Build new business by aligning with F5 ADSP

F5 ADSP Partner Program
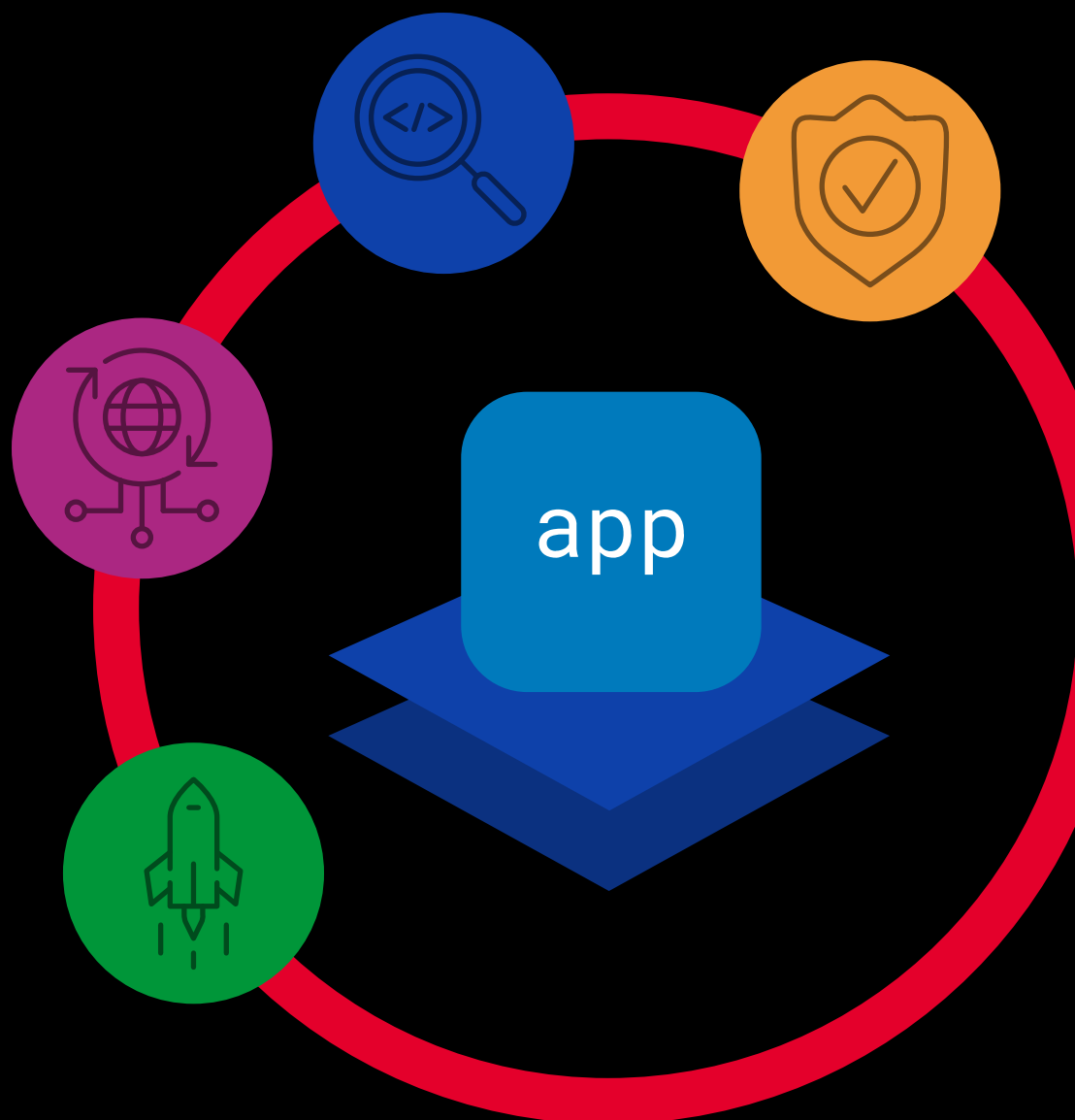
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The **F5 ADSP Partner Program** helps software providers and technology companies expand their portfolio and market reach with offerings that complement or integrate with F5® Application Delivery and Security Platform (ADSP) through F5 BIG-IP®, F5 BIG-IP® Next™ for Kubernetes, F5 NGINX®, or F5 Distributed Cloud Services, enabling industry-leading application delivery and security for our mutual customers.

Powered by customer demand and market focus

The intention behind the ADSP Partner Program is to expand the value we deliver to our customers through our partner ecosystem. To be a good candidate for the program:

Solutions demonstrate added value to a customer's F5 ADSP investments.	Reference architectures and best practices are aligned with customer environments.	Customer feedback drives solution improvements and innovation.

Why your customers will be excited

While F5 ADSP simplifies the experience for customers, there is opportunity for partners to expand on that value. By leading with validated use cases, you pave a clear path to building new business that accelerates customer outcomes, including:

- Simplified hybrid and multicloud deployments with validated partner integrations.
- Reduced operational risk through secure, automated, and validated solutions.
- Faster adoption of new technologies while maintaining uptime, performance, and compliance.
- Flexible deployment options to meet business and infrastructure needs.
- Streamlined management and operations through integrated XOps capabilities.

Partners are in the driver's seat

This program is self-enabled and geared towards motivated partners ready to drive business by taking advantage of F5 go-to-market resources. On-demand resources include AskF5 knowledgebase, F5 DevCentral developer community, F5 Training Services, and access to low or no-cost non-production F5 licenses for development and testing. F5 can also support partner-led activities depending on customer demand; this may include webinars, demos, events and other go-to-market, sales, or customer engagements. Joint activities are prioritized by initiative and mutual opportunity.

