



F5 Networks

Company

F5 Networks is the global leader in application delivery networking. F5 helps organizations create an agile infrastructure that ensures people, applications and data can adapt to business change and scale seamlessly with any level of growth. F5 provides strategic points of control that can be deployed throughout the IT infrastructure, enabling customers to add, move or redefine services on demand. Businesses can create, modify and scale their IT infrastructure to align with changing demands while supporting the organization's established needs. Instead of constantly reacting to business changes with costly, single-point solutions, F5 enables customers to drive their businesses forward on a flexible and strategic foundation of IT agility.

Partner ONE application

The HP ProCurve ONE partner program will leverage the entire suite of F5 Application Delivery Controller solutions, including F5's BIG-IP Local Traffic Manager, Global Traffic Manager and associated BIG-IP software modules. These products, coupled with HP ProCurve's network offerings, bring customers an adaptive, agile network solution today and for the future.

Quotes

"HP ProCurve ONE offers customers a choice of networking alternatives through collaboration with technology leaders, freeing businesses from proprietary, single-vendor environments when building or transforming their IT infrastructure. F5 aligns well with HP's data center transformation initiatives, which directly support global enterprise customers' key IT and business goals of lowering costs, reducing risk and accelerating business growth through IT agility and operational efficiency."

– Dan Matte, senior vice president, Marketing and Business Development, F5 Networks

"Enterprises are increasingly looking for open, best-of-breed alternatives to increase the performance/cost ratio while mitigating the operational and support risk of introducing new vendors. Virtualized, open platforms that include a strong level of certification and support are well suited to meet these emerging demands."

– Mark Fabbi, vice president and distinguished analyst, Gartner

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About F5 Networks

F5 Networks is the global leader in application delivery networking. F5 provides solutions that make applications secure, fast, and available for everyone. By adding intelligence and manageability into the network to offload applications and optimize the data storage layer, F5 extends the power of intelligent networking to all levels of application delivery. F5's extensible architecture optimizes applications, delivers application reliability, and protects the application and network. Enterprise organizations, service providers and Web 2.0 content providers worldwide trust F5 to keep their applications running. The company is headquartered in Seattle with offices worldwide. More information is available at www.f5.com.

Addendum

F5 highlights

- Market leader in application delivery ⁽¹⁾
- 10 of the top 10 mobile service providers (by revenue) use F5
- 7 of the top 10 Fortune 500 companies are F5 customers
- Overall customer satisfaction ratings average 9.2 (out of 10)
- 92 percent of F5 customers would recommend F5 to colleagues based on their support experience
- Seasoned executive management team

Awards

- F5 VIPRION™ Application Delivery Controller – Internet Telephony Excellence Award
- VIPRION – Best of Show, Tokyo Interop
- F5 ARX® file virtualization system – Named Green IT product by China's foremost government-linked IT authority

Key Company Differentiators

Architectural solution provider – As the leading architectural solution provider, F5 enables IT organizations to take control of their network architecture, significantly enhancing their business alignment. Through its open architectural framework, F5 offers new ways for IT organizations to deliver services that generate true business value. Several elements differentiate F5's unique architectural solution:

- F5 TMOS™ – TMOS is a universal, shared product platform that is the foundation for F5 products. No other vendor offers a more intelligent, flexible and powerful architecture to provide complete control of applications and address business challenges in application delivery.
- F5 iRules™ – Event-driven iRules scripting language customizes how users intercept, inspect, transform and direct inbound and outbound application traffic, yielding unprecedented flexibility.
- F5 iControl® – The open iControl API helps automate communications, removing the need for manual intervention, reducing network overhead and improving application performance.



F5's DevCentral Community – DevCentral, created to help users get the most out of their IT infrastructure, is the only online community that truly connects networking professionals with software architects and developers. With the growing need for scalable, dynamic networks, communication between these groups is essential. DevCentral, a flourishing community of more than 36,000 users, is a prime example of business-driven social networking, where F5 users support each other and share innovations to help the greater community every day.

⁽¹⁾ Gartner's Magic Quadrant for Application Delivery Controllers, 2008.

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