# SSL Everywhere Sales Playbook

# F5 SSL Everywhere Sales Play Resources

**You are here**

**1**
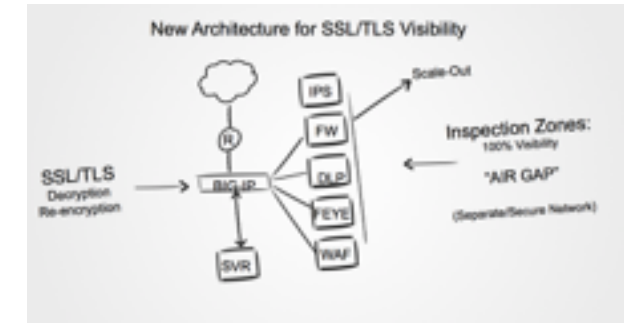## Sales Playbook

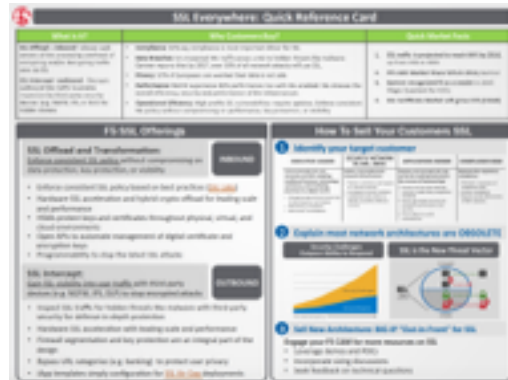

**2**
## Customer Slides



**3**
## Whiteboard Video



**4**
## Battlecard



**5**
## Sales Wins and Case Studies

**CASE STUDY :**



**6**
## Recorded Demo

COMING SOON

Visit us on Partner Central for more SSL Everywhere resources

# SSL Everywhere Sales Play Prerequisites

This playbook assumes a basic understanding of BIG-IP LTM technologies, SSL Everywhere reference architecture, use cases, and value, based on existing training materials.

## BIG-IP LTM education

Web based training and product information

- Product Training F5 University
- Partner Central: Local Traffic Manager
- Manuals and Release Notes on f5.com

## SSL Everywhere Reference Architecture

Solution information

- f5.com SSL Everywhere
- Partner Central: SSL Everywhere RA



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# Topics To Drive SSL Everywhere Wins

| TOPIC | SLIDES |
|---|---|
| Make More Money Selling SSL Everywhere! | 4 |
| SSL Market And Customer Challenges | 6-12 |
| Identify SSL Everywhere Opportunities | 13-19 |
| Selling SSL Everywhere  -  Inbound Use Case | 20-26 |
| Selling SSL Everywhere - Outbound Use Case | 27-35 |
| Competing Against Other Vendors | 36-48 |
| Winning With SSL | 49-52 |
| How Customers Buy F5 | 53-63 |

**Note:** You should be <u>trained</u> already in BIG-IP LTM

## Who Is This Playbook For?

- TAMs
- ATAMs
- CAMs
- SPMs
- PSMs
- ITAMs

## How Does This Playbook Help?

- describes what the salesperson should do in different situations he or she might encounter when selling the product
- Sales playbooks also help new salespeople coming on board but should not be considered  a substitute for sales training.

## When To Use?

- trained salespeople can leverage to recall best practices in real-time, helping identify where best opportunities are, what impediments to sales success exist, and how to marshal resources and messages to tackle both.

**urn**

# Make More Money Selling SSL Everywhere!



## Engage with Customers

Security and privacy are competitive differentiators and therefore a topic business agenda item



## Expand Account Footprint

Ensure F5 as a critical component of all SSL architectures and leverage F5's SSL leadership



## Grow Deal Size

SSL has become a critical component of all network projects due to the challenges of encryption

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# The New Perimeter Is An App Perimeter
## Apps Are The Gateway to Data!



| TRADITIONAL | F5 |
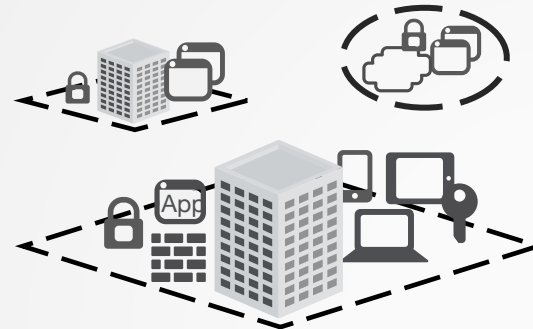
TRADITIONAL NETWORK PERIMETER

PER-APP / PER-USER PERIMETER

|  | TRADITIONAL | F5 |
|---|---|---|
| SSL-visible | ✖ | ✔ |
| Location-independent | ✖ | ✔ |
| Session-based | ✖ | ✔ |
| Continuous trust verification | ✖ | ✔ |
| Strategic control points | ✖ | ✔ |
| App availability | ✖ | ✔ |

## IT'S TIME TO RETHINK SECURITY ARCHITECTURES

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# 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
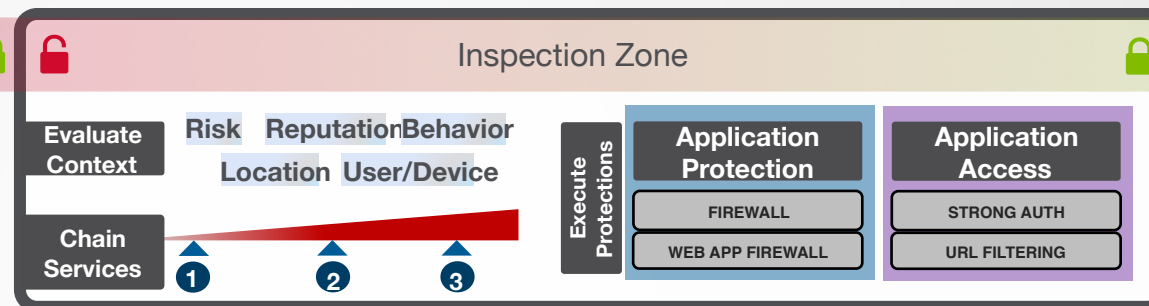
- **Chain Security Services**
  - SSL inspection
  - Access & app protection
  - Partner ecosystem

- **Execute Protection**
  - Performance & scalability
  - Hybrid delivery
  - Per-app defense

User Side

Inspection Zone

Evaluate Context

Risk  Reputation  Behavior
Location  User/Device

Chain Services

1  2  3

Execute Protections

Application Protection
FIREWALL
WEB APP FIREWALL

Application Access
STRONG AUTH
URL FILTERING

App Side

Deployment Modes    Router    Clone / Mirror    ICAP / Proxy    L2 Bridge

| NGFW | IDS | DATA LOSS PREVENTION | APT SCANNING |
| WEB APP FIREWALL | PACKET / FORENSICS | ANTIVIRUS | IPS |

**A FOUNDATION FOR MORE COMPREHENSIVE SECURITY**

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# F5 Security Messaging Hierarchy

