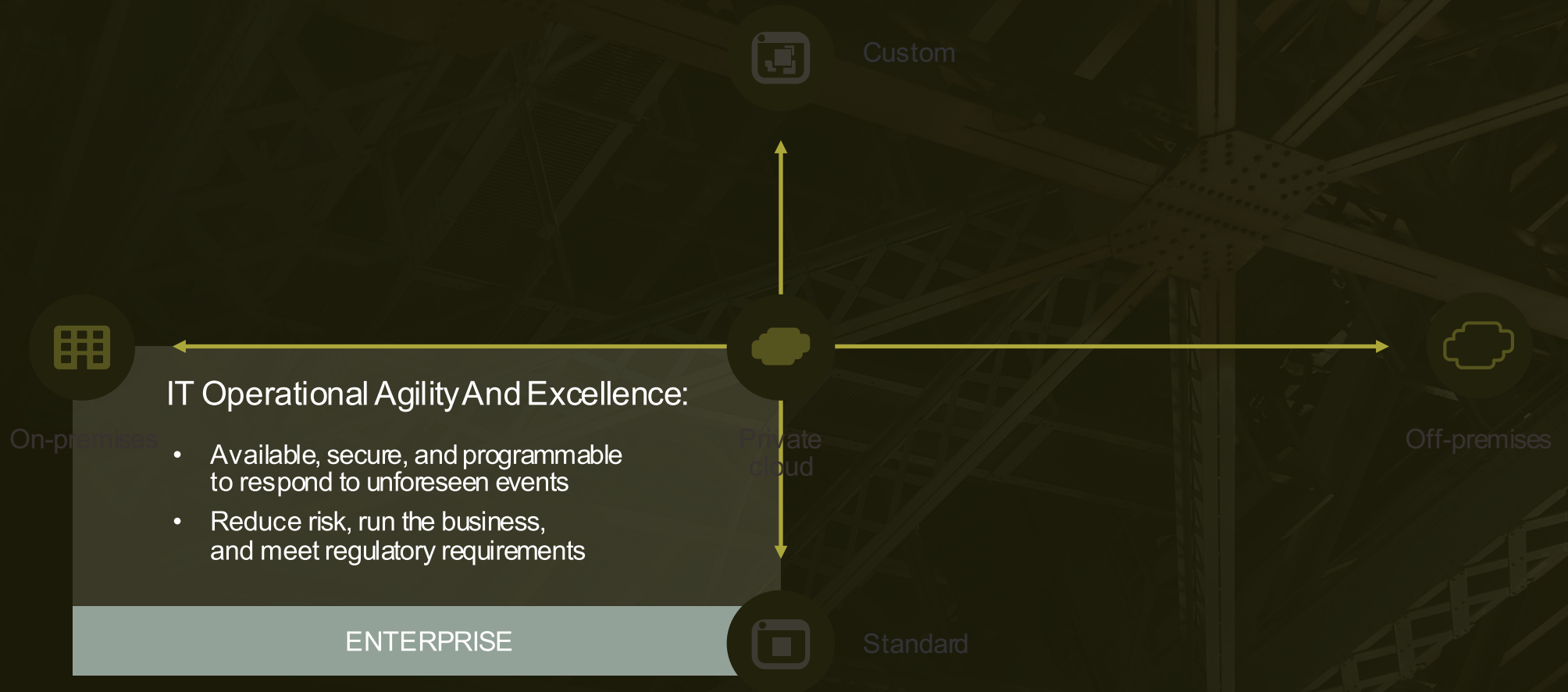
Application Segmentation Framework



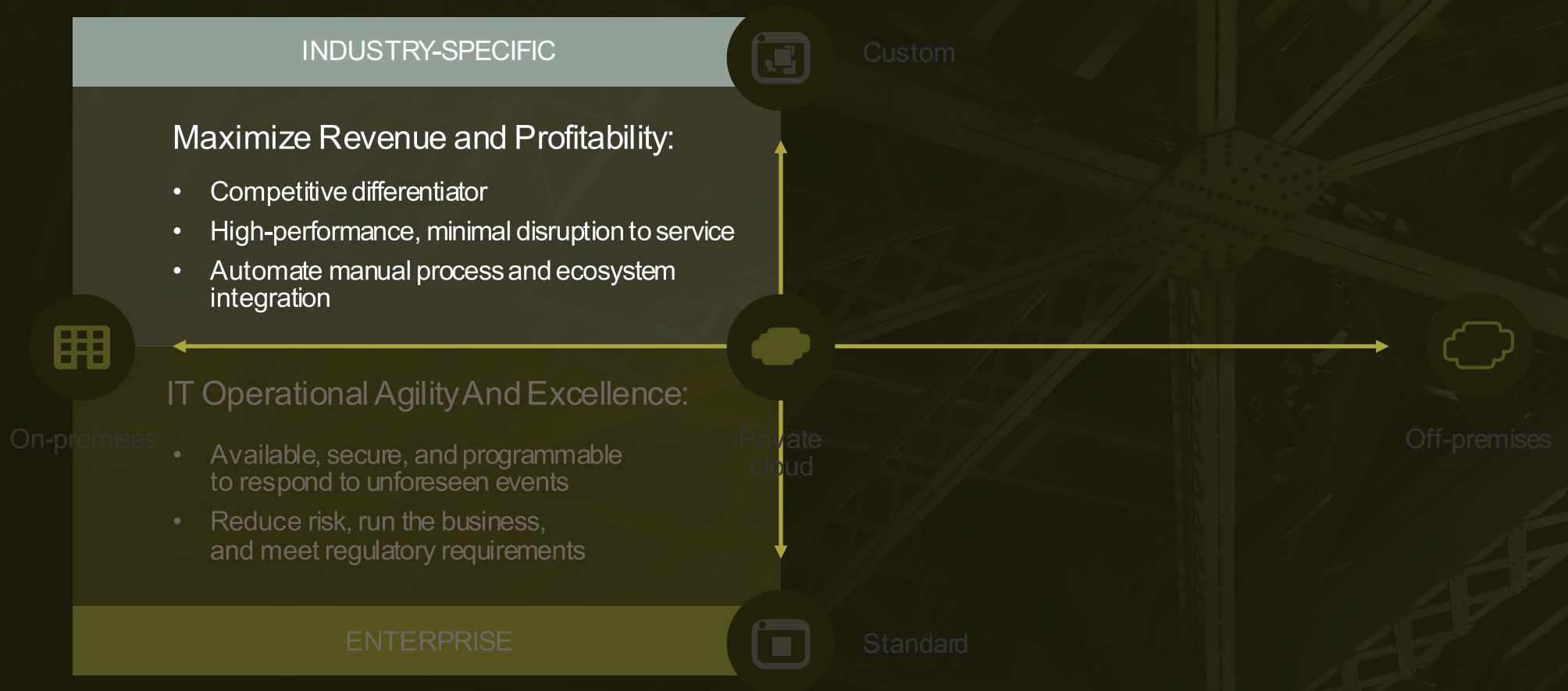
Application Segmentation Framework



