

CONFIDENTIAL



F5 DDOS Protection Playbook



DDoS Protection Sales Play Prerequisites

This playbook assumes a basic understanding of F5 DDoS Solutions technologies, use cases, and value, based on existing training materials.

F5 DDoS education

Web based training and product information

- Product Training <https://university.f5.com/>
- Visit DDoS Protection on [F5.com](https://www.f5.com/products-services/ddos-protection): [DDoS Protection Reference Architecture](https://www.f5.com/products-services/ddos-protection)
- [DDoS Protection Recommended Best Practices](https://www.f5.com/products-services/ddos-protection/best-practices)

Silverline DDoS education

Web based training and product information

- Product Training <https://university.f5.com/>
- Visit Silverline DDoS Protection on [F5.com](https://www.f5.com/products-services/silverline-ddos-protection)

The collage displays several F5 web pages and documents. The top page is the 'REFERENCE ARCHITECTURE DDoS Protection' page, featuring a blue header with the F5 logo and navigation links (Solutions, Products, Support, Education, How To Buy, About) and a search icon. Below the header is a blue banner with a padlock icon and the text 'REFERENCE ARCHITECTURE DDoS Protection'. The middle page is the 'F5 Silverline DDoS Protection' page, with a blue header and a network diagram icon. The bottom-left page is a document titled 'F5 DDoS Protection: Recommended Practices' with a blue background and a gear icon. The bottom-right page is an 'OVERVIEW' page with a video player showing a man speaking, and the text 'protect Your Business and Stay Online' and 'One Comprehensive Solution'.

Topics To Drive DDoS Protection Wins

TOPIC	
<u>Make More Money Selling Hybrid DDoS!</u>	
<u>DDoS Market And Customer Challenges</u>	
<u>Identify Hybrid DDoS Opportunities</u>	
<u>Selling Hybrid DDoS</u>	
<u>Selling Silverline DDoS</u>	
<u>Winning With Hybrid DDoS</u>	
<u>How Customers Buy F5</u>	

[Make More Money Selling Hybrid DDoS!](#)

[DDoS Market And Customer Challenges](#)

[Identify Hybrid DDoS Opportunities](#)

[Selling Hybrid DDoS](#)

[Selling Silverline DDoS](#)

[Winning With Hybrid DDoS](#)

[How Customers Buy F5](#)

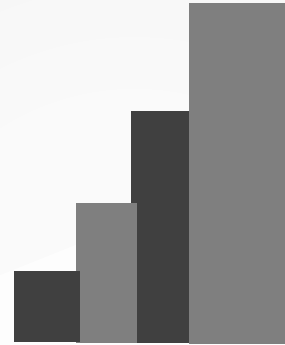
Make More Money Selling DDoS Protection!



Expand your business

Reach out to new and existing customer

Introduce F5 Hybrid DDoS Protection



Increase the deal size

Sell the full DDoS portfolio

Position the value of LTM, AFM, DNS, LTM, IPI and Silverline



Make More Money

Ensure recurring wins

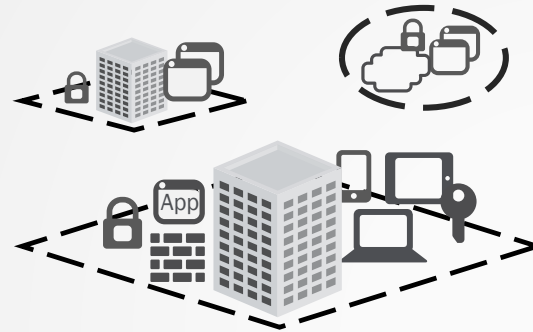
Set the stage future deals offerings from the broader security portfolio



The New Perimeter Is An App Perimeter

Apps Are The Gateway to Data!

TRADITIONAL



TRADITIONAL NETWORK PERIMETER

F5



PER-APP / PER-USER PERIMETER

SSL-visible	×	✓
Location-independent	×	✓
Session-based	×	✓
Continuous trust verification	×	✓
Strategic control points	×	✓
App availability	×	✓

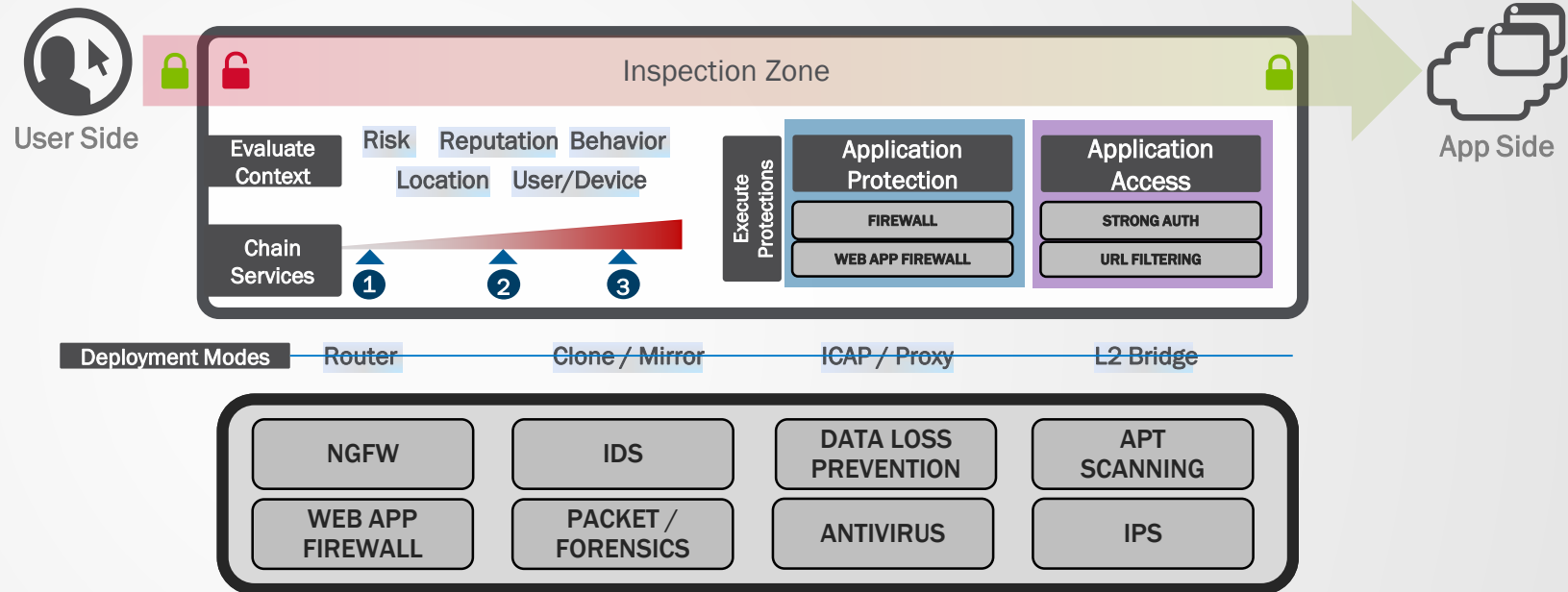
IT'S TIME TO RETHINK SECURITY ARCHITECTURES