**F5 Corporate Messaging &
Security Architecture Messaging**

**F5 App Access**

**F5 App Protection**

**Sales Plays**

| SSL EVERYWHERE | DDOS PROTECTION | APP PROTECTION | APP ACCESS | WEB FRAUD PROTECTION |
|---|---|---|---|---|
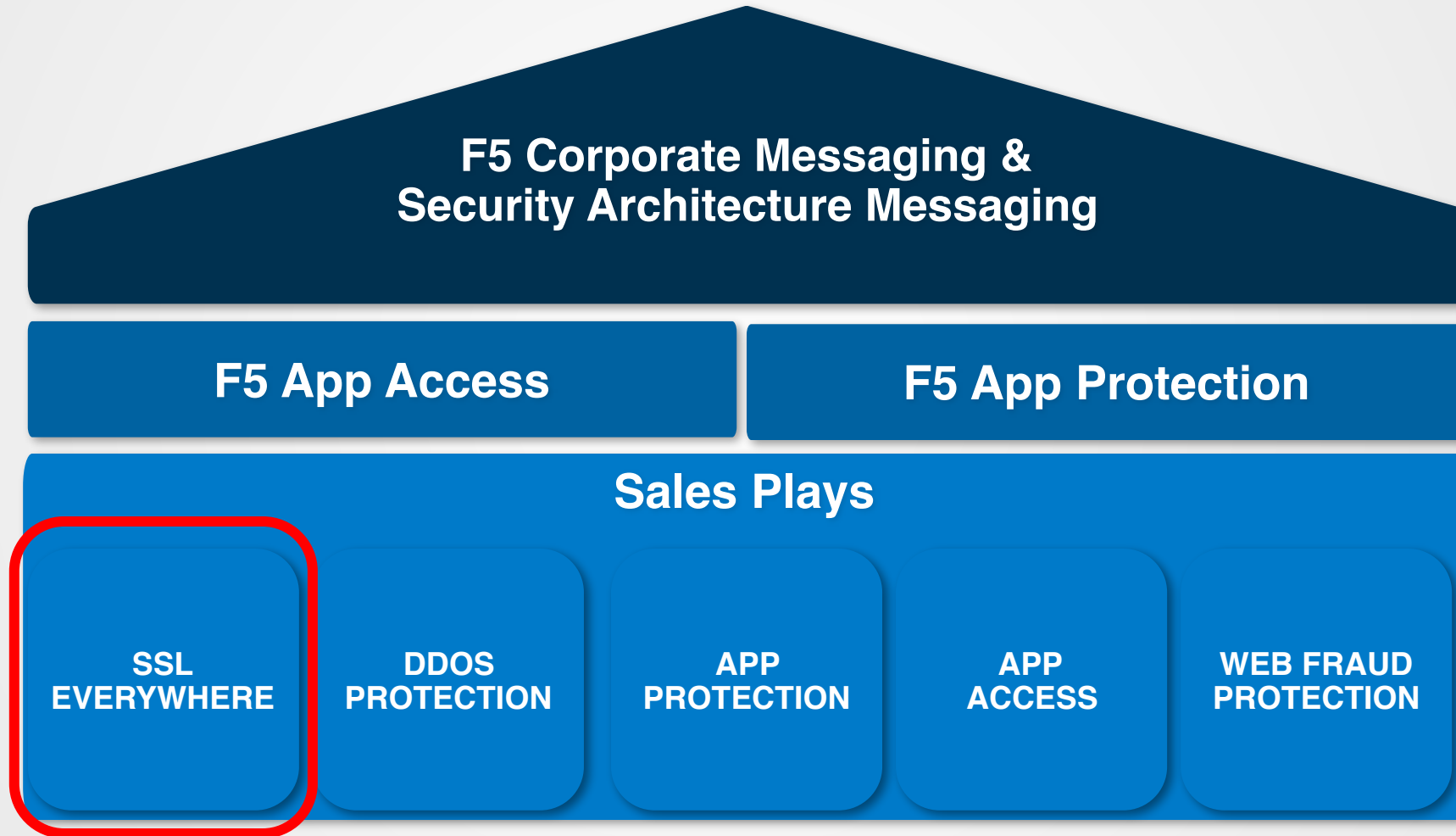
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# Understanding the SSL Market and Customer Challenges

# Key Takeaways For Market And Customer Challenge

**1** SSL market is projected to double this year

**2** Growth driven by data breaches, compliance, and privacy

**3** SSL growth creates challenges for our customers and opportunity for F5

**Return**

# F5 Leads ADC & The SSL Market Is Growing
## SSL Traffic Projected To Double This Year

### There is a steady increase in encryption strategies



Company has an encryption strategy applied consistently across the entire enterprise
Company does not have an encryption strategy.

### Market Growth and Revenue Trends

**TAM in 2015 for ADC (includes SSL Offload) stands at $2B**
**TAM in 2015 for SSL Intercept is estimated at $500M**

- SSL traffic is projected to reach 64% by 2016, up from 29% in 2015
- F5's ADC Market Share 52% in 2014, Gartner
- Gartner recognized F5 as a Leader in 2015 Gartner Magic Quadrant for Application Delivery Controllers
- SSL Cert Market will grow 21% (CAGR)

### Amount of Encrypted Traffic
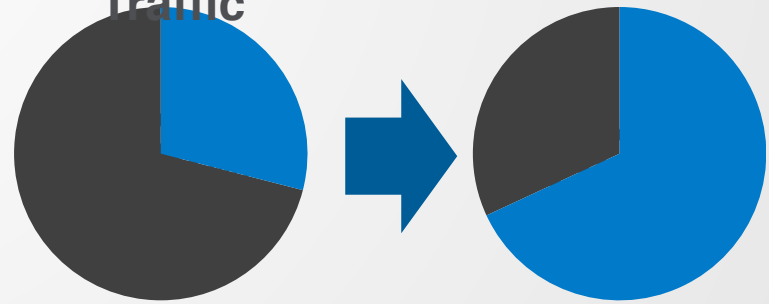


| SSL IN 2015 | PROJECTED SSL IN 2016 | Return |

Source: 1 *Sandvine, Global Internet Phenomena Spotlight: Encrypted Internet Traffic*  2. *Ponemon,* 2015 Global Encryption & Key Management Trends Study 3. IT Market Research Report