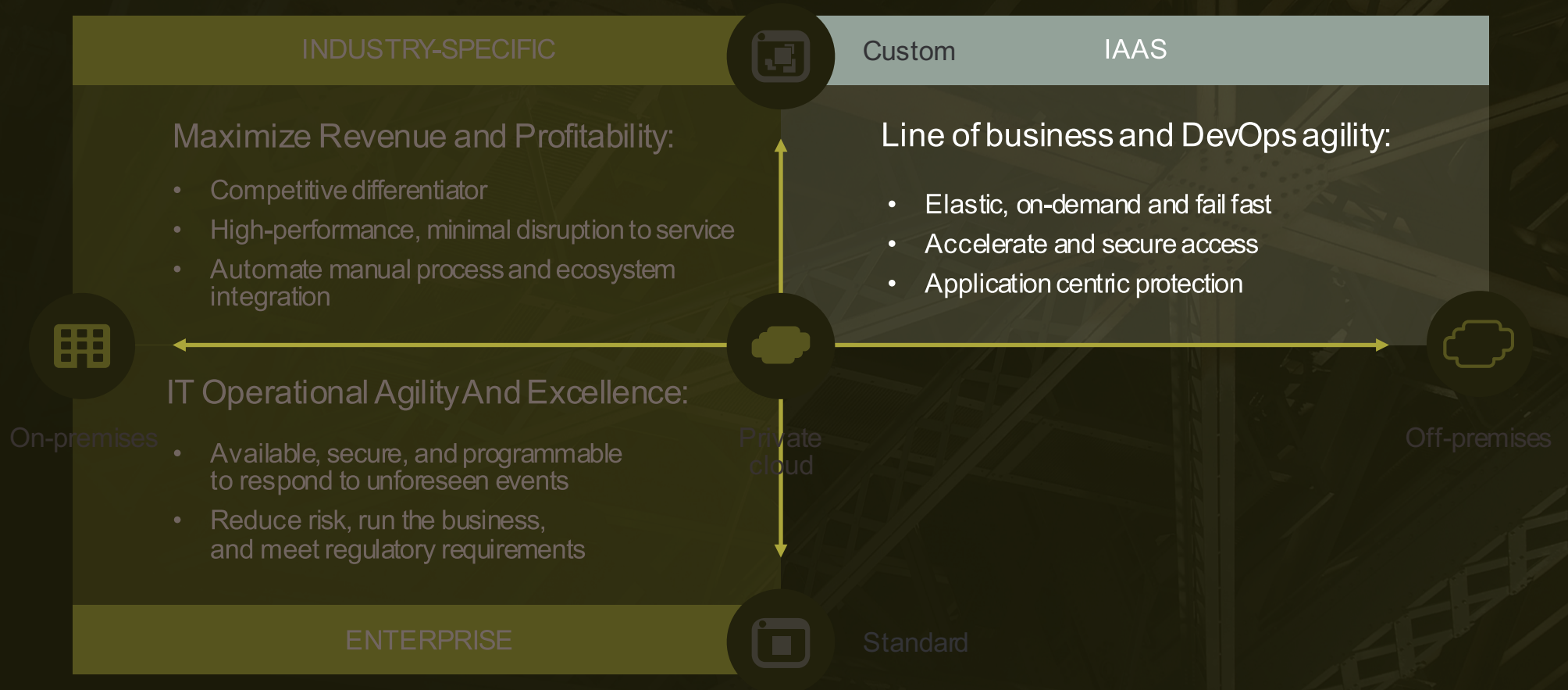
Application Segmentation Framework



Application Segmentation Framework



