



INTRODUCING PRIVATELINK

A New Way to Securely Connect Application Data and Bypass the Public Internet



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Reasons to steer clear of the Internet

The soaring volume of data breaches and data exposures in today's global cyberspace makes the public Internet the one place you want to avoid when it comes to sharing internal application data and services.

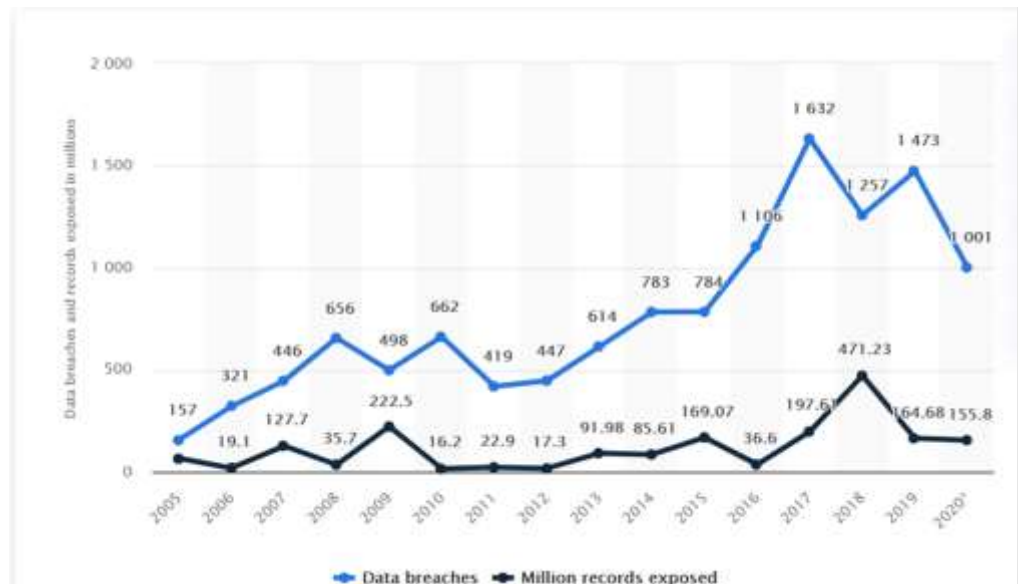
Data breaches in the U.S. alone eclipsed 1,000 a year in 2016, reaching a record 1,632 in 2017, according to the statistics website [Statista.com](https://www.statista.com). Most resulted from planned cyberattacks on an organization's database, with cybercriminals gaining access via the Internet. Similarly, the number of U.S. data exposures or data leaks -- more common incidents caused by human error and weak internal cybersecurity -- spiked in 2018 at 471.23 million sensitive records exposed, more than 29 times the amount (16.2 million) in 2010, according to Statista.

Enterprises today require a more secure way to exchange data and services for their applications than exposing them to the Internet. Most organizations in industries such as finance, healthcare, retail, government don't have a choice -- they must adhere to regulatory and industry requirements demanding private connectivity. But any company with an air-gapped network should insist on secure private connectivity to manage its infrastructure and applications.

That's why F5 Volterra is offering PrivateLink, a private network connection from your on-premises network to your private cloud, public cloud, and SaaS applications.

PrivateLink enables on-premises network users to access essential productivity tools without connecting to the Internet. It allows organizations to meet strict compliance rules such as GDPR that not only bar Internet access but also prohibit company data from being transmitted across regional boundaries. In addition, PrivateLink delivers increased privacy, transmission speeds, reliability, and security.