# SSL Is Growing Due To Data Breaches, Compliance, And Privacy

**64% SAY COMPLIANCE IS MOST IMPORTANT DRIVER FOR SSL**

Ponemon Institute

**$1000 Price Tag** for a stolen cert in the underground market[1]
Ponemon Institute

**34%** *growth in keys and certificates over the past 2 years*
Ponemon Institute

**57% Europeans are worried their data is not safe** Symantec

**58%** of Security Teams need **better security to** protect keys and certificates
Ponemon Institute

**Only 3 in 10** Organizations Detected the Breach on Their Own (Source: Mandiant M-Trends 2015)

**205 Days** threats were present before detection (Mandiant M-Trends 2015)

**26%** of SSL applications use non-standard ports Palo Alto Networks

# SSL Growth Creates Challenges For Our Customers And Opportunity For F5

- Compliance is complex and costly

- Increased frequency of SSL attacks is stressing IT operations

- Maintaining consistent SSL policy is challenging

- Enabling SSL on next-gen security products kills performance

## The Complexity of SSL

**$1M+** — **Cost of single cyber attack can be well above $1,000,000**

**50%** — **Received a C Grade or lower on their SSL assessment**

**81%** — **Performance loss when enabling SSL on NGFWs[1]**

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Identifying SSL Opportunities

# 4 Key Steps to Identifying an SSL Opportunities

**1** **Identify customers with sensitive data**

**2** **Identify your target persona**

**3** **Ask qualifying questions**

**4** **Determine which SSL deployment is right for your customer**

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# Step 1: Identify Customers With Sensitive Data

## Example PCI

Latest PCI regulations require modern encryption
by June 2016

Find Out More



INFORMATION SUPPLEMENT
Migrating from SSL and Early TLS

*All PCI merchants will review SSL in 2015!*

| Vertical | Sensitive Data | Examples | Regulation |
|---|---|---|---|
| Financial Services* | Financial, Personally identifiable information (PII) | Credit Cards (cardholder data), Bank account numbers, financial information and credit-related data, SSN | PCI, SOX, FDIC Disclosure laws |
| Retail | Cardholder data | Credit Cards (cardholder data | PCI, Disclosure laws |
| Healthcare* | Protected Health Information (PHI) | information about health status, provision of health care, or payment for health care that can be linked to a specific individual. | HIPPA, HITECH |
| Government | Military and government data | Data specific to government programs, particularly those related to military departments. | Highly regulated |

*\* highest increase in encryption deployments*

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## 64% SAY COMPLIANCE IS MOST IMPORTANT DRIVER FOR SSL

# Step 2: Within Each Org., Identify Target Personas

| 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 |

**EXECUTIVE LEADER**
- ➤ Managing organizational losses due to data breaches and attacks
- ➤ Maintaining compliance
- ➤ Data center consolidation

**SECURITY/ NETWORK VP, DIR., ARCH.**
- ➤ Deploys, maintains, and reports on security controls
- ➤ Investigates security incidents
- ➤ Collaborate with others to identify and define effective controls

**APPLICATION OWNER**
- ➤ Ensures services that meet key customer needs & key compliance standards
- ➤ Assess app health and ensures availability, performance and security
- ➤ Drives efforts to patch vulnerabilities

**COMPLIANCE MGR**
- ➤ Maintains awareness of compliance risks;
- ➤ Ensures compliance
- ➤ Reports on the effectiveness of WAF solutions

BUSINESS UNIT LEADERS GAINING INFLUENCE OVER THEIR COMPANY'S ENCRYPTION STRATEGY.

# Step 3: Ask Target Persona These Questions

**SSL Offload**

• Tell me how you are preparing for more stringent SSL regulatory compliance requirements.

• How have you responded to the latest SSL vulnerabilities?

• What are your processes for key protection and management?

**SSL Intercept**

• What's your plan to address the performance and latency impact associated with decrypting and re-encrypting at multiple points in the security service chain?

• How are your handling increases in inbound and outbound encrypted traffic?

• Does your outbound content filtering solution scale with the increase in encrypted traffic?

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# Step 4: Determine Which SSL Deployment Is Right