F5 Architecture For The New Perimeter

Full Proxy defense against advanced security threats

- Evaluate Context
 - User, device, location, etc.
 - Behavior
 - Threat risk vs. app value
- Chain Security Services
 - SSL inspection
 - Access & app protection
 - Partner ecosystem
- Execute Protection
 - Performance & scalability
 - Hybrid delivery
 - Per-app defense



A FOUNDATION FOR MORE COMPREHENSIVE SECURITY

DDoS Market and Customer Challenges



Key Takeaways For Market And Customer Challenge

1 F5 is a recognized player in a growing market

2 DDoS market growth driven by increases in complexity of attacks

3 Protecting applications creates new customer challenges and opportunities for F5



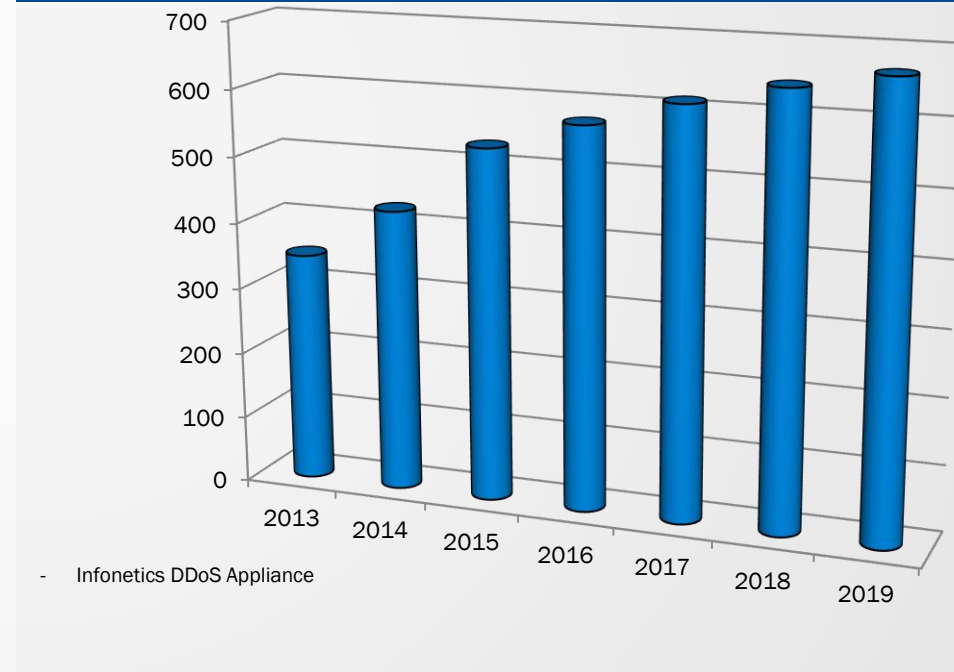
DDoS Prevention Remains a Growing Market

DDoS Prevent Market size, Growth and TAM through 2018

Market Growth and Revenue Trends

- 10 – 12 % growth projected for cloud security services through 2018 ([source](#))
 - DDoS cloud services expected to reach ~\$880M by 2018
- DDoS mitigation hardware outperformed the network and content security products in much of 2014 ([Infonetics](#))
- **Appliance sales projected to reach \$667M by 2019** with a 10.2% CAGR from 2014-2019 despite increased adoption of cloud-based DDoS services (infonetics)
- Fast growth in DoS prevention appliance sales expected in Caribbean and LatAm(CALA) from 2013–2018 (Infonetics).
- **Arbor and Radware account for more than 50% of revenue market share. F5, Fortinet and Checkpoint considered significant vendors**

Total Addressable Market



DDoS Market Growth Driven By...

1Gbps of attack traffic or more

account for

42% of DDoS

attacks

Increased number of attacks leveraging multi-threat vectors, with threats becoming highly targeted – IT Services/ SaaS/Cloud customers and the Financial sector are heavily hit [Versign](#)

\$100,000 Per DDoS Extortion Attack [Bloomberg](#)

Damages corporate reputation

Demonstrate your value by giving customers free knowledge



DDoS Attacks Hurt Our Customers

\$400,000/hr.

High cost of a single enterprise attack

\$52,000/hr.

High cost of a single SMB attack



Average Downtime

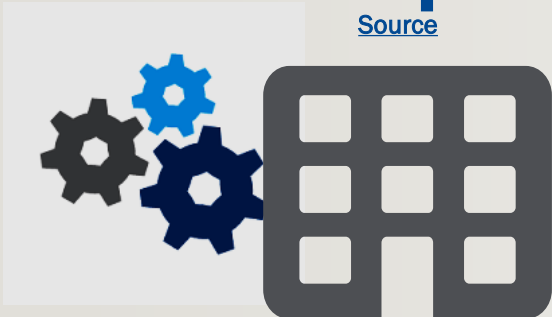
9 hours in 12 months [Source](#)

54 mins per Attack with some lasting 24 hours

Ponemon Institute

Average DDoS attack

5.64 Gbps [Source](#) And up to



400 Gbps [Source](#)
\$9.0 Mil

Volumetric DDoS attacks **tend to range between 200- 400 Gbps**

like cyberheist in which the attackers used DDoS to distract the security teams of a financial services company.



