

F5WORLD

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Keeping up with a rapidly changing world

WELCOME TO THE FALL ISSUE of *F5 World*. The reader response from our premier issue was outstanding, and we hope this new issue will continue to provide the tools, news, and information you need to deliver your business-critical applications quickly, securely, and reliably.

In this issue, there are a couple of interesting articles on SOAs—service-oriented architectures. The Yankee Group recently concluded that SOAs are now reaching “ubiquitous implementation in the United States, regardless of size or vertical industry designation.” Learn the impact of an SOA on your network. Also, see how the unique technology partnership between F5 and one of our application partners, Oracle, can help any company that is rethinking its application delivery strategies in this emerging world of service-oriented architecture.

In addition to the SOA focus, there’s a case study on a company called Classified Ventures, which hosts heavily trafficked websites like Cars.com. The company, using F5’s BIG-IP Local Traffic Manager with compression, was able to cut its bandwidth usage by 20% while dramatically speeding up its page load times. If you’ve ever had concerns about your bandwidth costs, I think you’ll find this case study an interesting read.

And, as before, this latest issue of *F5 World* highlights the challenges IT professionals face, and how they solved their application delivery problems using F5 solutions. For developers, there’s a section for iRules and iControl tips and code samples to help better control and manage the network traffic.

Speaking of developers, our DevCentral community just surpassed

10,000 registered users. I highly recommend visiting <http://devcentral.f5.com> to see the amazing array of tools, tech tips, and free code available for download.

Once again, *F5 World* is for you, so please let us know what you think and how we can best serve your interests. Also, let us know what topics you would like us to cover in future issues. And as always, please don’t hesitate to share with others your solution to a particularly challenging problem. *F5 World* is here for you.

Sincerely,
John McAdam

INSIDE: How the F5-Oracle partnership is delivering value for customers, p. 6



WE’D LOVE TO HEAR FROM YOU. Tell us what you think of the magazine, or give us some suggestions for what you’d like to see from us in future issues. Drop us a line at f5world@f5.com.