**Would you like to inspect inbound SSL traffic or outbound SSL traffic?**

**IN**

**OUT**

**SHOWCASE THE SSL OFFLOAD DEPLOYMENT**

**TIP:**

**Both options built on BIG-IP LTM**

**SHOWCASE THE SSL INTERCEPT DEPLOYMENT**

See Slide 29

See Slide 34
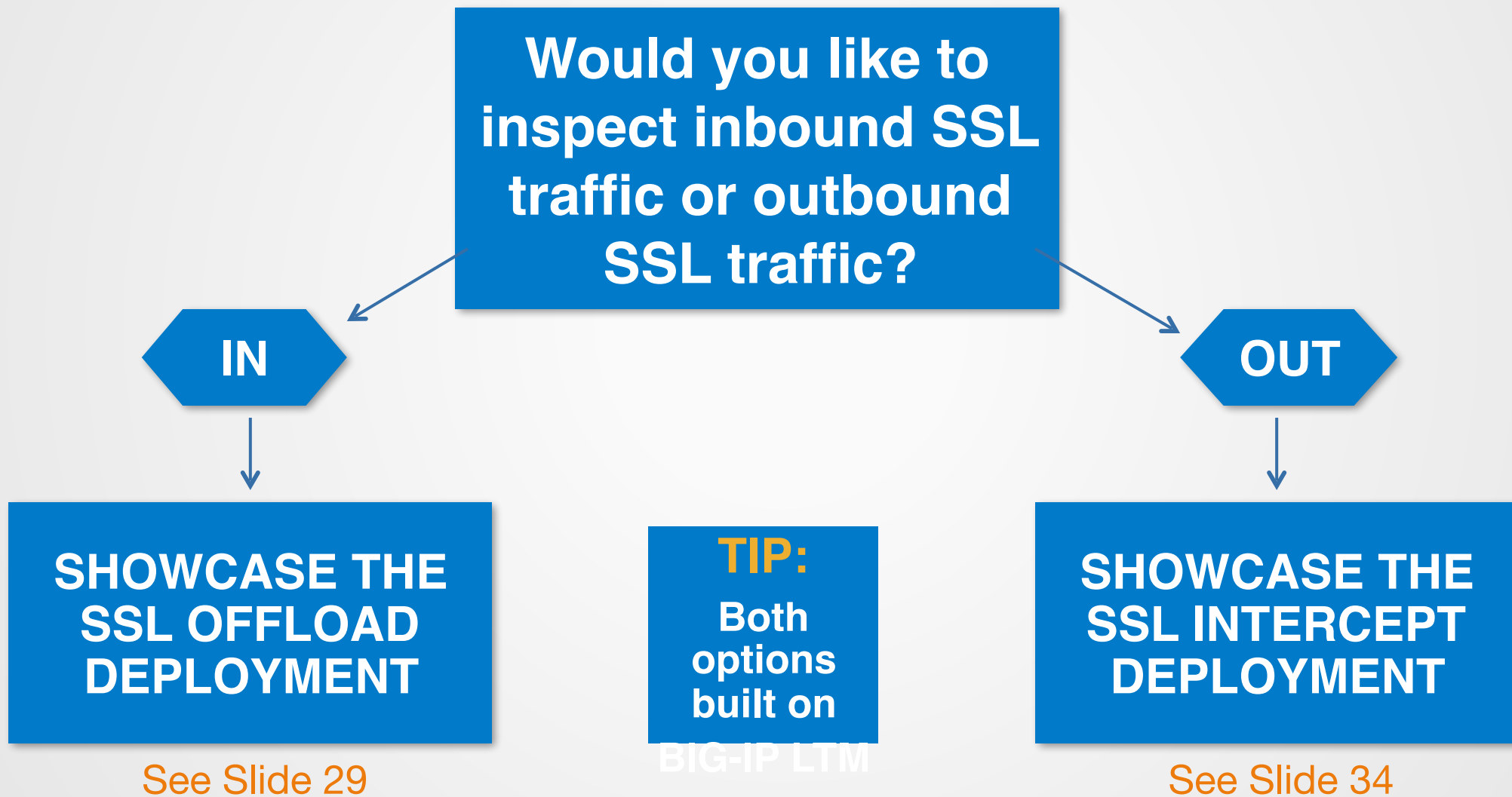
**Return**

# Step 4: Based On Answers Prescribe Deployment

## LISTEN FOR THESE KEY WORDS

- Inbound
- Consolidation
- SSL performance
- SSL grade (SSL Labs)
- Compliance (PCI, FIPS)

- Outbound
- Visibility into encrypted traffic
- Deploying new security products (NGFW, IPS, DLP, etc.)
- Advanced security threats
- Security architecture

### Offload and Transformation

**Use BIG-IP to enforce encryption policy to applications and for in-line SSL Visibility**

### SSL Intercept (Air-Gap)

**Use SSL Intercept for visibility into SSL traffic with 3rd party security devices like NGFW, NG-IPS, DLP, and APT threats**
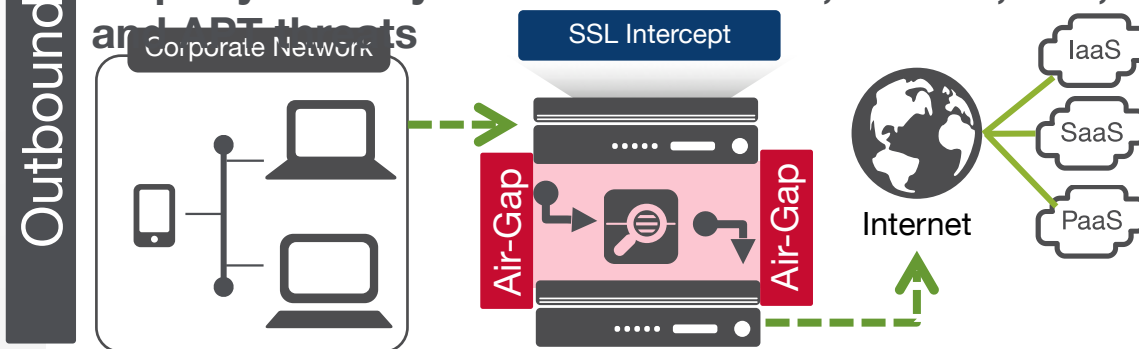
**Return**

# Selling SSL Offload

# Key Selling Steps

**1** over key functionality and value

**2** ighlight differentiation and VE crypto offload

**3** andle objections

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# Step 1: Cover Key Functionality In Your Conversation

**SSL OFFLOAD: ENFORCE CONSISTENT SSL POLICY WITHOUT COMPROMISING ON DATA PROTECTION, KEY PROTECTION, OR VISIBILITY**

**The most complete range of enterprise class features**

**Cipher Diversity**

— Deeper protection with broader array of encryption options
— Enforce consistent SSL policy based on industry best practices

**Performance**

— Industry leading SSL scale and performance
— Improve end user performance with HTTP 2.0 and SPDY

**Key Protection**

— HSMs protect keys and certs throughout physical, virtual, and cloud environments
— Open APIs to automate management digital certificate and encryption keys

**iRules**

— Stop the latest SSL attacks with programmability
— Control your applications from connections and traffic

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# Step 2: Highlight Industry Leading SSL Scale and Performance



Chart: L7 Requests Per Second (Inf-Inf)

- BIG-IP 10G VE — 3.4K SSL TPS, 4G Bulk Tput (BIG-IP Virtual Edition)
- BIG-IP 2200s — 4K SSL TPS, 4G Bulk Tput (BIG-IP 2000 Series)
- BIG-IP 4200v — 9K SSL TPS, 8G Bulk Tput (BIG-IP 4000 Series)
- BIG-IP 5250v — 21K SSL TPS, 12G Bulk Tput (BIG-IP 5000 Series)
- BIG-IP 7200v-SSL — 60K SSL TPS, 19G Bulk Tput (BIG-IP 7000 Series)
- BIG-IP 10200v-SSL — 75K SSL TPS, 33G Bulk Tput (BIG-IP 10000 Series)
- VIPRION 2200 — 88K SSL TPS, 72G Bulk Tput (VIPRION 2200)
- VIPRION 4480 — 120K L7 RPS, 80G Bulk Tput (VIPRION 4480)
- VIPRION 2400 — 176K SSL TPS, 144G Bulk Tput (VIPRION 2400)
- BIG-IP 12250v — 240K SSL TPS, 40G Bulk Tput (BIG-IP 12250)
- VIPRION 4800 — 240K SSL TPS, 160G Bulk Tput (VIPRION 4800)