DDoS Attacks Hurt Our Customers

Evolving security threats

\$1M⁺

Cost of single cyber attack can be well above \$1,000,000

122

Successful attacks per week¹

1.5M

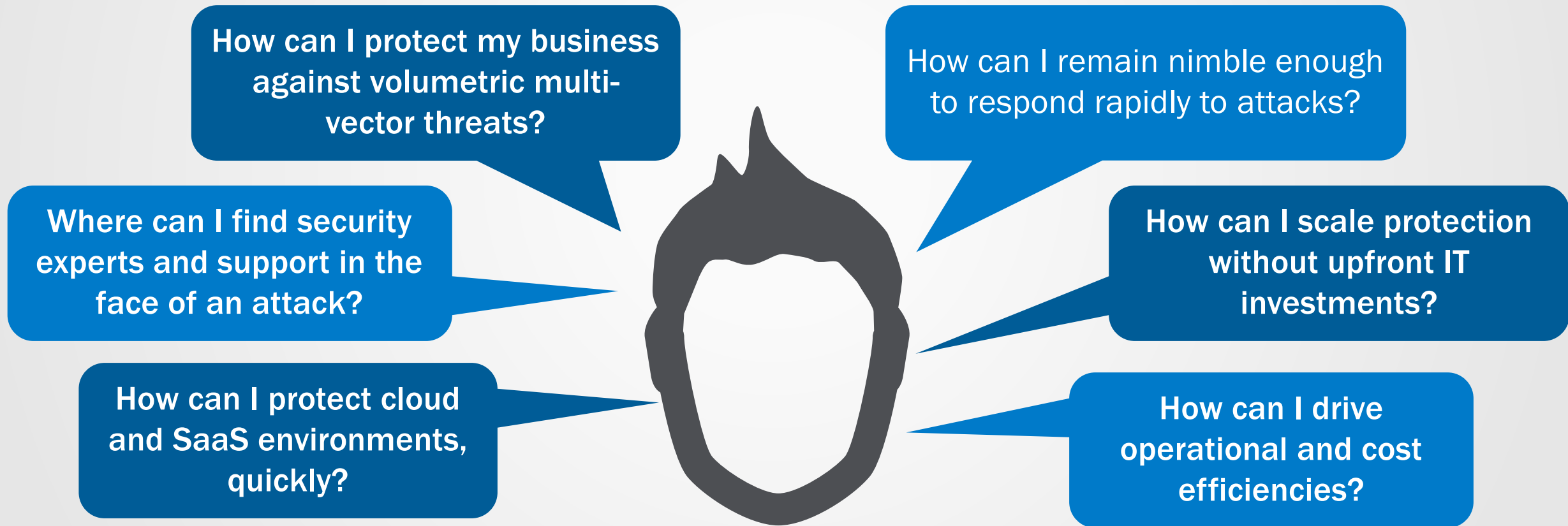
Monitored cyber attacks in US²

- DDoS threats are rampant and not going away
- Damages brand reputation of organizations of all types (FSI, Gov, Retail, Media, Healthcare, etc)
- Results in significant downtime and revenue loss
- Often foreshadow breaches of sensitive enterprise, employee and customer data

Source: 1 Ponemon Institute, Cost of Cyber Crime Study, 2 IBM Security Services, 2014 Cyber Security Intelligence Index



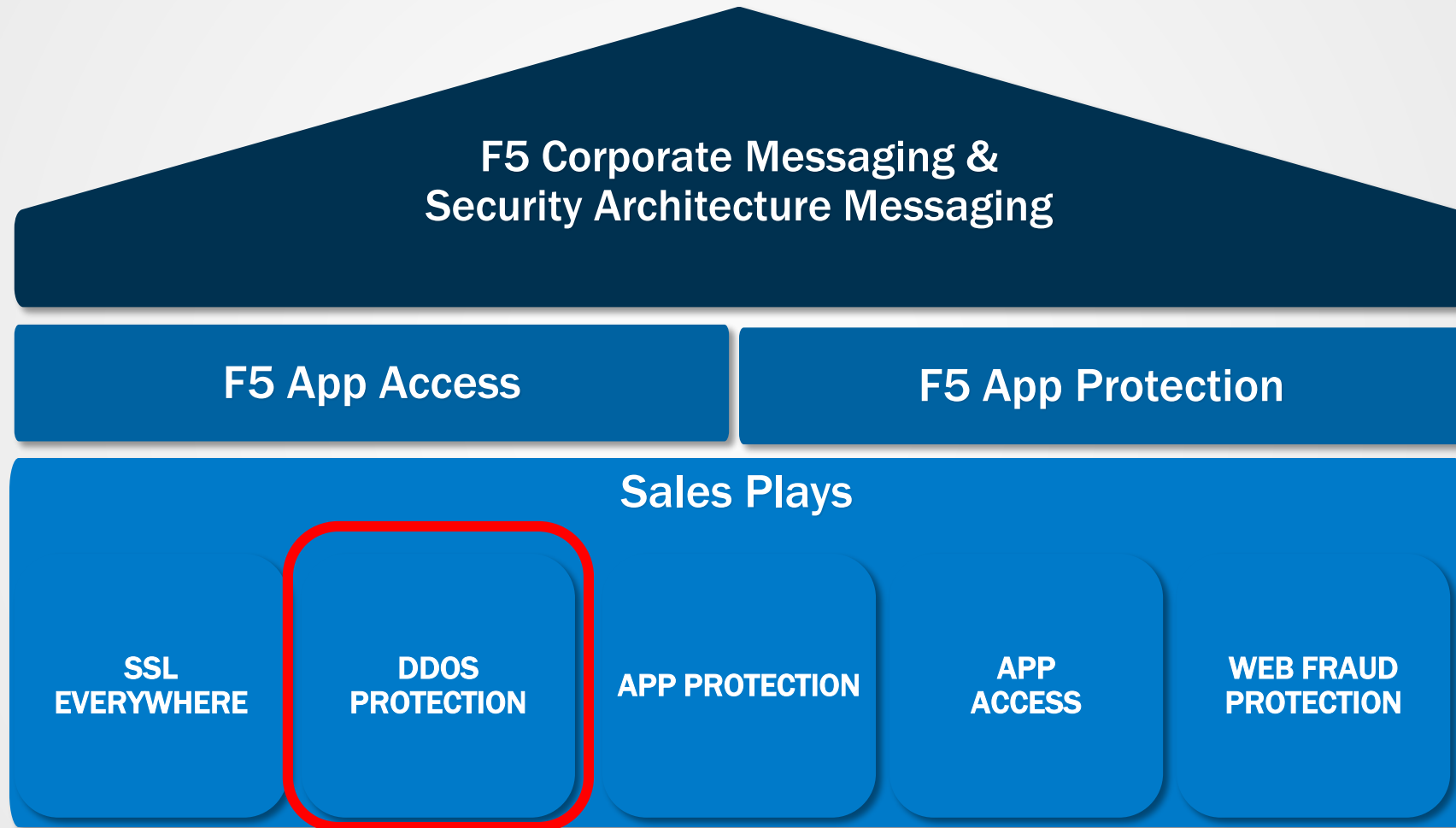
DDoS Threats Create Customer Challenges And Opportunities For F5



Let customer know that you understand the challenges they face



F5 Security Messaging Hierarchy



Identifying Hybrid DDoS Opportunities



4 Key Steps to Identifying a Hybrid DDoS Opportunity

- 1** Every organization needs DDoS protection
- 2** Identify your target persona and general use cases
- 3** Ask target persona qualifying questions
- 4** Recommend comprehensive DDoS Protection



Every Organization Needs DDoS Protection

Target companies that are ...



