# Web Application Firewall: Quick Reference Card

## What is it?

**Web Application Firewall (WAF):** A firewall specifically designed to provide security for layer 7 application data.

**WAF Managed Service:** Often a subscription based, managed service offering , where WAF services are supported and managed by an external vendor

## Why Customers Buy?

- **Layer 7 App Security**: Provide layer 7 application security that traditional network firewalls do not provide
- **Constantly Changing Threats:** New attacks focused on taking down a companies enterprise and customer facing apps. (**2.3M Bots** actively attacking (Symantec Internet Security Report 2014). **Every 23 min. a Website is hit with a critical exploit** (F5 Research)
- **Protect Brand:** With major security breaches making monthly headline news, customers are eager to mitigate the cost of such attacks to their brand and business.
- **Compliance/Policy:** Customers need layer 7 app security to meet compliance and different industry standards (FSI= PCI compliance)

## Quick Market Facts

1. **WAF market growth** from $306M in 2013 to **$500M by 2018, with a CAGR* of 17.2%** (Technavio report, titled, "Global Web Application (WAF) Market 2014-2018)
2. **56% employ WAF as part of the security threat defense** moving from compliance to security (2015 Cisco Annual Security Report)
3. **36%** use **hybrid security** and increasing to 48% over the next couple of years (Radware Research)
4. **89%** of **IT security budgets increasing** (2014 Cyber Defense report, Bluecoat)

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## F5 Hybrid WAF Offerings

### Customer Managed Hybrid WAF:
F5 BIG-IP Application Security Manager™ (ASM) is an on-prem. and virtual, web application firewall (WAF)


ASM
VE
Internally Managed Hybrid WAF

- #1 most deployed WAF (451 Research, Diversifying into WAFs) and #1 most effective WAF in class (NSS Labs, WAF Product Analysis)
- Comprehensive security against sophisticated layer 7 attacks and enable compliance with key regulatory mandates.
- Deploy as an appliance, flexibly deploy in virtual or hybrid cloud environments, and support multi-tenant services.
- Best BOT detection measures and secures against the OWASP top 10

### F5 Managed Cloud Based WAF:
F5 Silverline™ Web Application Firewall is a fully managed enterprise-grade service built on BIG-IP ASM


WAF
DSS COMPLIANT
PCI
Externally Managed F5 Silverline

- Protect web applications and data from layer 7 attacks with F5 cloud-based WAF
- Outsource app security expertise and Leverage 24x7x365 F5 SOC support from highly specialized security experts
- Deploy across hybrid environments and work with existing BIG-IP implementations.
- Enable compliance with industry security standards, such as PCI DSS,

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## How To Sell Your Customers F5 Hybrid WAF

### ① Identify your target customer

| EXECUTIVE LEADER | SECURITY/ NETWORK VP, DIR., ARCH. | APPLICATION OWNER | COMPLIANCE MGR |
|---|---|---|---|
| Concerned with the cost, necessity and ROI; adapting traditional business, technology, commerce, and marketing practices to a digital world. | Defines and Implements network infrastructure | Deploys and manages the app service & roadmap and ensure the success of business/app | Maintain PCI regulatory compliance |
| • Managing organizational losses due to data breaches and attacks<br>• Maintaining compliance<br>• Data center consolidation | • Deploys, maintains, and reports on security controls<br>• Investigates security incidents<br>• Collaborate with others to identify and define effective controls | • Ensures services that meet key customer needs & key compliance standards<br>• Assess app health and ensures availability, performance and security<br>• Drives efforts to patch vulnerabilities | • Maintains awareness of compliance risks;<br>• Ensures compliance<br>• Reports on the effectiveness of WAF solutions |

### ② Identify the offering that meets customer's needs

**First Question To ASK:**
Does your customer have resources dedicated to managing security policy with each application?

| Other Questions and Considerations When Talking With Your Target Customers | IF YES: BIG-IP ASM | IF NO: Silverline WAF | |
|---|---|---|---|
| Have resources to manage WAF | ✓ | | Hybrid WAF Deployment |
| Need to maintain app blocking control | ✓ | | |
| Willing to use professional services | ✓ | | |
| PCI compliance challenges | ✓ | ✓ | |
| VA/DAST part of app development/protection | ✓ | ✓ | |
| Must protect cloud-based apps | ✓ | ✓ | |
| Must protect tier 2 apps | | ✓ | Silverline WAF Deployment |
| Prefer outsourcing app security | | ✓ | |
| Require 3rd party policy creation with 24x7x365 support | | ✓ | |

### ③ Engage Channel Sales to ensure success

- Leverage for demos and POCs
- Incorporate in sizing discussions
- Seek feedback on technical questions