# Step 2: Highlight Data Protection
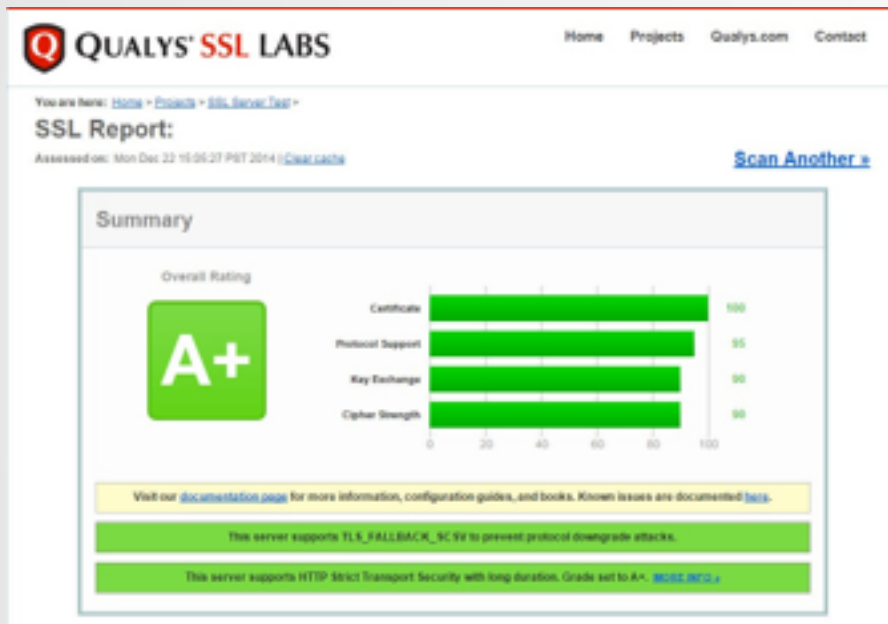


| | Session identifiers | Session tickets | OCSP stapling | Dynamic record sizing | ALPN | Forward secrecy | HTTP/2 |
|---|---|---|---|---|---|---|---|
| Apache | yes | yes | yes | no | yes | yes | yes |
| ATS | yes | yes | yes | dynamic | yes | yes | yes |
| bud | no | yes | yes | static | yes | yes | no |
| F5 BIG-IP | yes | yes | yes | no | yes | yes | yes |
| HAProxy | yes | yes | yes | dynamic | yes | yes | no |
| Hitch | yes | yes | no | no | no | yes | no |
| IIS | yes | yes | yes | no | yes | yes | yes |
| NetScaler | yes | no | no | no | yes | yes | spdy/3.0 |
| NGINX | yes | yes | yes | static | yes | yes | yes |
| node.js | yes | yes | optional | optional | yes | yes | yes |

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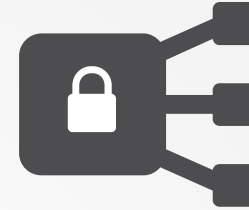# Step 2: Highlight Comprehensive SSL Lifecycle Management

## Secure Vault

Software based encrypted storage system for securing cryptographic keys with the highest performance

## Internal HSM

Physical hardware designed to generate, store, and protect keys with high performance

## Network HSM

Integration with leading network based hardware for use with all appliances, chassis, and Virtual Editions

## Cloud HSM

Integration for high-assurance encryption services fit for the cloud.

## Enterprise Key and Certificate Management

Open APIs to automate management for the digital certificate and encryption key technologies used by today's enterprises

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# Step 2: Highlight VE Crypto Offload

**F5 Networks provides the industry's first SSL Crypto Offload for hybrid deployments**

- Offload SSL processing from your Virtual Edition to the BIG-IP hardware platforms

- Achieve the maximum SSL performance of your virtual license

- Free up Virtual Edition CPU utilization for other application services
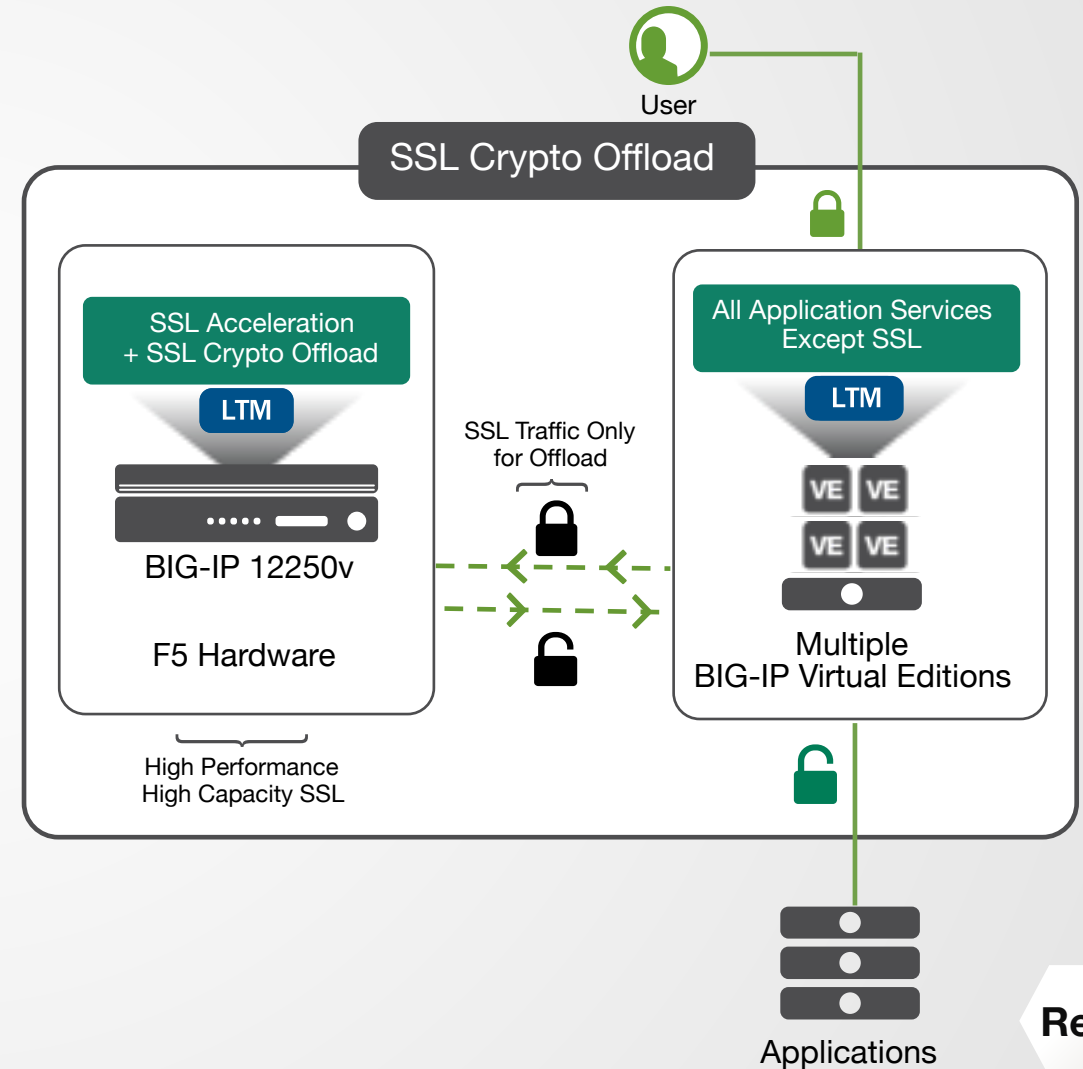
# Step 2: Highlight VE Crypto Offload

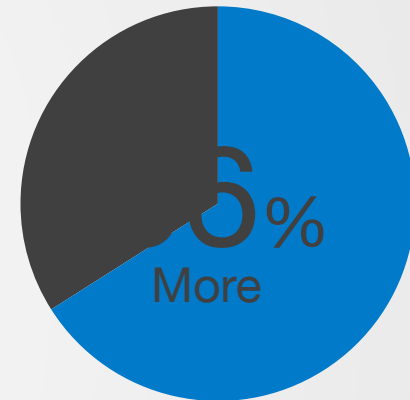| | **SSL Performance** 🔒 | **vCPU Utilization** ⏱ |
|---|---|---|
| **VE Stand-Alone** | 1,500 T PS | 100 % |
| **SSL Crypto Offload** | 1,500 T PS | 34 % |