Under an attack
(have experienced one recently)

or
concerned about the
impact of an attack

Get details about

- How they currently mitigate volumetric attacks
- Threat type, size and impact



Building a new datacenter,

up for renewal or
existing LTM or ASM
customer

Find out more about

- Experience with DDoS threats,
- Infrastructure they are putting in place
- Renewal date(s)



Executing on security recommendations

or
revamping the
security strategy

Understand their vision for

- Datacenter security or the hybrid data center environment



Within Each Org., Identify Target Personas

EXECUTIVE LEADER

- Delivers new systems and architectures within fixed IT budget
- Increases the ROI of IT
- Instills innovation
- Expands business growth and strategic impact

Concerns:

- Delivering Systems on a fixed budget
- Protecting the business reputation

SECURITY VP, DIR, ARCHITECT

- Decides on-premises vs. cloud/managed
- Concerned with scalability,
- Balances business needs
Designs security architecture

Concerns:

- The complexity of the infrastructure
- Scalability,

SECURITY / NETWORK ENGINEER

- Installs, upgrades, and maintains app/network security
- Works with cross-functional IT and LOB teams to plan large-scale system implementations

Concerns:

- Securing complex apps and cloud environments
- Time to production
- Simplified management

APPLICATION OWNER (LOB)

- Ensures applications and supporting services operate as expected
- Collaborates with Ops, Security and IT teams
- May have a budget for infrastructure needs

Concerns:

- Performance and availability of app & network
- Reputation management
- Secured infrastructure

Ask Target Persona Qualifying Questions

Uncover DDoS Opportunities!

- **What's your experience with DDoS attacks?**
 - How long would it take for you to identify and mitigate a DDoS attack?
- **How do you know that you have been attacked?**
- **Do you have expertise and resources to mitigate DDoS attacks?**
- **What mitigation methods do you have in place today?**
- **Do you have an operational plan around DDoS?**
 - What is the process you use for identifying and mitigating an attack?
- **What is the impact/cost to your organization if your site goes down?**
- **How do you manage volumetric DDoS attacks?**
- **What is your familiarity with Cloud-based DDoS protections?**



Recommend Comprehensive DDoS Protection

Prospect Considerations	F5 Hybrid DDoS Protection	Silverline DDoS	
Needs to maintain DDoS policy control	✓		Hybrid DDOS Deployment
Concerns about volumetric attacks	✓	✓	
Concerns about sophisticated app layer attacks	✓		
Consolidating data center infrastructure protection		✓	
Refreshing or strengthening existing datacenter security	✓	✓	
Needs to ensure app servers are always up	✓	✓	
Demands high mitigation capacity	✓	✓	
Lacks specialized resource for DDoS mitigation		✓	Silverline DDoS Deployment
Prefers outsourcing DDoS security		✓	
Requires 24x7x365 attack support and security expertise	✓	✓	



Selling F5 Hybrid DDoS Protection

The F5 DDOS Protection Solutions



4 Key Steps To Selling Hybrid DDOS

- 1** Introduce and cover key functionality in your conversation
- 2** Highlight what distinguishes F5 and establish the value
- 3** Emphasize deployment options and Sell Silverline for volumetric DDoS protection
- 4** Handle objections with effective responses

Cover Key Attributes In Conversations

F5 HYBRID DDoS PROTECTION SOLUTIONS

Tools for architecting a DDoS defense

Flexible Cloud-based DDoS Protection

- Comprehensive, programmable DDoS solution that simplifies migration to the cloud
- Augments IT resources with security expertise and security management

On-premises Appliance or VE Protection

- Effective protections that integrate App security, DDOS, DNS & SSL protection
- Consolidates the datacenter to minimize cost and increase operational efficiencies

Reactive and Proactive Defenses

- Ensures always up networks by mitigating threats before they reach the datacenter
- Re-routes attacks to Silverline when datacenter is under volumetric attack

Enables Rapid Response

- 24x7x365 SOC monitors, investigates and reports on threats that impact customers
- Security Response Team helps accelerate response and reduce time-to-mitigation

Showcase What Differentiates F5 DDoS Solutions

Built on the #1
application
delivery
controller

Leverages
industry leading
application
protection in ASM
and AFM

Over 100 threat
vectors with industry
leading programmability

More hardware-based
DOS vectors than any
leading competitor

**F5 is the only single
vendor**

**with native, seamlessly
integrated on-premises DDoS
protection and cloud-based
scrubbing services**

Four Key Values To Establish With The Customer

Protection



Protect against the full spectrum of modern cyber threats attacks

100+ DDoS Vectors;
Most advanced app security; 98% of fortune 1000 trust their traffic to F5

Performance



Minimize business impact from volumetric attacks 7.5M

Up to 640 Gbps; 7.5M CPS; 576M CCS; in the datacenter and over 1Tbps in the cloud

Extensibility



Take immediate action on new DDoS threats

1,000's of iRules have been written to mitigate traffic based on any type of content data

Expertise



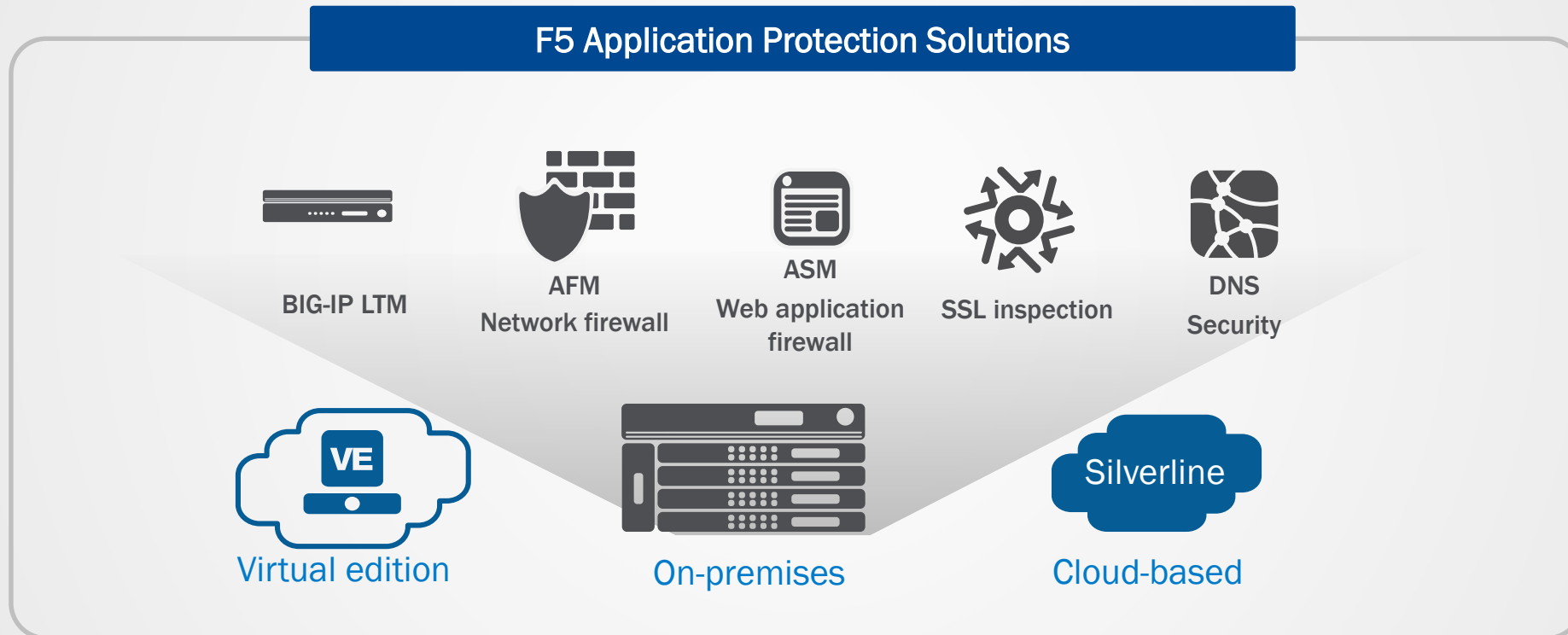
Augment resources with F5 Security experts