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Source: Statista.com

How F5 Volterra PrivateLink Works

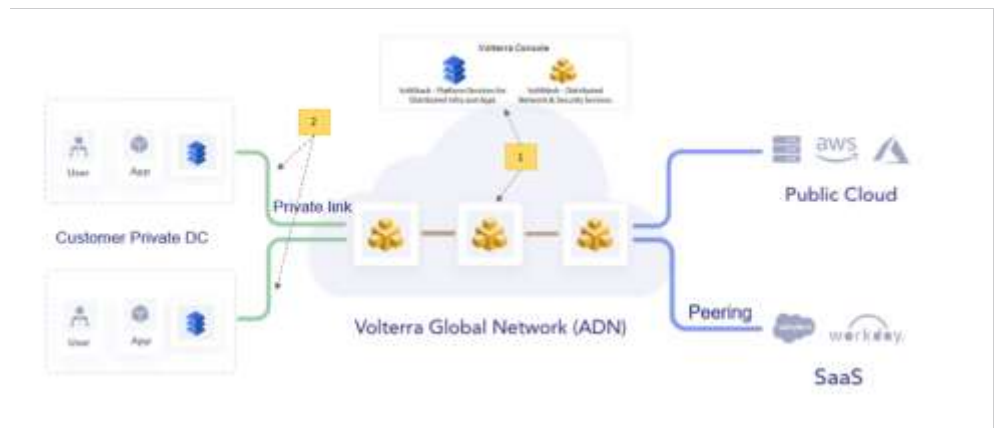
PrivateLink utilizes a dedicated last-mile connection for privacy and control, middle-mile acceleration and predictability, and densely peered access to on-premises, public cloud, and SaaS applications. It leverages the F5 Global Network to bypass the Internet, plus these key features from Volterra:

- **VoltMesh** provides secure and high-performance connectivity from the edge to the data center and the Internet to the data center.
- **VoltStack** offers zero-touch provisioning and automated scaling of infrastructure, along with centralized application orchestration via Kubernetes APIs (Application Programming Interfaces).
- **VoltConsole** supplies a centralized portal for security configuration and analytics and management of PrivateLink.

F5 serves as your general contractor for the PrivateLink service, working with a local networking service provider to install a dedicated connection to your premises without having to deal with any other vendors.

PrivateLink is independent from VoltMesh and VoltStack and does not require a subscription to either, but it does complement both solutions.

By using a dedicated connection, your organization will never have to share bandwidth with another organization.



Features of PrivateLink

- **Enhanced security protection:** With a private on-ramp to network express lanes, customers can leverage the inherent security properties associated with an air-gapped network, reducing potential vulnerabilities.
- **Improved performance and reliability:** PrivateLink accelerates your access to cloud and SaaS-based solutions. You get dependable and consistent accessibility and data transfer rates to eliminate potential bottlenecks.
- **Augment existing compliance requirements:** Fulfill increased regulatory requirements that demand private connectivity and prohibit data from being transmitted across regions.
- **Increased network visibility:** Comprehensive telemetry captures link traffic and related metrics. Gain enhanced visibility for monitoring dedicated network connection status to ensure a reliable level of performance and accessibility to public cloud services and SaaS applications.

Reasons to choose PrivateLink

- **Improved performance through private connectivity:** By using a dedicated connection, your organization will never have to share bandwidth with another organization. You can realize the same performance attributes throughout low- and high-usage periods to support increased employee productivity.
- **Simplified network management:** Customers can connect services across different layers, with no need for firewall rules, path definitions, or route tables. You can configure an Internet gateway or peering connection or manage links. PrivateLink simplifies network architecture and management from anywhere.
- **Amplified levels of security:** Gain access to one of the highest forms of network security -- an air-gapped network. You benefit from increased levels of security and protection through isolation from the public Internet.
- **Increased levels of compliance:** You can eliminate regulatory compliance worries by utilizing private data center connectivity and data transmission capabilities to meet all your corporate compliance directives.
- **Proven F5 networking excellence:** PrivateLink leverages Volterra's global network and F5's extensive peering relationships with major public cloud and SaaS application providers to deliver high-speed accessibility without the Internet.

How to get PrivateLink

F5 Volterra PrivateLink is sold as a service through an F5 sales representative. Interested? Contact sales@f5.com today.