Application Segmentation Framework



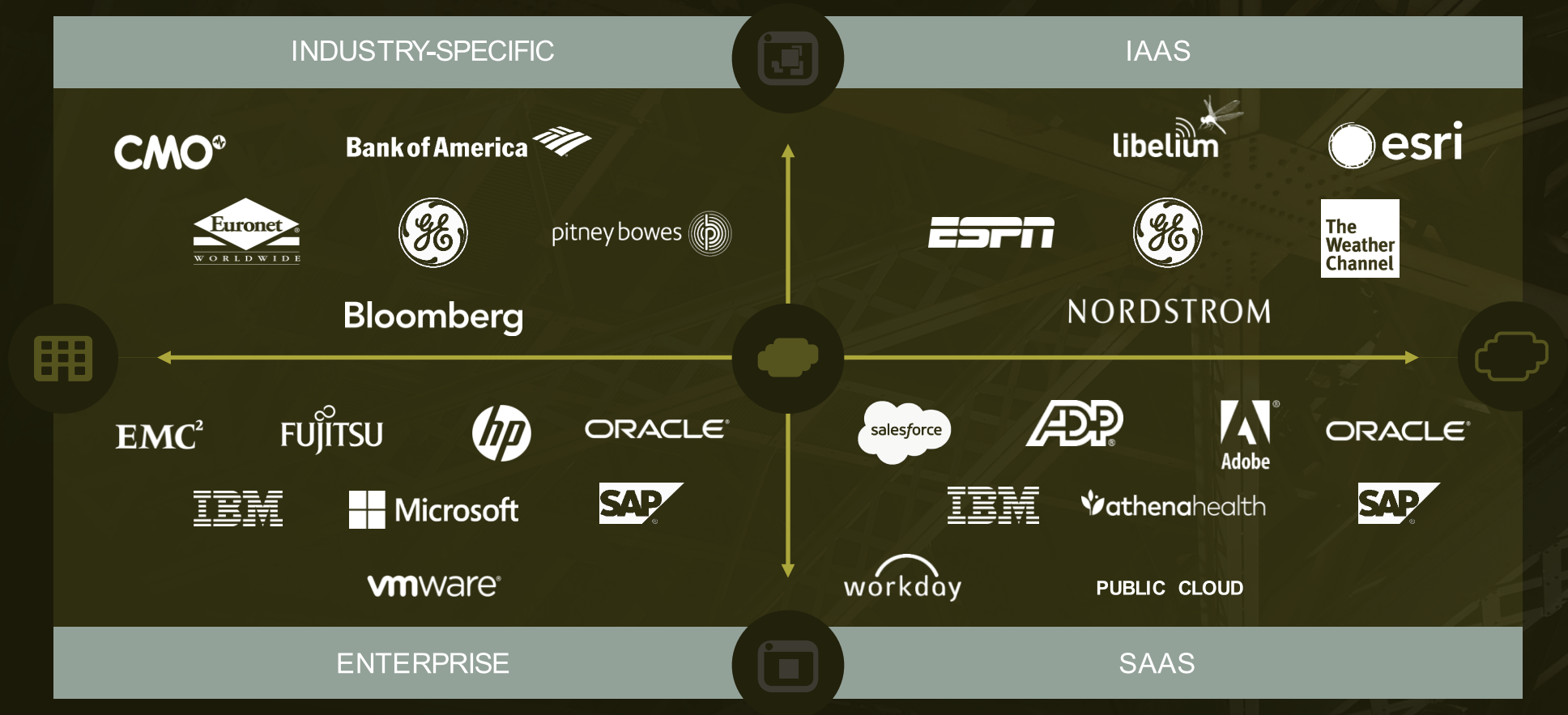
Application Segmentation Framework



WHERE ARE BUSINESSES PARKING THEIR APPS?