24x7x365 DDoS support from Security Operations Centers in the US, APAC, and EMEA

Emphasize Flexible Deployment

On-premises and cloud-based services for comprehensive DDoS Protection

Providing a seamless experience for hybrid DDoS protection through a single vendor model



Sell Silverline for Volumetric DDoS Protection

Emphasize Proactive and Rapid Response Defenses

Ensure full threat protection against volumetric DDoS attacks by adding F5 Silverline DDoS Protection to BIG-IP on-premises DDoS implementation



Always On

Proactively monitor all inbound traffic with Silverline DDoS and mitigate volumetric attacks before they reach the datacenter



Always Available

Alert F5 SOC services of a DDoS attack and immediately re-route traffic to Silverline to unburden resource



Handle Objections With An Effective Response

OBJECTION	RESPONSE
F5 is not a security company. Why would we use F5 for DDoS?	<ul style="list-style-type: none">• F5 has provided strategic points of control that block unauthorized traffic since inception in 1996.• 98% of F1000 trust us to manage their traffic in the very ways needed to block malicious threats.• Some of the largest banks, retailers, healthcare providers, internet companies look to us for security• F5 has been well regarded by Gartner analyst for our Silverline scrubbing service and recognized by NSS for strong datacenter firewall capabilities.
We use Prolexic for DDoS protection	<ul style="list-style-type: none">• Are you happy with the support you get and pricing for Prolexic? Do you feel you have adequate protection considering Prolexic now only protects layer 3&4? Do you feel the need to improve your on-premises capability.
We have existing firewalls.	<ul style="list-style-type: none">• Do your firewalls provide adequate performance? Can your firewall handel SSL intercept fast enough? F5 provides layer 3-7 DDoS cloud-based protection, and appliance-based solutions for the DC• F5 also consolidates single point products that support SSL, access management, and others.



Handle Objections (Continued)

OBJECTION	RESPONSE
We protect our network using defense-in-depth so we are covered.	<ul style="list-style-type: none">• Do you have a solution when your infrastructure is under bandwidth attack?• Our platform interoperates and integrates with other security vendors to provide comprehensive protection, especially in areas where most organization have a gap.
We do not have enough resources, budget or knowledge to manage F5 DDOS solution	<ul style="list-style-type: none">• With F5 Silverline you can protect your business without capital expenses, or training.• Silverline DDoS Protection includes 7x24x365 security experts who help monitor and ensure rapid response to attacks you are facing.• Turn on protections immediately, the same day. Would you like to discuss this further?
We're not a high-profile target.	<ul style="list-style-type: none">• Hackers increasingly target “easy” targets, including businesses like yours, without notice.• A successful single attack can cost as much as \$400,000.• How is current firewall protection tuned specifically to prevent such a outage?

Selling Silverline DDOS Protection...



4 Key Steps To Selling Silverline WAF

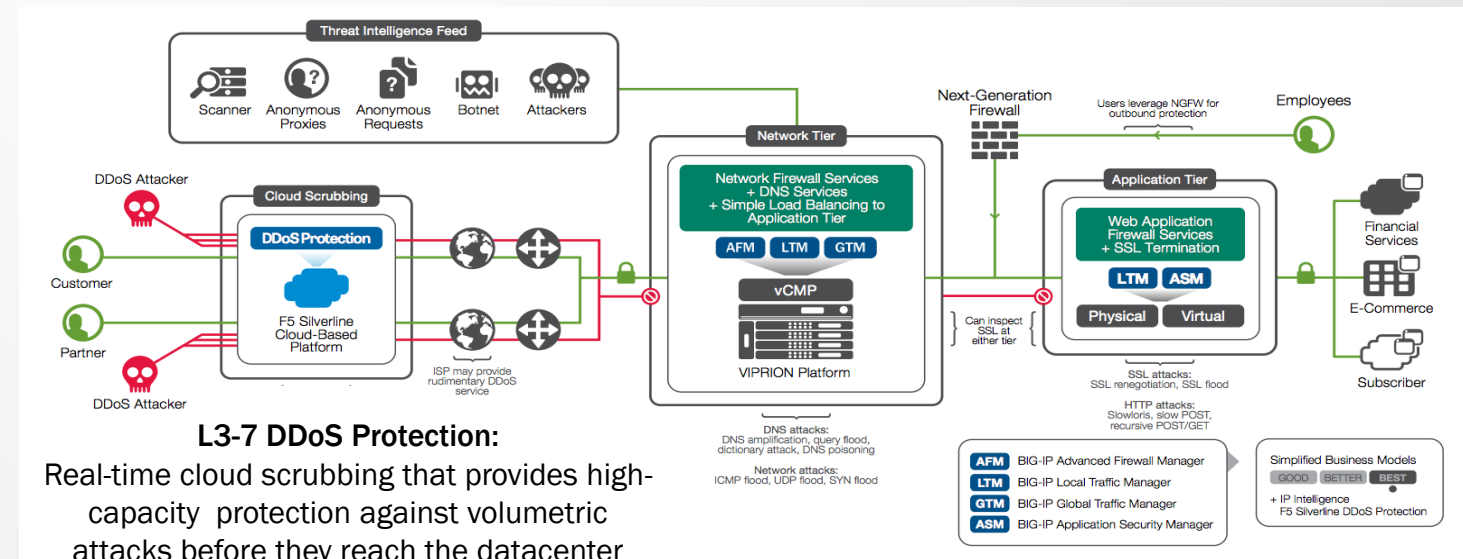
- 1 Share value of Silverline DDoS**
- 2 Position Silverline DDoS and focus on common use cases**
- 3 Emphasize the F5 SOC and key differentiators**
- 4 Handle objections and engage Silverline sales experts**



