



# Take Control of Cloud-Based Applications with the F5 Cloud Licensing Program

Moving applications to the cloud typically comes with trade-offs: you sacrifice management and control for a more adaptable and agile cloud model. Virtual editions of the F5® BIG-IP® product family and the F5 Cloud Licensing Program allow the enterprise to maintain control of applications in the cloud—providing the same level of availability, optimization, and security that is typically only attained in the enterprise data center.

## Maintaining Control in the Cloud

Cloud computing offers the enterprise an agile model for computing, allowing IT to spin up new services, handle increased capacity, and spin down services based on demand. Often times, however, there is a disconnect between which applications the IT department runs in the cloud and which applications are kept in the on-premise data center. The choice between which applications to run, and where, typically comes down to control. The off-premise cloud is ideal for single-point applications and services, such as user-based web applications, but it has not been ideal for production-class applications that tie back into the enterprise infrastructure, such as email and CRM applications.

For cloud providers, offering enterprise-class services has meant asking IT to either relinquish control or create a unique management environment for the off-premise applications. This has been a limiting factor for cloud service providers. Providers try to attract enterprise deployments by offering differentiated services, while maintaining a financial model that aligns with standard end-user billing models associated with cloud services.

Cloud providers are accustomed to offering services in the “single serve” model: pay for only what you need, when you need it. However, infrastructure components, such as Application Delivery Controllers (ADCs), can make it difficult for providers to allocate individual features, such as high availability, SSL offloading, caching, and compression on a per-customer basis. It is even more difficult to allocate advanced ADC features, such as application firewalls and user access policy management. F5 solves this problem by offering licensing that allows service providers to sell advanced ADC services for the BIG-IP system in the same utility billing model that cloud providers are used to.

With the F5 Cloud Licensing Program, providers can grow revenue by offering customers the full benefits of the BIG-IP systems. The program enables providers to attract customers by eliminating the complexity of cloud migrations and by delivering high availability, optimization, and security services. F5 provides a unified management platform that helps providers and customers manage multiple physical and virtual BIG-IP appliances, creating symmetry between on- and off-premise ADC deployments. With the F5 Cloud Licensing Program, you only pay for what you use—it is a cost efficient solution that aligns with typical cloud financial models, but without up-front cost or commitments.

## Key features

- **Utility billing model**—fully supported to align with the common billing model used by cloud providers
- **Demand-based usage**—allows cloud providers to offer real-time, fee-based ADC services
- **Advanced ADC features**—are available to managed service and cloud providers as services

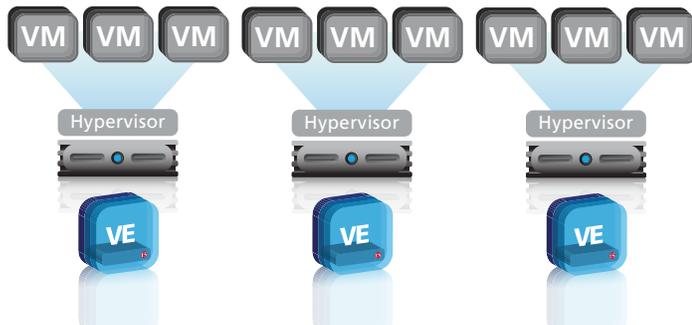
## Key benefits

- **Avoid capital expenses**—BIG-IP licensing costs are passed on to the cloud user, with no up-front costs for the provider
- **Flexible licensing**—BIG-IP instances can be provisioned and de-provisioned on demand based on a simple daily usage fee
- **Differentiate service offerings**—Cloud providers can move away from competing solely on a price-per-compute basis and use all modules of the BIG-IP system to offer market-differentiating ADC services

## F5 Solution

The F5 Cloud Licensing Program is designed to help cloud providers build service offerings using BIG-IP virtual editions and only pay for what is used.

- **BIG-IP in the Cloud**—Offer Application Delivery Controller services for the BIG-IP system as part of a scalable cloud offering.
- **Cost-Effective ADC Features**—Enterprise IT customers only pay for the advanced ADC resources they use, making the F5 Cloud Licensing Program a cost-effective solution that aligns with cloud service revenue models without up-front costs or commitments.
- **Give Cloud Customers Total Control**—With the F5 Cloud Licensing Program, cloud and managed service providers can offer advanced ADC services that allow customers to manage their own Application Delivery Networking components and maintain control of critical application delivery features, such as SSL offloading, user access policies, and WAN optimization.
- **Scale the ADC On-Demand**—Enable customers to scale and use BIG-IP advanced resources as needed by offering automated, on-demand provisioning that addresses resource spikes and programmatic de-provisioning when demand tapers—saving operating expenses on un-needed services.



Use BIG-IP virtual editions as part of your virtualized cloud infrastructure and take advantage of flexible licensing through the F5 Cloud Licensing Program.

The F5 Cloud Licensing Program brings together all of the components required to offer a complete managed and secure ADC solution in the cloud using a model that is familiar to enterprise IT. The F5 Cloud Licensing Program gives providers the flexibility, manageability, and agility necessary to meet customer needs while giving customers the control they need for applications in the cloud.

## Learn more

For more information about BIG-IP solutions for cloud-based deployments, please see the following resources or use the search function on [f5.com](http://f5.com).

### Product pages

[BIG-IP Local Traffic Manager Virtual Edition](#)

[BIG-IP Global Traffic Manager](#)

[BIG-IP IPv6 Gateway Module](#)

### BIG-IP Datasheet

[BIG-IP Local Traffic Manager Virtual Edition](#)

[BIG-IP Feature Modules](#)

### White papers

[Load Balancing 101: Nuts and Bolts](#)

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