



# Simplify global retail app delivery with F5 and Equinix

Accelerate omnichannel transformation and AI adoption while driving efficiency, profitability, and compliance. F5® Distributed Cloud Services on Equinix Network Edge equip retailers to eliminate infrastructure complexity and power secure, high-performance applications on a global scale.



## Key benefits

### Seamless global deployment

Easily deploy infrastructure across diverse retail environments, leveraging Equinix's global footprint for consistent performance while reducing complexity and time to market.

### Scalability and compliance

Ensure scalability and regulatory compliance while managing access control and data governance with location-specific data policies to address varying compliance requirements without costly separate infrastructure.

### Improved partner collaboration

Enable secure, governed access for vendors and partners through private connectivity and segmented network access, while maintaining full audit trails and compliance controls.

### Unified security and networking

Leverage F5 Distributed Cloud Services for security, networking, and application delivery across distributed environments.

### Accelerated time-to-market

Deploy application environments in new regions with just a few clicks, bypassing lengthy traditional hardware procurement cycles.

## Navigate your evolving digital landscape

Retail complexity continues to increase. Digital and physical storefronts are converging into a singular, omnichannel experience. AI is bringing new analytics and intelligence capabilities everywhere, especially as inferencing capabilities proliferate at the edge. And increasing numbers of partners across the supply chain add APIs and integrations at virtually every layer of retail operations.

These evolutions can enhance customer satisfaction and help retailers reach higher levels of efficiency. But they also bring about new performance, security, and reliability challenges for the hundreds of apps involved. The complexity is amplified by the industry's worldwide scale, stringent business requirements, and accelerated pace. Modern retailers require rapid application deployment, closer to customers and staff—and often in new countries or regions—while maintaining consistent performance and security.

Expansion into new markets or geographic regions also means that retailers face new or differing security and compliance requirements, adding even more complexity. They require a way to control and protect data while still enabling secure access, which often demands specialized infrastructure that adds cost and management overhead.

## Simplify operations with F5 and Equinix

With F5® Distributed Cloud Services on Equinix Network Edge, you can reduce operational complexity by securely connecting public clouds, private data centers, and edge sites around the world to support distributed, integrated retail operations. In today's diverse retail infrastructure, this can include everything from back-room servers and point-of-sale systems to logistics platforms, CRM tools, and personalization engines. Low-latency access improves the user experience and supports faster decision-making for your team, letting you turn data into actionable insights.

F5 Distributed Cloud Customer Edge (CE) software operates as a virtual network function (VNF) that is deployed on Equinix Network Edge. This solution extends Distributed Cloud Services, including app and API security, intelligent load balancing, and secure multicloud networking, into any environment where applications are hosted—stores, regional offices, self-managed data centers, public clouds, and beyond—creating a unified control plane to reduce complexity.

Equinix's extensive global footprint allows you to deploy Distributed Cloud CE wherever required, without the need for physical infrastructure, reducing complexity and improving application performance. Equinix Fabric adds secure, private, software-defined interconnections between distributed infrastructure, multiple cloud providers, and key supply chain partners for low-latency, high-speed connectivity without relying on the public Internet. Virtualized solutions modernize and simplify operations.

## Key features

### Virtual network functions

Deploy F5 services as pre-built VNFs without physical hardware on Equinix Network Edge.

### Distributed Cloud

#### Customer Edge

Extend Distributed Cloud Services to any environment where applications are hosted to provide security, traffic management, and networking with centralized management.

### Equinix fabric connectivity

Enable software-defined interconnections between distributed infrastructure, cloud providers, and supply chain partners.

### Multi-environment control plane

Reduce complexity with a unified control plane and consistent policies across hybrid multicloud environments, including the ability to apply location-specific data policies.

### Integrated security services

Protect apps with built-in WAF, bot defense, DDoS protection, and API security while maintaining strict governance standards and audit capabilities.