Share The Value Of Silverline DDoS

Cloud-based, enterprise grade, comprehensive DDoS Protection

- **Managed Service:** the industry's most responsive 24/7 SOC
- **Expert Resources:** access to the world's foremost DDoS experts
- **Transparent Operations:** immediate visibility into all SOC actions and threats
- **Extensible Solution:** Integrates with F5 on-premises AFM & ASM
- **Protects Datacenter:** defends against the largest DDoS attacks without regard for ISP, Origin



Position Silverline DDOS Appropriately

WHAT IT IS

- Fully managed enterprise-grade service that scrubs DDoS traffic before hitting the customer's premises
- A SOC driven service that utilizes a diverse combination of mitigation and inspection toolsets to defend attacks
- A subscription service that allow you to choose to sit in-line of traffic or in immediate standby for DDoS events when they occur.

WHAT IT IS NOT?

- Managed service for on-premises DDOS within a customer's datacenter
- A CDN (content distribution network) that provides that adds the functionality to automatically filter or absorb DDoS attacks.
- An On- Demand service only, that limits the number of DDoS events you use.



Focus On Common Global Use Cases

ALWAYS ON

- Proactive defense for all environments
 - Customers seeking layer 3-7 DDoS protection
 - Customers seeking the lowest time to mitigate without on premises equipment
 - Customers who get hit with frequent short burst attacks

ALWAYS AVAILABLE

- Standby DDoS services when under attack
 - Customers who prefer to only redirect traffic during an attack
 - Customers seeking hybrid detection and mitigation against layer 3-7 DDoS events
 - Customers who want to leverage Silverline Router Monitoring for the detection of Layer 3-4 attacks





Emphasize The F5 Security Operations Center (SOC)

Reduce operating costs by outsourcing DDoS protection to F5 SOC experts

Monitoring and Mitigating attacks while reducing false positives requires a 24/7 staff of skilled DDoS Analysts.

- Full Provisioning and Configuration
- Proactive alert monitoring
- Identification and Inspection of attacks
- Custom and Script mitigation (e.g. iRules)

Service Level Agreements time to:

Notify/ Mitigate / Escalate

F5 Security Operations Center



**Tier II DDoS Analysts
and Above**



Availability & Support



**Active DDoS Threat
Monitoring**



Where F5 DDoS Solutions Won



F5 Customer Case Studies



Rapid growing cloud service provider in Norway



LTM

AFM

APM

DNS



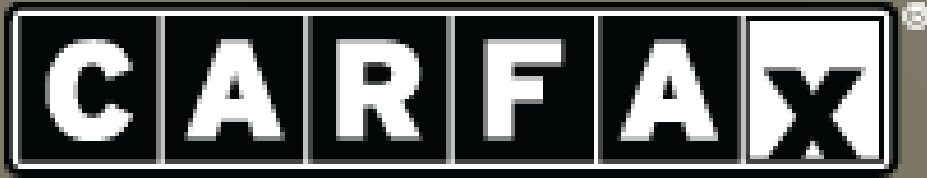
“The service provider’s worst enemies are 16-year old kids, sitting at home running DDOS scripts they find on the internet – just for fun. F5 enables us to block such attacks and prevent unnecessary downtime for our customers” – Christian Tinna Thomas, Product Manager, Datamatrix

Key Benefits of F5

- Consolidates the datacenter and helps ensure 100% availability even during an attack or maintenance
- Easy to use by everyone with tools that simplify configuration, and provide clear visibility in to threats.
- Enables rapid deployment of services to production
- Easily scales up to meet growth expectations
- Support team responds immediately and provides fixes in hours.

[Click here](#) to read the case study on F5.com

F5 Customer Case Studies



Provides consumers with the most comprehensive vehicle history database in North America



LTM

AFM

ASM

DNS



“The F5 solution proved its value immediately. In the last three years, there hasn’t been a single instance where we’ve been woken up in the middle of the night with an outage incident. It’s a really good feeling.”

— Chris Thomas, Network Manager, CARFAX

Key Benefits of F5

- Reduces overall costs by consolidating solutions to reduce space time and energy costs and minimizing time-to-deployment and management.
- Enables CARFAX to rapidly scale its infrastructure to keep pace with business demands
- Mitigates DDoS attacks before they reach company servers
- Simple enough to easily go in and make adjustments in a matter of minutes

[Click here](#) to read the case study on F5.com

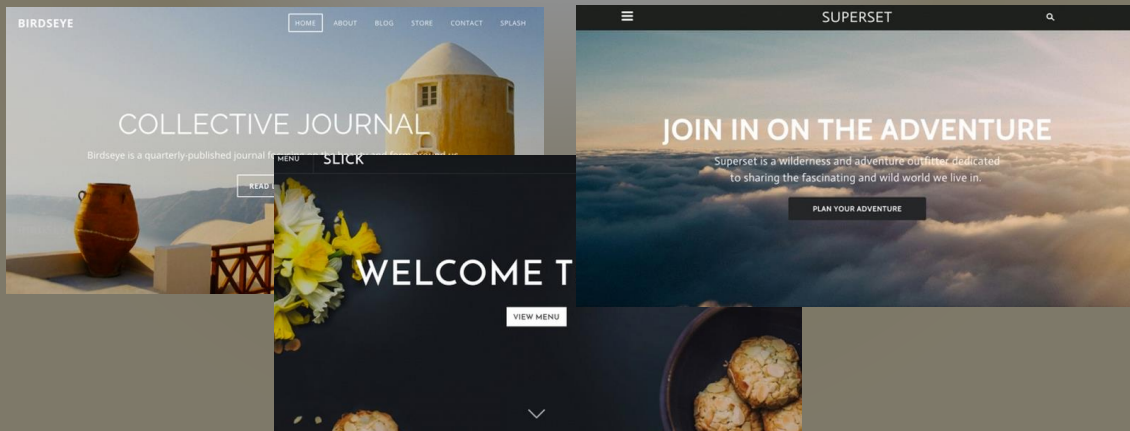
F5 Customer Case Studies



A consumer website building service with over 175 million visitors a month



**Silverline
DDoS**



“By partnering with [F5] and utilizing its massive distributed scrubbing centers, we remain protected from these larger DDoS attacks—enabling us to remain focused on delivering our users a high quality experience.”

