

F5WORLD

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Performance is critical to user experience

AS CEO OF F5, I rely heavily on the Internet to access business applications. I read and write e-mail, use enterprise applications, exchange large files with others, and research daily via the Web. And like you and your end users, I recognize a good user experience, and a bad one.

The bulk of our daily work at F5 is in developing technologies that IT can deploy to vastly improve user experience. As we innovate in application delivery networking technology and design products to supercharge application performance, we take the user experience very seriously.

Much of this F5 World edition focuses on the user experience. The "user" can be an employee, a business partner, or a customer coming to your company's website ready to do business. Do customers jump instantly from page to page of your site as they harvest deeper information, or do they have to play a wearisome game of hurry-up-and-wait, eventually going elsewhere? Are your engineers busily working on leading-edge designs, or are they drumming their fingers while the latest schematic files slowly load? Essentially, do your applications stand up to your users' performance expectations?

In this issue, our own **Karen Jester**, who leads F5's interoperability and integration testing efforts, points the way to removing much of the guesswork from application

performance. Forrester Research's **Robert Whiteley** chimes in with common-sense thinking on networks and application performance. Our partner feature focuses on F5's relationship with **Secure Computing** and the collaborative work we've done to unwanted e-mail. The cover story on **DoubleClick** is a great tale of a company that lives or dies by the user experience it provides.

I hope you'll enjoy and benefit from our in-depth look at this mission-critical topic.

Sincerely,
John McAdam

INSIDE: Application delivery networking enhances user experience, p. 12



BY THE WAY, WE'D REALLY ENJOY HEARING FROM YOU. If you have story or article suggestions, or want to comment on something you have read, e-mail us at f5world@f5.com.