**Capacity**

6% More

Hybrid deployments can do more L4-7 Application Service workloads than stand-alone VEs

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# Step 3: Handle Objections

| OBJECTION | RESPONSE |
|---|---|
| The biggest challenge in planning and executing a data encryption strategy is discovering where sensitive data resides in the organization. | It's cost effective control to deploy SSL without Scale or Performance issues.  Save time and money by transition to encrypt-by-default |
| I don't want to see my users private data like online banking | F5 offers both static and dynamic bypass list.  URL filtering provides dynamic bypass. We recommend discussions with your legal department sooner than later to remove and project barriers in the future. (quote Gartner) |
| I want something simple | F5 helps consolidate multiple services, while simplify integration with multi vendor solutions.  Allowing you to focus on universal policy enforcement rather than multiple SSL stacks.  This gives you the ability provide a comprehensive defense in depth strategy. |

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# Selling SSL Intercept

# Key Selling Steps

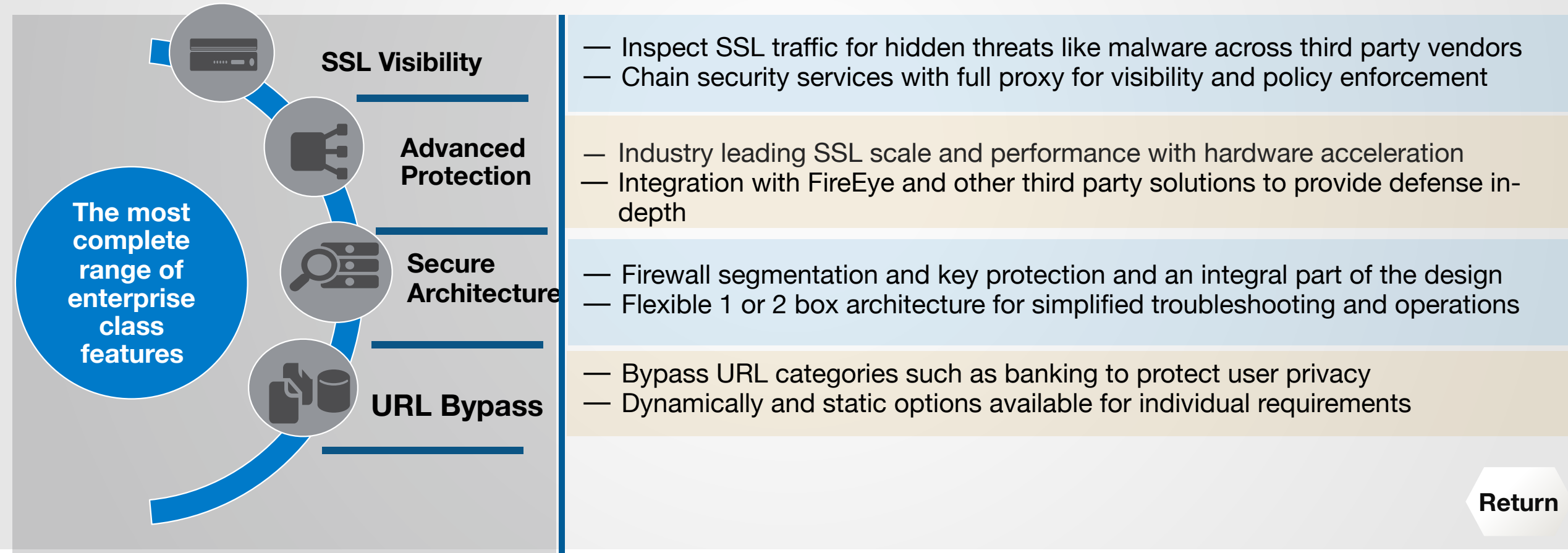**1** **over key functionality and value**

**2** **ighlight differentiation**

**3** **andle objections**

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# Step 1: Cover Key Functionality In Your Conversation

## SSL INTERCEPT: ADVANCED THREAT PROTECTION WITH F5

**The most complete range of enterprise class features**

**SSL Visibility**
— Inspect SSL traffic for hidden threats like malware across third party vendors
— Chain security services with full proxy for visibility and policy enforcement

**Advanced Protection**
— Industry leading SSL scale and performance with hardware acceleration
— Integration with FireEye and other third party solutions to provide defense in-depth

**Secure Architecture**
— Firewall segmentation and key protection and an integral part of the design
— Flexible 1 or 2 box architecture for simplified troubleshooting and operations

**URL Bypass**
— Bypass URL categories such as banking to protect user privacy
— Dynamically and static options available for individual requirements

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# Step 2: As Defenses Evolve, Attackers Adapt and Innovate
## SSL the New Threat Vector

### Spotlight on the Game Changers

- Year over year growth in SSL traffic is not stopping
- New SSL protocols and ciphers can break security products
- 80% performance degradation with SSL on NGFWs

