

# KEEPING UP WITH DEMAND

**F5** Solutions for Media Sites



courtesy of  
**F5 NETWORKS**

THE F5 SOLUTION FOR MEDIA SITES IS BUILT ON THE F5 UNIFIED PRODUCT PLATFORM—TMOS™—THAT IS UNIQUE IN THE NETWORKING INDUSTRY. BECAUSE OF TMOS, THE F5 SOLUTION CONSISTS OF FEWER DEVICES, PROVIDES GREATER FLEXIBILITY, AND IS FAR EASIER TO MANAGE AND CONTROL.

Fast page loads, rich media experiences, video that streams flawlessly. Web users want it all—and if you fail to provide it, a competitive site is just a click or two away. But it's a challenge to keep serving up content while dealing with traffic spikes, hacker threats, and latent connections on the user end.

F5 offers a unified architecture that simplifies the task of making a complex website secure, fast, and available. F5 also offers the only solution that manages the full scope of application-delivery challenges that a media site faces.

### **PROTECT YOUR SERVERS AGAINST HACKER THREATS**

Hackers are increasingly targeting vulnerabilities in web servers and databases to access confidential information. Online criminals are also planting malicious code on websites to spread malware to unsuspecting visitors.

Conventional firewalls treat application attacks as standard web traffic and pass them through. But the F5 application security solution recognizes and stops them before they can burrow into your applications. By enforcing a positive security model that allows only “known-good” transactions, F5 safeguards against unauthorized access and malicious traffic of every kind. That includes attack methods such as cookie poisoning, SQL injection, and cross-site scripting.

### **MAKE APPLICATIONS RESPONSIVE AND RELIABLE**

Fast, reliable content delivery is the backbone of your business. F5 delivers a complete Application Delivery Networking solution that decreases page load times and improves the efficiency of your servers. With application delivery products from F5, you can improve responsiveness and reliability by:

- Caching commonly requested page elements, so the servers do not repeatedly fetch redundant content
- Compressing files to reduce the demand for bandwidth
- Offloading processor-intensive SSL encryption and decryption from the servers, for securing registration data, subscriptions, or paid content
- Directing sessions to the servers and links that are most available by balancing loads across servers, managing connections to multiple ISPs, and directing sessions to alternate data centers
- Promoting easy scalability for handling traffic surges due to major news events or sudden publicity

HANDLING PAID SUBSCRIPTIONS FOR PREMIUM CONTENT? F5 PARTICIPATES IN THE PAYMENT CARD INDUSTRY'S SECURITY STANDARDS COUNCIL, HELPING MEDIA SITES ADHERE TO ALL SIX CORE AREAS OF THE PCI DATA SECURITY STANDARD.

### **ENSURE THAT YOUR SITE STAYS AVAILABLE**

From power outages to DDoS attacks to a backhoe operator severing a fiber link, the unexpected can and will happen. F5's approach to disaster recovery and business continuity enables you to handle sudden disruptions by:

- Executing automatic failover to secondary data centers when primary servers become overloaded or unavailable
- Transferring connections to alternate links automatically if the primary link fails
- Speeding up replication of data among data centers for failover capability or disaster recovery

### **LOWER YOUR TOTAL COST OF OPERATIONS**

F5's unified TMOS architecture makes your entire network more cost-effective and easier to manage, requiring fewer individual devices to configure and maintain. And because F5 Application Delivery Networking products can increase server and application performance by up to one-third, you can handle more requests with fewer servers. In addition, the compression capability of products on the F5 TMOS platform can greatly decrease bandwidth costs.

Built-in failover to alternate servers or data centers enables you to make

changes without time-consuming reconfigurations or costly downtime. An intuitive, simple GUI helps you get started quickly, without taking your site offline.

### **INVEST IN A FOUNDATION FOR THE FUTURE**

No one knows what the future holds—but with F5, you will be ready for it. The unified TMOS architecture enables you to customize device behavior and overcome very specific challenges. With F5 iRules control language, you can augment or override functions built into F5 devices, enabling you to do everything from eliminating spam email to routing traffic based on specific content.

Media sites that have invested in F5 solutions can scale for growth and adapt to new challenges, such as delivering content to smartphones, serving high-resolution video, and consolidating to save energy and resources.



**F5 Networks**

401 Elliott Avenue West  
Seattle, WA 98119

**T:** 206.272.5555

**Toll-free:** 888.88BIGIP

**F:** 206.272.5556

**[www.f5.com](http://www.f5.com)**