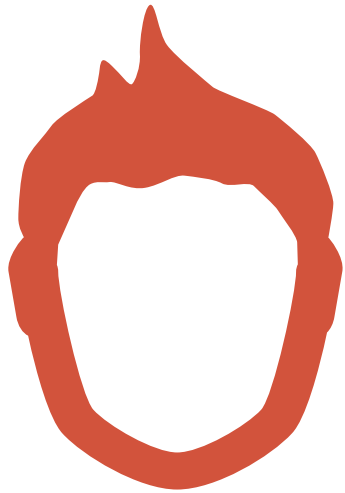
Application Segmentation Framework



F5 Consolidates Access Wherever Your Apps Are



Three simple things



ALWAYS ON

ALWAYS FAST

RUNS EVERYWHERE

In a challenging world

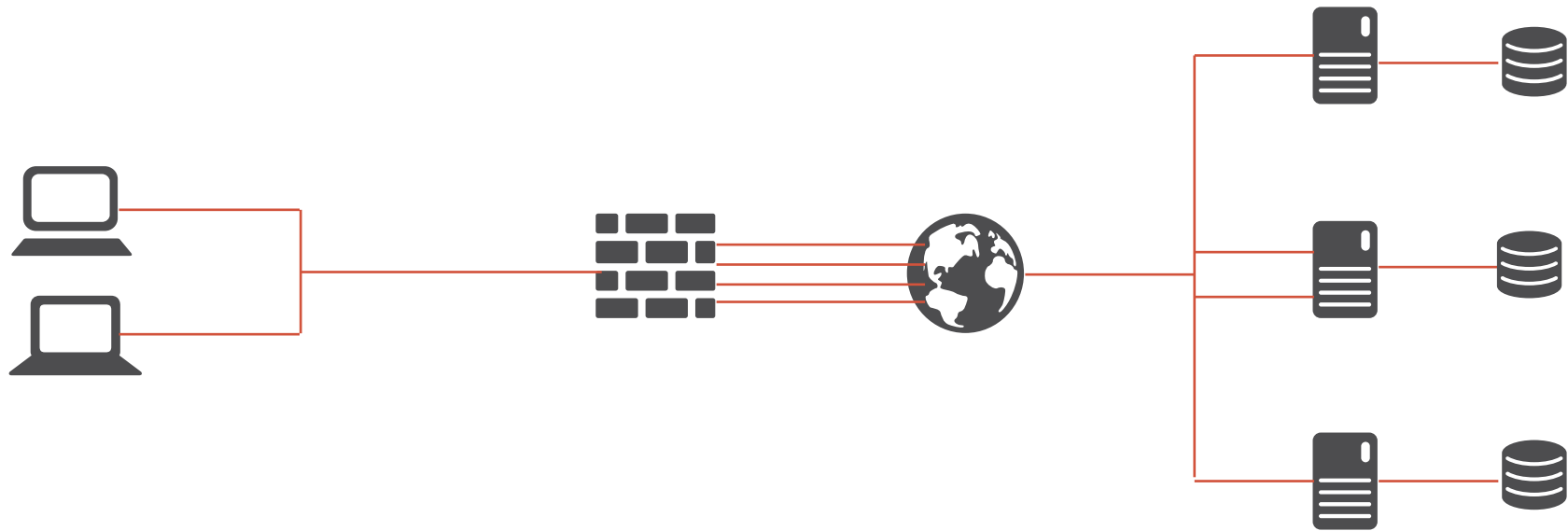
MORE MOBILITY

MORE INNOVATION

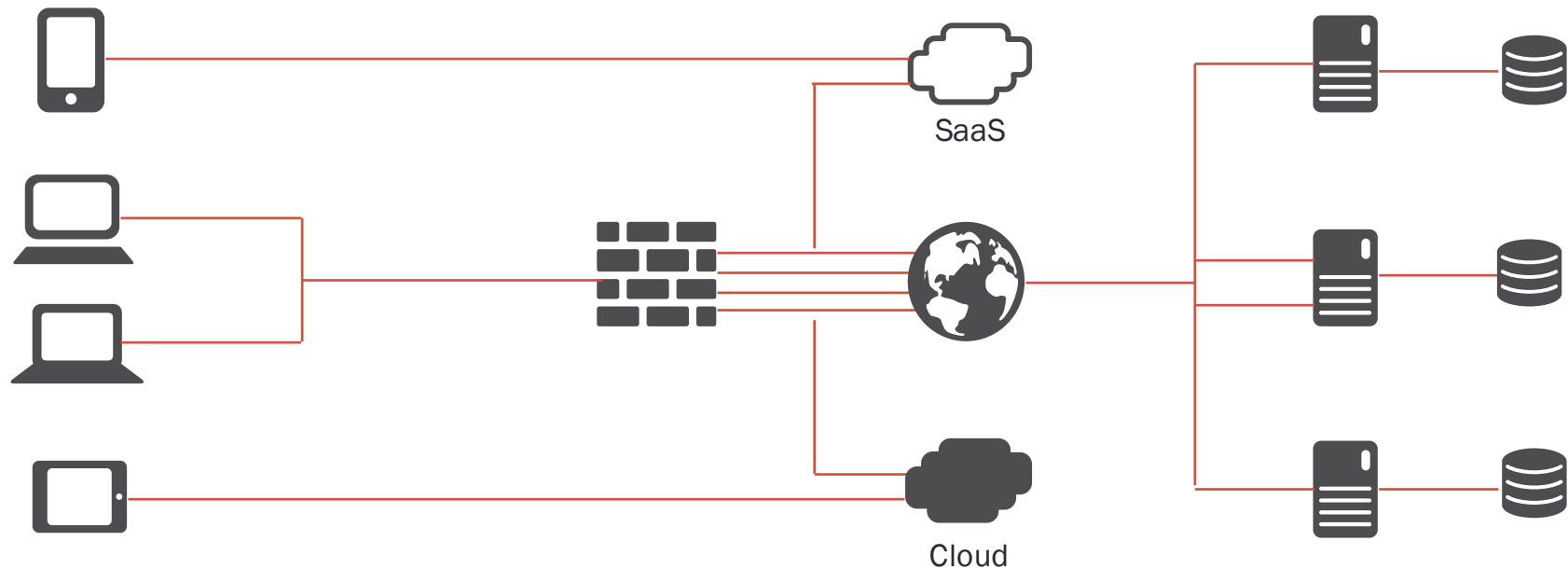
MORE CHOICE



Linear delivery is gone



Apps Today Can Reside Anywhere and Need to be Accessible Quickly, at Anytime securely