### Stealthy Techniques

- Attackers continued to use novel techniques to deploy and hide web-based malware
- Shells planted on servers use SSL encryption to evade network monitoring
- Because the victims had not configured their network architectures to permit security tools to inspect SSL traffic, the attacker's actions went undetected
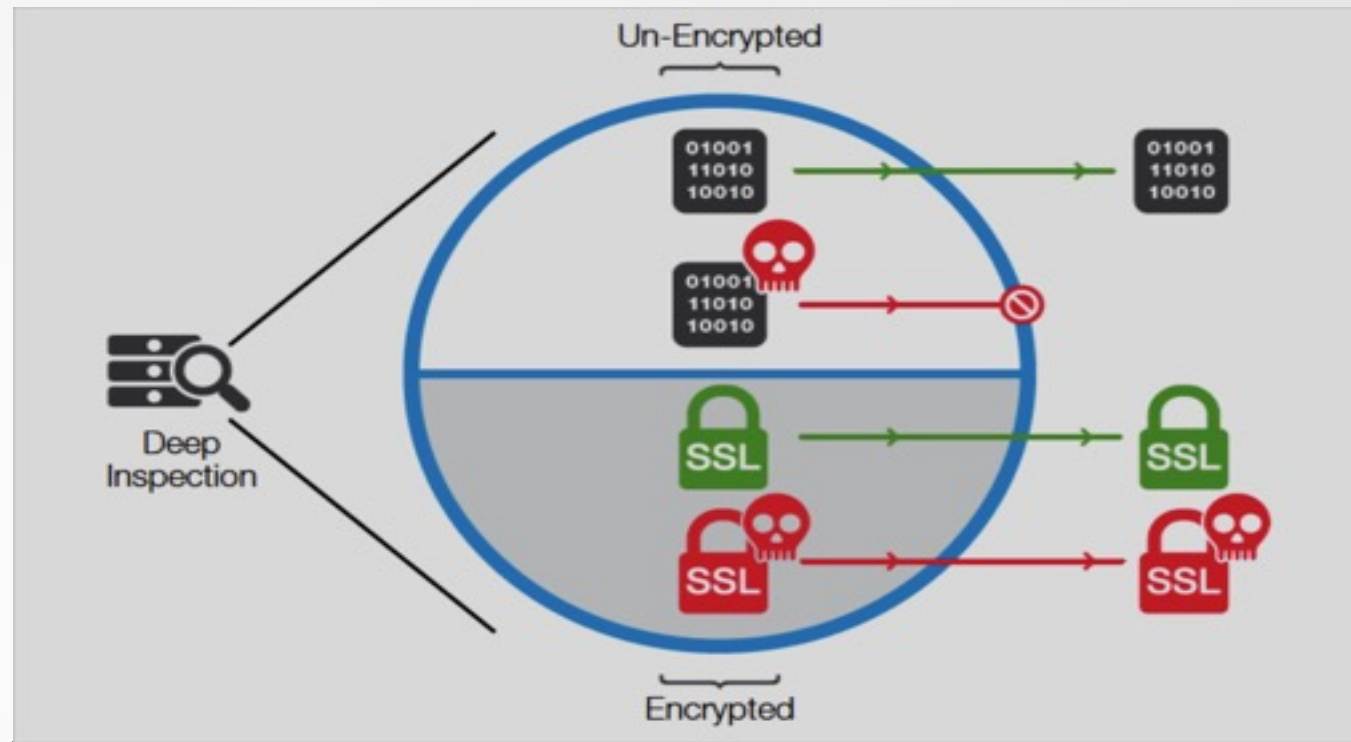
"We expect this trend to continue, especially as more organizations adopt SSL encryption for all Internet-facing web services."

Mandiant 2015 M-Trends Report

# Step 2: Highlight the challenges of today's network

## New SSL protocols can break infastructure

- New ciphers address high profile vulnerabilities

- Compatibility breaks many security products

- F5 supports the broadest range of SSL protocols

**SSL**

## Growing SSL stresses performance

- Multiple decrypt and encrypt points adds overhead

- SSL impacts performance by 80% on NGFWs

- F5 offers industry leading SSL scale and performance

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# Step 3: Handle Objections

| OBJECTION | RESPONSE |
|---|---|
| I don't want to see my users private data like online banking | F5 offers both static and dynamic bypass list.  URL Filtering provides dynamic bypass. We recommend discussions with your legal department sooner than later to remove and project barriers in the future. |
| I want something simple | F5 helps consolidate multiple services, while simplify integration with multi vendor solutions.  Allowing you to focus on universal policy enforcement rather than multiple SSL stacks.  This gives you the ability provide a comprehensive defense in depth strategy. |
| I heard you are more expensive than both Blue Coat and A10 | Blue Coat charges $15K for their 250 mbps. It can't help with scale, uptime, or defense.  F5's 2000 starts at $17K can do all of those.<br><br>A10's SSL Insight (Outbound) requires 2 boxes doubling the cost of the solution and doesn't decrypt beyond port 443. |

**Return**

# Winning With SSL Everywhere

# Sales Win

| Customer Story | |
|---|---|
| **What was customer trying to do?** | **What did we sell?** |
| Initially: | • $1.68M P&I + $185K FYB |
| • Scale FireEye sensor deployment beyond 4 Gbps | • Dedicated B2250 blades per data center |
| • Avoid outages from sensor failures | • SSL forward Proxy and URL Filtering license |
| | |
| Eventually: | **What won the deal?** |
| • Added SSL decryption for outbound traffic with URL filtering to exclude certain traffic from decryption (PHI, Financial, etc.) | • |
| | • Trust and experience with the F5 account team |
| | • Successful proof of concept |
| **Who was the audience?** | • Expanding the discussion beyond simple FireEye sensor LB |
| • Network architects | • Educating the customer on global privacy requirements |
| • Security architects | • The ability to pivot with the customer's changing requirements |
| | • |
| **Who were we competing against?** | |
| • Cisco? We were able to prove that they had no solution | |
| **New or existing F5 customer?** | |
| •   Existing F5 customer expanding deployment | eturn |

# Blue Cross Blue Shield of Kansas City

**BlueCross BlueShield**

*"Before, SSL traffic was being terminated on the server itself. That led to performance problems, especially as our traffic numbers began to increase. [By offloading SSL from the servers to the BIG-IP LTM device.] It lowers our administration and maintenance of our servers, and saves a considerable amount of time and money."*

Chad O'Neal
Web Technical Engineer

**Customer Overview:**
Health benefits provider, serving more than 880,000 members in greater Kansas City, Missouri, Kansas

Vertical:       Insurance
Location:    Kansas City, MO

**BCBS needed to protect personal healthcare data while ensuring HA, performance and security of its site, which holds key healthcare plan information for providers, brokers, and employers.**

**BIG-IP LTM, Link Controller, and ASM Benefits:**

- Met HIPAA security requirements

- Reduced page load times from 30 seconds to less than a second

- ISP redundancy removed serious network vulnerability by eliminating single point of failure

- Consolidation  onto LTM saves money in the long run by reduced admin duties and maintenance costs

Case Study:
http://www.f5.com/pdf/case-studies/bluecross-blueshield-cs.pdf

# Licensing Options

# SSL Licensing

## Internal HSM/FIPS Models

| | | |
|---|---|---|
| BIP-IP 10200v FIPS | F5-BIG-LTM-10200V-F | $119,995 |
| BIG-IP 7200v FIPS | F5-BIG-LTM-7200V-F | $94,995 |
| BIG-IP 5200V FIPS | F5-BIG-LTM-5200V-F | $76,995 |

## BIG-IP Appliance - SSL Licenses

| | | |
|---|---|---|
| SSL Forward Proxy License | F5-ADD-BIG-SSL-FWD | $4,995 |
| Network Hardware Security Module | F5-ADD-BIG-EXT-HSM | $4,995 |

## VIPRION Chassis - SSL Licenses

| | | |
|---|---|---|
| SSL License Upgrade for 4800 Chassis (Max TPS) | F5-ADD-VPR-SSL8 | $69,995 |
| SSL License Upgrade for 44X0/2400 Chassis (Max TPS) | F5-ADD-VPR-SSL4 | $34,995 |
| SSL License Upgrade for 2200 Chassis (Max TPS) | F5-ADD-VPR-SSL2 | $34,995 |
| SSL Forward Proxy License | F5-ADD-VPR-SSL-FWD | $9,995 |