– Chris Fanini, Co-founder and CTO, Weebly

Key Benefits of F5

- Offers the most advanced secondary DDoS protection on the market
- Stops attacks that evade internal DDoS mitigation
- Provides bandwidth to support attacks of increased size and complexity
- Ensured uninterrupted mitigation and analysis

[Click here](#) to read the case study on F5.com

F5 Customer Case Studies



*One of the world's largest social media
blogging community*



Silverline
DDoS



“We chose [Silverline DDoS Protection] because of the breakthrough technology developed by Barrett Lyon and its ability to provide DDoS mitigation without the damaging side effects of legacy mitigation solutions.”

– Tim Turner, CTI Livejournal

Key Benefits of F5

- Stop attacks without disruption to business critical sites
- Provides an unprecedented amount of data on the ever-morphing vectors of attacks.
- Helped to ensure we're operating at optimal levels.
- Uses blended techniques that allowed them to respond quickly to threats and stay ahead of the bad guy

[Click here](#) to read the case study on F5.com

How Customers Buy F5 DDoS Protection




Flexible Options To Meet Customers Where They Are Going

- 1 Platforms: Create great customer value with blended platform options**
- 2 Licensing: Choose flexible options across perpetual licensing, subscription models and on-demand pricing**
- 3 Services: Select a variety of F5 services and support options to help customers succeed**
- 4 Sizing: Build out the right requirements for ASM and Silverline WAF quotes**



Platforms: Create Great Customer Value

F5 Platforms

								
25M	200M	1Gbps	3Gbps	5Gbps	10Gbps	VIPRION 2200	VIPRION 2400	
								
2000 series*	4000 series	5000 Series	7000 Series	10000 Series	12000 Series	VIPRION 4480		VIPRION 4800

Virtual

F5 software
 Provide flexible deployment options for virtual environments and the cloud with Virtual Edition

Virtual Edition is best for:

- Accelerated deployment
- Maximizing data center efficiency
- Private and public cloud deployments
- Application or tenant-based pods
- Keeping security close to the app
- Lab, test, and QA deployments

Physical

F5 hardware
 High-performance with specialized and dedicated hardware

Physical Hardware is best for:

- Fastest performance
- Highest scale
- SSL offload, compression, and DoS mitigation
- An all F5 solution: integrated HW+SW
- Edge and front door services
- Purpose-built isolation for application delivery workloads

Hybrid

Physical + virtual = hybrid ADC infrastructure
 Ultimate flexibility and performance

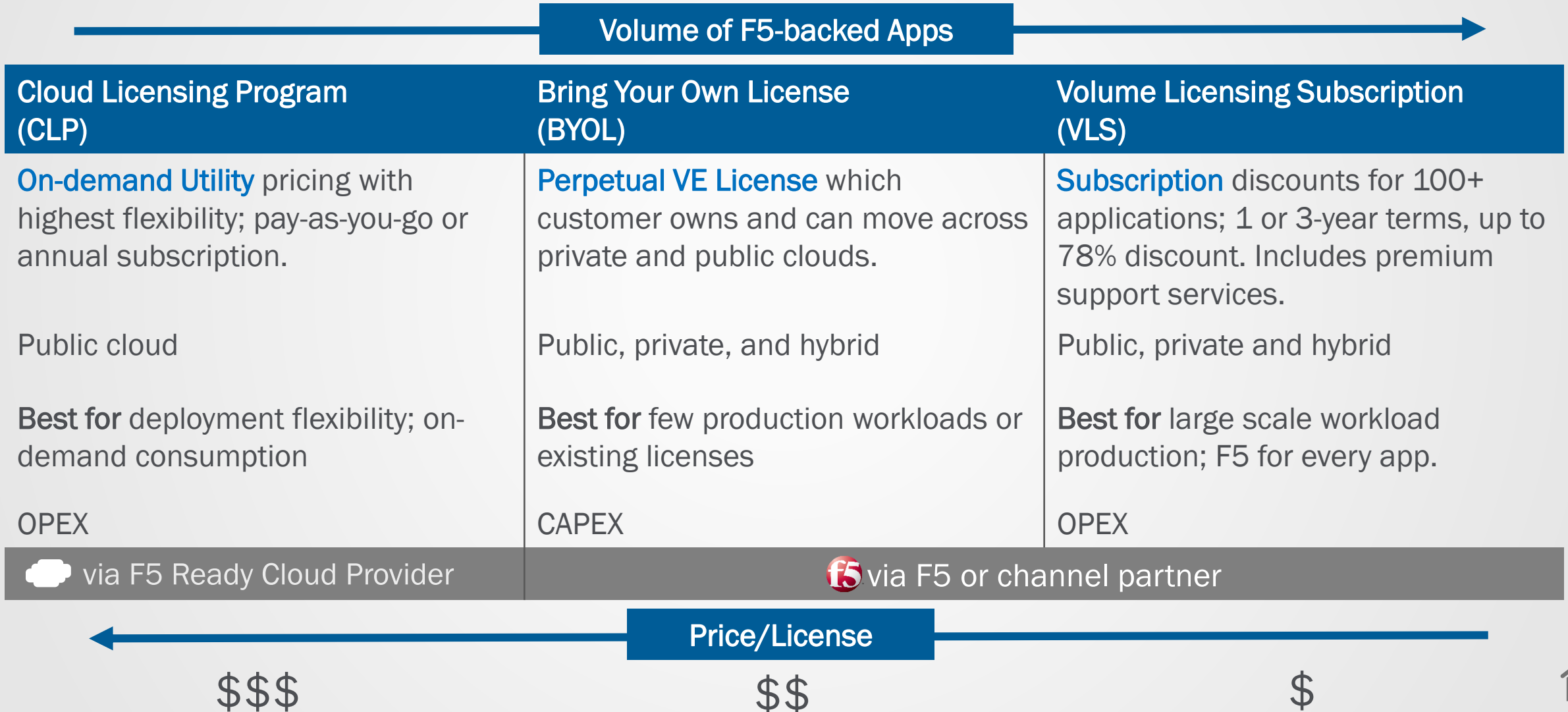
Hybrid is best for:

- Transitioning from physical to virtual and private data center to cloud
- Cloud bursting
- Splitting large workloads
- Tiered levels of service



Licensing: Choose Flexible Software Options

Cloud options tailored to customer needs for greater flexibility and choice



Licensing: Find an F5 Ready Public Cloud Provider

Verified by F5 for greater cloud confidence

F5-verified

BIG-IP products verified by F5 for compatibility in F5 Ready clouds.

Global-reaching

F5-verified providers span Americas, EMEA, and APAC for broad reach and selection.

Flexible

Variety of purchase options: BYOL, on-demand Utility billing, Volume Licensing Subscription.