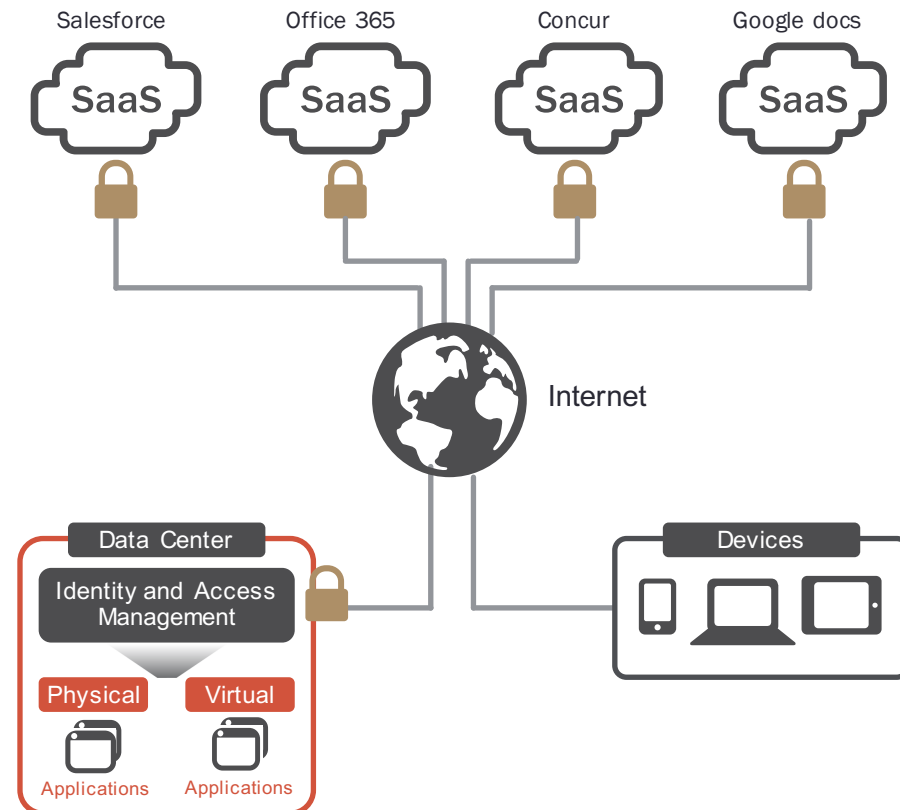
More endpoints

More delivery models

More apps

Challenge of Sharing Identification Across Any Application, Anywhere, Anytime

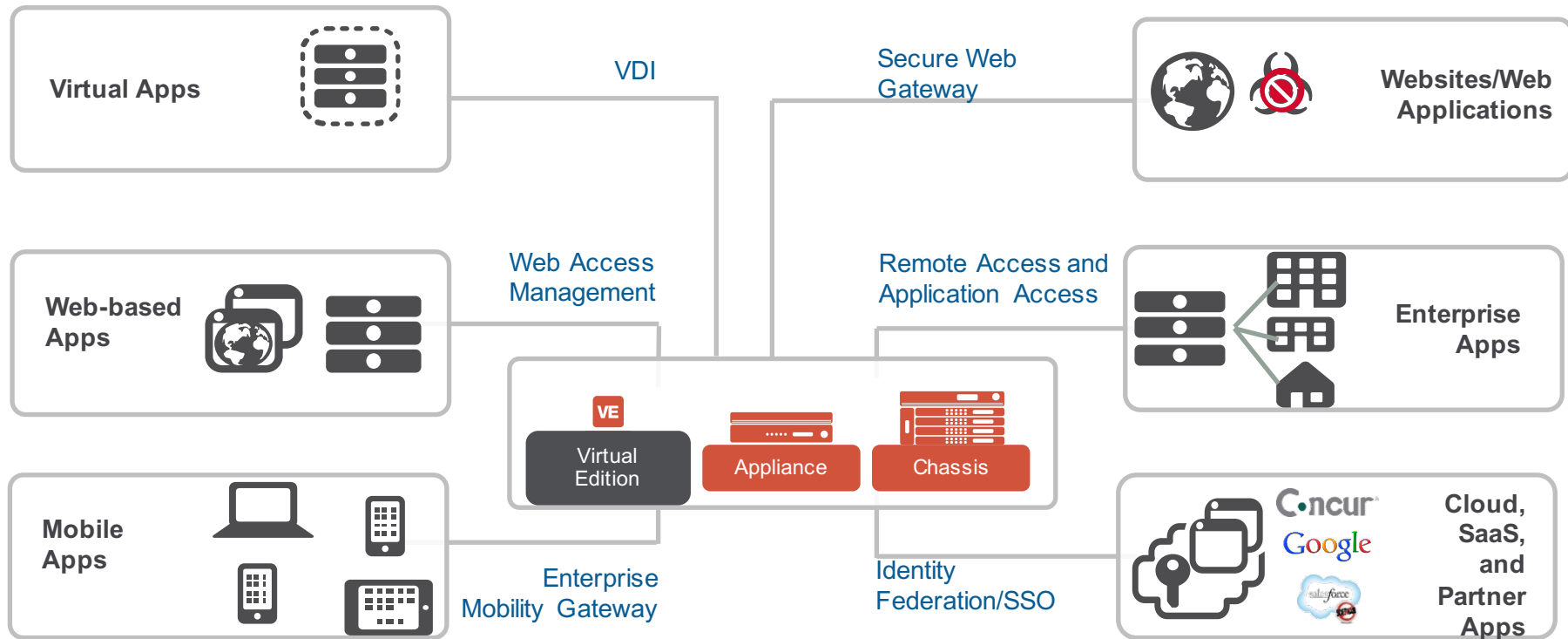
- Silos of identity
- Identity may still be on-premise, but apps and data are moving to the cloud
- Users experiencing “password fatigue”



Identity is the Key to Adaptive Authentication and Access



F5 ACP Drives Identity Federation





Where Does That Get Us?

What does this mean for IT?



Better
Alignment



More
Innovation



Reduced
Costs

And for the business?



Faster to
Market

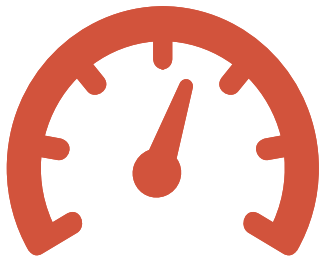


Improved
Engagement



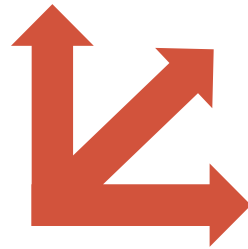
Application
ROI

F5 Cloud Federation business benefits



Faster

Respond more quickly to access demands.



Scalable

Support more devices and services.



Consistent

Enforce consistent security across all applications.



APPLICATIONS WITHOUT CONSTRAINTS.

F5 Vision