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# Flexible options to meet you where you are going

| PLATFORMS | LICENSING | SERVICES |
|---|---|---|
| A broad selection of hardware and software platforms which can be blended to meet your needs. | Flexible options across perpetual licensing, subscription models and on-demand consumption. | A variety of F5 services and support options to help you succeed across the application lifecycle. |

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# A Broad Selection of Platforms

## F5 Platforms

| VE | VE | VE | VE | VE | VE |
|----|----|----|----|----|----|
| 25M | 200M | 1Gbps | 3Gbps | 5Gbps | 10Gbps |

VIPRION 2200    VIPRION 2400

FIPS 140-2

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**

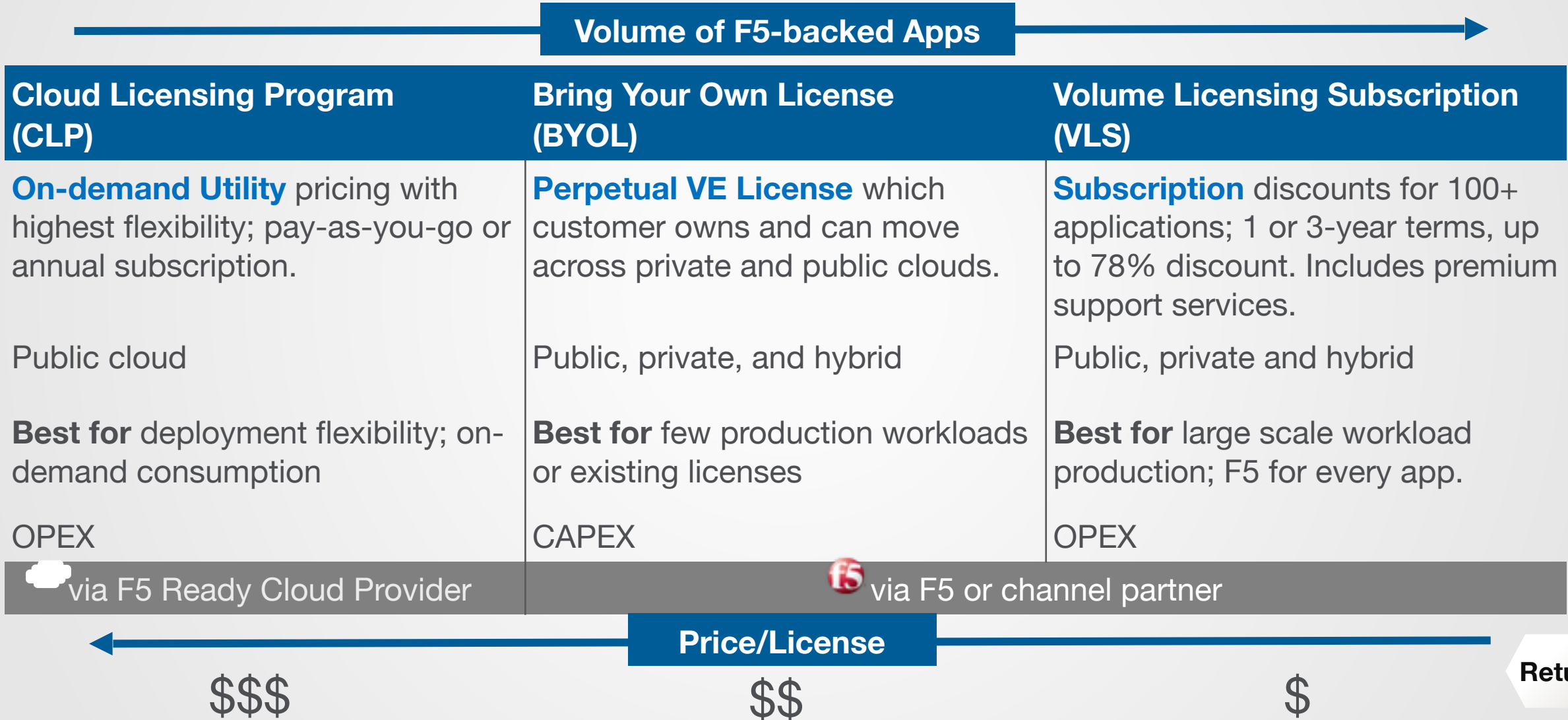Ultimate flexibility and performance

**Hybrid is best for:**

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

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# Choose How to Consume F5 Software
Cloud options tailored to customer needs for greater flexibility and choice

**Volume of F5-backed Apps** →

| Cloud Licensing Program (CLP) | Bring Your Own License (BYOL) | Volume Licensing Subscription (VLS) |
|---|---|---|
| **On-demand Utility** pricing with highest flexibility; pay-as-you-go or annual subscription. | **Perpetual VE License** which customer owns and can move across private and public clouds. | **Subscription** discounts for 100+ applications; 1 or 3-year terms, up to 78% discount. Includes premium support services. |
| Public cloud | Public, private, and hybrid | Public, private and hybrid |
| **Best for** deployment flexibility; on-demand consumption | **Best for** few production workloads or existing licenses | **Best for** large scale workload production; F5 for every app. |
| OPEX | CAPEX | OPEX |
| via F5 Ready Cloud Provider | via F5 or channel partner | |

← **Price/License**

$$$   $$   $

**Return**

# Find an F5 Ready Public Cloud Provider
## Verified by F5 for greater cloud confidence

| F5-verified | Global-reaching | Flexible |
|---|---|---|
| BIG-IP products verified by F5 for compatibility in F5 Ready clouds. | F5-verified providers span Americas, EMEA, and APAC for broad reach and selection. | Variety of purchase options: BYOL, on-demand Utility billing, Volume Licensing Subscription. |

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

# Drive Greater ROI with Global Services
## With you throughout the Solution Lifecycle

## Optimize

Maximize performance, health, security

- Proactive Assessments and Integration
- iHealth / AskF5 / DevCentral
- Certification
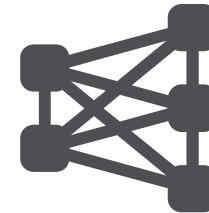
## Architect

Design for best-practices deployments

- Solution Definition Workshops
- Design and Assessments
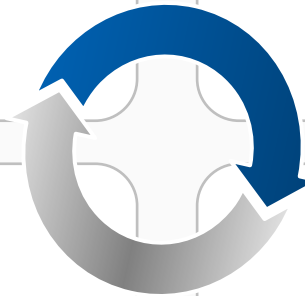
## Maintain

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

# Global Services Optimized for your Initiatives
## End-to-end Services and Support options to meet your needs

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

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# Flexible Services 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.



### 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



F5 UNITY Gold or Platinum Partners

Dedicated Professional Services staff backed by F5 certifications

Solutions for an application world.