

Did you rule?

F5 recently concluded its second annual DevCentral iRules™ contest, seeking out the most outstanding business solutions created with F5's unique and powerful iRules. The “iRule. Do You?” contest gave application architects and developers, systems engineers, and network professionals (both F5 partners and customers) the opportunity to showcase their iRules expertise and share best practices with others in building innovative application delivery solutions. The top three partner winners will be featured in the next issue of *F5 World*. Visit <http://devcentral.f5.com> for more contest details, including the final results.

iRules help when you demand it

F5 recently announced the availability of the **iRules On-Demand service**, designed to complement existing resources available to customers and partners using F5's powerful iRules scripting language. The new service helps organizations that are either resource-

constrained or need rapid assistance in developing powerful iRules scripting language to shape their applications and the environments they run in. Read more at: www.f5.com/communication/press/2006/release101006b.html

White papers as you like them—free!

TMOS: Redefining the Solution (www.f5.com/solutions/technology/tmos_wp.html). This presents an overview of TMOS, F5's unique underlying architecture that's changing the application delivery networking market.

Using F5's iRules to Prevent Your Web Site from Being Phished (www.f5.com/solutions/technology/antiphishing_wp.html). A simple, effective, and best of all, free iRule for putting a stop to phishing scams.

IPv6—Bridging the Gap to Tomorrow (www.f5.com/solutions/technology/ipv6_wp.html). Talks about managing traffic in both IPv4 and IPv6 environments during the migration to IPv6.

Real solutions for real companies

Healthy choices

Blue Cross and Blue Shield of Kansas City, using F5's BIG-IP Local Traffic Manager, F5's BIG-IP Application Security Manager, and F5's BIG-IP Link Controller, dramatically improved page load times, supercharged its application performance, and improved scalability to meet future growth challenges. The organization also effectively locked down its data to meet the rigorous compliance goals mandated by the Health Insurance Portability and Accountability Act (HIPAA). Read more at: www.f5.com/solutions/success/bcbs_ss.html

Game on

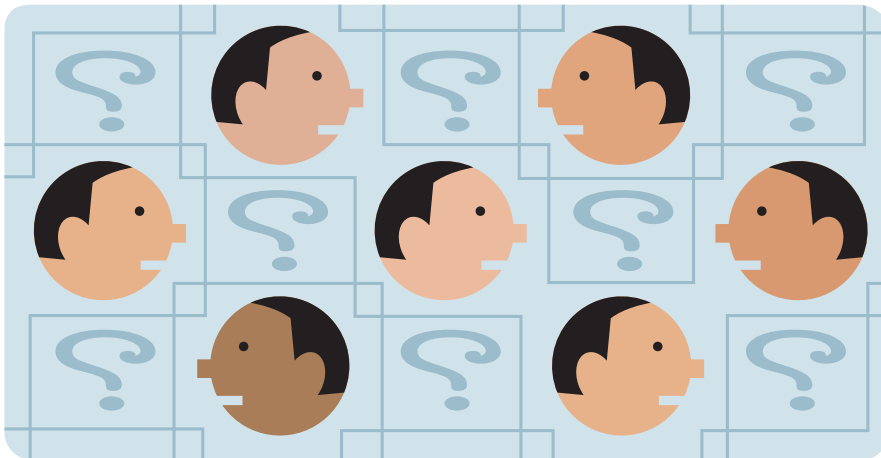
PDXLAN 6, one of the West Coast's largest gaming conventions, used F5's BIG-IP Link Controller to cut its monthly bandwidth bills and reduce its setup and ongoing mainte-

nance costs by over \$12,000. Read more at: www.f5.com/solutions/success/pdxlan_ss.html

Pure magic

F5 recently announced it has been positioned in the Visionaries Quadrant by Gartner, Inc. in the *Magic Quadrant for WAN Optimization Controllers, 2006* report. Gartner evaluated 16 WOC (WAN optimization controller) vendors on their ability to execute as well as on the completeness of their vision. Today, F5 offers multiple WOC products that can either be used separately or combined to provide WAN optimization. These products include WANJet, WebAccelerator, BIG-IP Link Controller, and BIG-IP Global Traffic Manager. Read more at: www.f5.com/communication/press/2006/release110106b.html

++++F5 FAQs+++++



How is F5 unique in designing a solid and scalable architecture for application delivery?

There are several distinctions. The key ones include F5's iRules and iControl, which enable bidirectional application fluency and integration to cost-effectively fix application problems. The BIG-IP LTM (Local Traffic Manager) acts to virtualize applications and servers while taking action based on performance and availability, ensuring reliable application sessions.

The BIG-IP LC (Link Controller) virtualizes ISP links and directs traffic based on availability, performance, capacity, and cost of links. And BIG-IP GTM (Global Traffic Manager) virtualizes data centers and their applications to automatically direct clients to the best-performing application and data center.

Why is F5's open architecture important to a business today?

The "openness" of F5 products essentially allows application vendors and application developers to instrument their apps to communicate with the network, and to influence exactly how to manage traffic to that application. Integration on a common OS also ensures a common management framework and shared resources. In short, F5 products can help improve operational efficiencies across all applications.

What is DevCentral?

DevCentral (<http://devcentral.f5.com>) is

a community for application developers that has currently exceeded 10,000 active users. It's the only community of its kind in the application delivery networking industry. DevCentral was designed to help bridge the gap between network, application, and security professionals through moderated forums, code samples, free applications, iRules and iControl development efforts, and more.

I'm still a little confused about the F5 TMOS architecture—what does it do?

TMOS is a foundation for F5 products that unifies application networking services into a common architectural framework. This enables our customers to leverage F5's end-to-end application security, availability, and acceleration services in a repeatable and reusable model to create tremendous operational efficiencies.

In simpler terms, TMOS brings application-level intelligence to the network, not only improving the delivery of applications but also making them run better, faster, and more securely. It's essentially the brains behind F5 products—automatically adjusting to network conditions to support a wide array of technologies and traffic. And it includes a powerful, programmable rules-based engine that gives you unprecedented control over how your applications are delivered.

TMOS also supports add-on software modules, so you can easily add new functionality on your terms.

3 Welcome from John McAdam, F5 CEO

Bringing applications and the network closer together.



4 F5 in the news

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6 Code comfort

Tightly integrated programming tools from Microsoft and F5 are helping developers create application-aware networks more easily.

BY RICH FREEMAN



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Two executives at Ceridian are building bridges between applications, networks, and the people responsible for them.

BY RICH FREEMAN



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Now is the time to bridge the divide between application developers and network architects.

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State-of-the-art Technology Center for Application Delivery Networking lets you look before you leap.

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F5's John Mathews on the importance of applications and network teamwork.

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Foiling application fingerprinting ... DCTV and iTunes ... F5's iRules and iControl API ... Online video: Login to FirePass using simple Unix tools.

