SSL Everywhere: Quick Reference Card

What is it?	Why Customers Buy?	Quick Market Facts
SSL Offload – *inbound*: relieves web servers of the processing overhead of encrypting and/or decrypting traffic sent via SSL **SSL Intercept - *outbound*:** Decrypts outbound SSL traffic to enable inspection by third-party security devices (e.g. NGFW, IPS, or DLP) for hidden threats	• **Compliance**: 64% say compliance is most important driver for SSL • **Data Breaches:** Un-inspected SSL traffic poses a risk to hidden threats like malware. Gartner reports that by 2017, over 50% of all network attacks will use SSL. • **Privacy:** 57% of Europeans are worried their data is not safe • **Performance:** NGFW experience 80% performance loss with SSL enabled. SSL stresses the overall efficiency, security and performance of the infrastructure. • **Operational Efficiency:** High profile SSL vulnerabilities require updates. Enforce consistent SSL policy without compromising on performance, key protection, or visibility	1. **SSL traffic is projected to reach 64% by 2016,** up from 29% in 2015 2. **F5's ADC Market Share 52% in 2014,** Gartner 3. **Gartner recognized F5 as a Leader** in 2015 Magic Quadrant for ADCs 4. **SSL Certificate Market will grow 21% (CAGR)**

F5 SSL Offerings

SSL Offload and Transformation:
Enforce consistent SSL policy without compromising on data protection, key protection, or visibility

INBOUND

• Enforce consistent SSL policy based on best practices (SSL Labs)
• Hardware SSL acceleration and hybrid crypto offload for leading scale and performance
• HSMs protect keys and certificates throughout physical, virtual, and cloud environments
• Open APIs to automate management of digital certificate and encryption keys
• Programmability to stop the latest SSL attacks

SSL Intercept:
Gain SSL visibility into user traffic with third-party devices (e.g. NGFW, IPS, DLP) to stop encrypted attacks

OUTBOUND

• Inspect SSL traffic for hidden threats like malware with third-party security for defense-in-depth protection
• Hardware SSL acceleration with leading scale and performance
• Firewall segmentation and key protection are an integral part of the design
• Bypass URL categories (e.g. banking) to protect user privacy
• iApp templates simply configuration for SSL Air Gap deployments

## How To Sell Your Customers SSL

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. • Managing organizational losses due to data breaches and attacks • Maintaining compliance • Data center consolidation	Defines and Implements network infrastructure • Deploys, maintains, and reports on security controls • Investigates security incidents • Collaborate with others to identify and define effective controls	Deploys and manages the app service & roadmap and ensure the success of business/app • Ensures services that meet key customer needs & key compliance standards • Assess app health and ensures availability, performance and security • Drives efforts to patch vulnerabilities	Maintain PCI regulatory compliance • Maintains awareness of compliance risks; • Ensures compliance • Reports on the effectiveness of WAF solutions

② Explain most network architectures are OBSOLETE

Security Challenges Outpace Ability to Respond
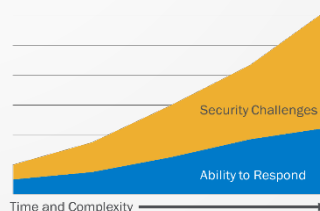
SSL is the New Threat Vector
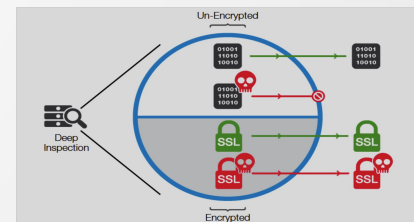
③ Sell New Architecture: BIG-IP "Out-in-Front" for SSL

Engage your F5 CAM for more resources on SSL
• Leverage demos and POCs
• Incorporate sizing discussions
• Seek feedback on technical questions