Note: F5 adds new partners on a regular cadence, check f5.com/f5ready for the most up-to-date list



Services: Select A Variety Of Service And Support Options

Drive Greater ROI With Customers Throughout The Solution Lifecycle

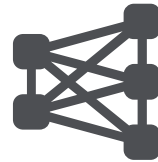
Optimize



Maximize performance, health, security

- Proactive Assessments & Integration
- iHealth / AskF5 / DevCentral
- Certification

Architect



Design for best-practices deployments

- Solution Definition Workshops
- Design and Assessments

Maintain



Ensure continued availability

- Upgrades and Expert Services
- World-class Support
- Premium Plus and Enhanced Services

Implement



Deploy quickly and optimally

- Installations and Migrations
- Web and Onsite Training

Sell Specific Professional Services:

1. AFM deployment service
2. Custom Scripting
3. Registered iRules Subscribing



Services: Optimized For Customer Initiatives

End-to-end Global Services and Support Options

	Traditional ADC	Security	Cloud
Architect Design for best practices	Solution Definition Workshop		
Implement Quick and optimal	Deployment & Migration Services		
	Training and Certification		
Maintain Backed by F5 Support	Maintenance Agreements		
	Premium Plus Support		
Optimize Maximize performance, health, security	Customization & Scripting		
	iHealth Diagnostics & Self-help Tools		



Services: Flexible Options

Packaged, Custom & Hourly

Flexible F5 Purchase Options

Packaged

License: Fixed Price

Scoped to meet popular customer solutions.

Focus: Customer and technology trends. Carefully aligned with F5 pricing bundles GBB and popular customer solutions.

Modules/Services	Good	Better	Best
BIG-IP Local Traffic Manager	✔	✔	✔
BIG-IP Global Traffic Manager		✔	✔
BIG-IP Application Acceleration Manager		✔	✔
BIG-IP Advanced Firewall Manager		✔	✔
BIG-IP Application Security Manager			✔
BIG-IP Access Policy Manager			✔

<ul style="list-style-type: none"> BIG-IP Local Traffic Manager Implementation Services <ul style="list-style-type: none"> Onsite Remote BIG-IP Local Global Manager Implementation Services BIG-IP Application Acceleration Manager Implementation Services BIG-IP AFM <ul style="list-style-type: none"> Basic Implementation Application Security Implementation Migration Application Security Migration BIG-IP Application Security Manager Implementation Services BIG-IP Access Policy Manager Implementation Services
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MEASURE OF SUCCESS IS MODULE ADOPTION

Custom

License: Custom

Scoped to meet your specific business and solution needs. Flexible procurement options.

Focus: Complex or unique solutions, or where a customer can leverage our deep skills.

Hourly

License: Hourly

Small-scale services for ad-hoc customization and scripting

Focus: Extended application verification, complex monitors, iRules scripting, iControl API, and other automated tasks.

Partner Services



Guardian
Unity Partner

F5 UNITY Gold or Platinum Partners

Dedicated Professional Services staff backed by F5 certifications

Sizing: Build Out DDoS Protection Requirements

Key things to discuss with the customer:

- Transactions per second TPS?
- Throughput and Mitigation bandwidth (bps)
- # of connections required
- Do they have resources for deployment
- # of datacenters protecting
- # of rules configured on the firewall replacing
- # of IP's/networks each rule points to
- Are there other modules that will be used (ASM, APM, DNS)
- Do they have BIG-IP experience

BIG-IP AFM SKU Examples		BIG-IP AFM VE and Cloud Examples	
SKU	Description	SKU	Description
F5-BIG-AFM-4200v	BIG-IP 4200v Advanced Firewall Manager (16 GB Memory, Max SSL, Max Compression)	F5-BIG-AFM-VE-1G-V13	BIG-IP Virtual Edition Advanced Firewall Manager 1 Gbps (v11.4.1 - v15.x) -- Standalone
F5-ADD-BIG-AFM-4000	BIG-IP Advanced Firewall Manager Add-on Software Module for 4200v/4000s	F5-BIG-VE-BT-1G-V13	BIG-IP Virtual Edition Best Bundle 1 Gbps (v11.4.1 - v15.x)
F5-BIG-BT-4200V	BIG-IP 4200v Best Bundle (16 GB Memory, Max SSL, Max Compression)	ADF Bundle Example	
F5-BIG-BR-4200V	BIG-IP 4200v BetterBundle (16 GB Memory, Max SSL, Max Compression)	F5-BIG-ADF-4200V	BIG-IP 4200v Application Delivery Firewall (16 GB Memory, Local Traffic Manager, Advanced Firewall Manager, Max SSL, Max Compression)



Sizing: Build Out The Right Requirements for Quotes

- Cost of service is determined by:



- Upgrades are available for additional sites, bandwidth, and extended support.

Sizing: Build Out The Right Requirements for Quotes

Make More Money Selling Silverline DDoS Protection!

Silverline DDoS Protection Subscription				+
SKU	Attack Bandwidth	Clean Pipe	Service Term Length	
F5-FAS-DOS-AO-13-1YR	20 Gbps	56 Mbps	1 yr Always-On	Recommended SOC Service SKUs based on virtual IP and term
F5-FAS-DOS-AO-1-1YR	20 Gbps	100Mbps	1 yr Always-On	
F5-FAS-DOS-AO-14-1YR	20 Gbps	250Mbps	1 yr Always-On	
F5-FAS-WAF-100S-2G1Y	20 Gbps	500Mbps	1 yr Always-On	
F5-FAS-DOS-AO-12-1YR	400 Gbps	1Gps	1 yr Always-On	
F5-FAS-DOS-AA-16-1YR	50 Gbps	50 Mbps	1 yr Always Available	

Additional Services and IPs		
1YR SKU	3YR SKU	Additional Bandwidth
Additional Data Center for Silverline DDoS Protection Service (1-Year Subscription)		F5-FAS-DOSADDSITE1YR
Additional Virtual IP for Silverline DDoS Protection Service (1 Virtual IP, 1-Year Subscription)		F5-FAS-DOS-VIP-1YR
Router Monitoring for Silverline DDoS Protection Service (1-Year Subscription)		F5-FAS-DOSROUTMON3YR
Silverline DDoS Protection Service Deployment Fee (standard hours)		F5-UTL-DOS-FEE-S

Deployment fee is mandatory for all Silverline DDOS Protection Services

Silverline DDoS Protection Services includes 10 virtual IPs for a single datacenter



Call to Action



Review all DDoS use cases, and opportunities leveraging available resources, as you increase Hybrid DDoS and Silverline DDoS Protection sales



Identify current portfolio and new prospects that need or find value in cloud-based application services



Enable prospect education on F5 hybrid DDoS use cases, benefits, services, and sales tools



Deliver growth by recommending F5 Hybrid DDoS for all network environments

**YOUR MISSION: SELL HYBRID DDoS!
NO NETWORK LEFT UNPROTECTED**





Solutions for an application world.