Key program features

Access to self-serve technical resources for development, testing, and enablement

A framework to document joint best practices and reference architectures

Customer-focused visibility on f5.com with joint solution descriptions

Marketing support through press quotes, event invitations, social amplification
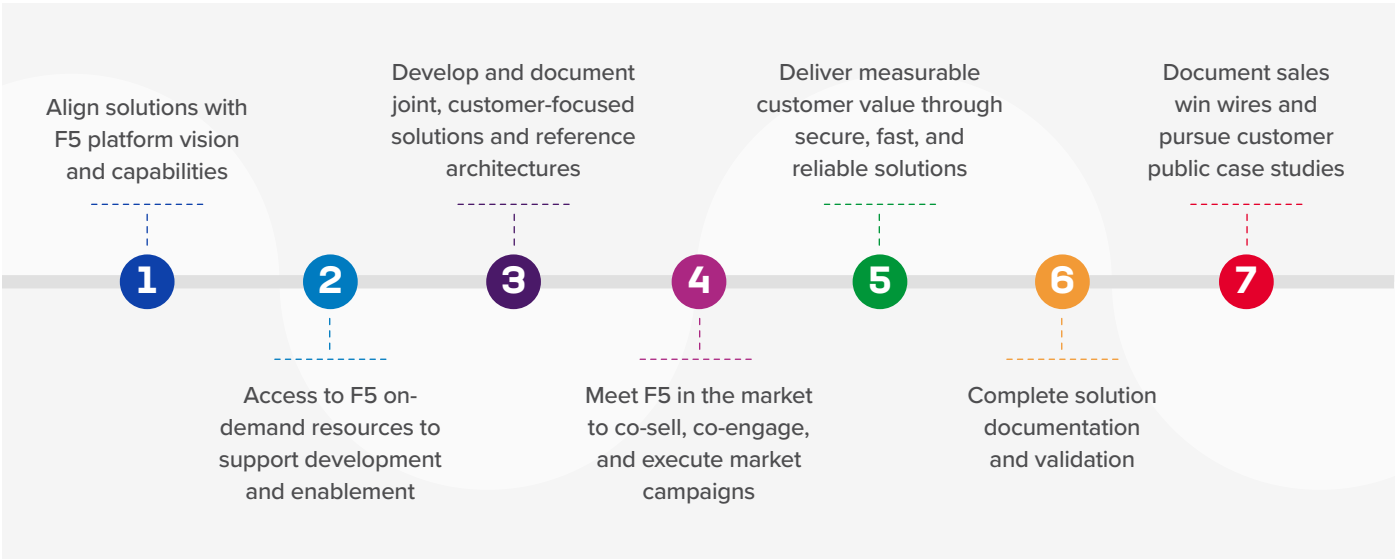
Co-branding rights for marketing materials

Requirements and benefits by engagement level

F5 investment depends on strategic alignment and impact to joint customers.

	Members	Select Partners
	Ecosystem collaborators expand customer options and support functional interoperability with F5 ADSP.	Strategic partners deliver technical alignment and integrations with F5 ADSP solutions.
Customer value	Enable easier buying decisions with interoperable, pre-validated solutions with operational flexibility across environments.	Deliver reduced complexity and faster adoption to through seamless integrations and turnkey deployments.
Partner requirements	• Prioritized resources based on customer demand, field requests, product team priorities • Passes F5 validation for interoperability or integration • Supports joint customer use case and technical alignment • Helps F5 customers adopt or enhance F5 ADSP capabilities	• Greater pipeline growth and strategic relevance to F5 ADSP roadmap or market opportunities • Pipeline committed with bookings, revenue accountability, and joint GTM execution • Internal executive sponsorship, or strong field or product pull • Deeper solution alignment across F5 ADSP core pillars • Validated and published joint solutions or reference architectures • Documented wins or in-flight opportunities
Partner benefits	• Full access to on-demand program resources • Limited support for co-marketing, joint pipeline, or joint sales motions	• Engineering support, potential joint development • Marketing and GTM support Sales enablement investments

Partner journey in the program

Once in the ADSP Partner Program, here's what partners can expect.

1 Align solutions with F5 platform vision and capabilities	**2** Access to F5 on-demand resources to support development and enablement	**3** Develop and document joint, customer-focused solutions and reference architectures	**4** Meet F5 in the market to co-sell, co-engage, and execute market campaigns	**5** Deliver measurable customer value through secure, fast, and reliable solutions	**6** Complete solution documentation and validation	**7** Document sales win wires and pursue customer public case studies

Where partners deliver customer value

F5 ADSP provides opportunities across four functional areas for partners to deliver added value through validated integrations, interoperability, and embedding F5 into reference architectures. Amplify success and strategic alignment by adding a focus on industry-specific outcomes.

Security	Deployment	Delivery	XOps
• Compliance • App, API, and AI security • Zero-trust adoption	• Infrastructure flexibility • Operational consistency • Cloud migration	• App performance and AI data delivery • App availability • User experience	• Operational efficiency • Insights • Automate complex workflows

Ready to join the program?

Here's how to get started.

1.	**Express interest**	Email ADSP-Partners@f5.com
2.	**Complete the application**	Program administrator will provide an application form
3.	**Review and agreement**	F5 reviews and provides the program agreement for partner signature
4.	**Become a member!**	Sign the agreement to join the ADSP Partner Program upon approval

For any questions about the program, please reach out to ADSP-Partners@f5.com.