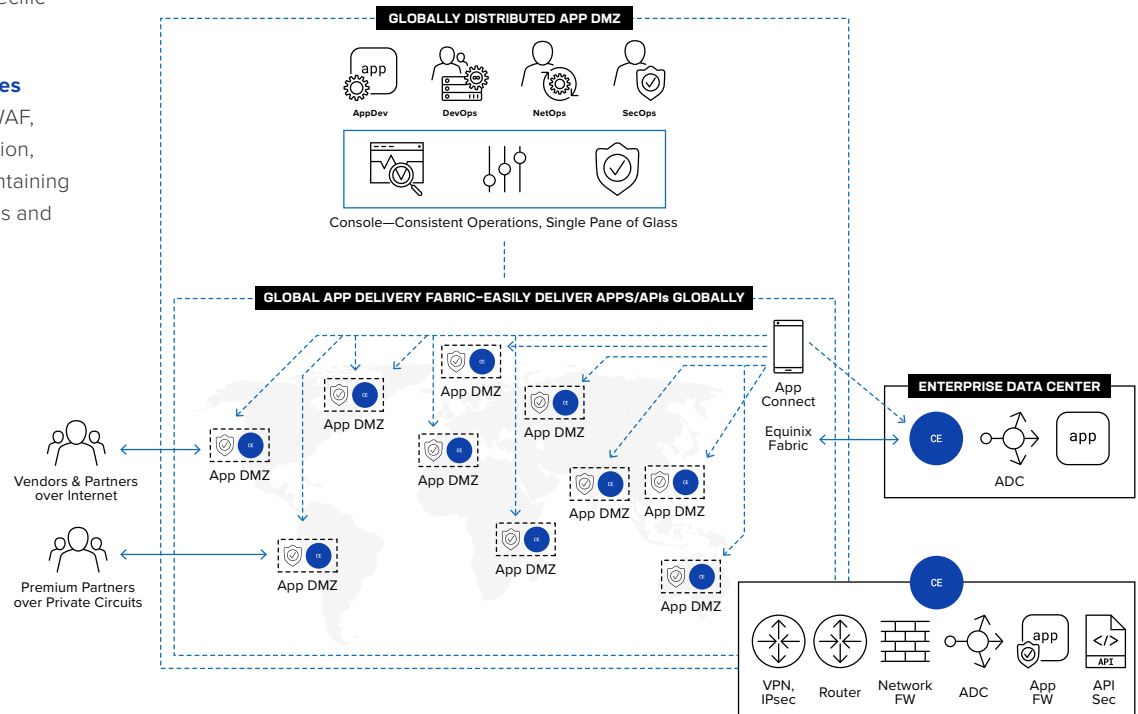
# Achieve your retail objectives

## Accelerate omnichannel transformation

Speed omnichannel initiatives with a flexible platform that lets you rapidly deploy applications without compromising security. With F5 and Equinix, you can expedite time to market, integrate digital and physical operations, and reduce stand-up times for new locations by eliminating physical infrastructure planning while maintaining enterprise-grade controls. The pre-built integration significantly reduces operational burden, allowing your teams to focus on innovation rather than infrastructure management. This approach helps your organization quickly adapt to changing, such as peak seasons, mergers, or acquisitions, without increasing cyber risk.

## Build a secure digital supply chain

Application delivery for globally distributed supply chain partners—from payment processors to logistics providers, distributors, and even manufacturers themselves—is typically difficult for security and IT teams, involving multiple point products spread across various locations. F5 and Equinix enable you to provide exchanges that allow approved partners to access specific internal applications in your environment while maintaining governance and control. The integration enables your teams to deploy global infrastructure without specialized expertise. Create segmented, private connections for sharing sensitive data such as customer information with authorized partners while maintaining strict governance standards and auditable access records across distributed landscapes.



**Figure 1:** Seamlessly deliver and secure apps globally with centralized policies and consistent operations.

### **Support distributed operations**

When expanding into new global markets, whether through brick-and-mortar locations or digital storefronts, F5 and Equinix enable rapid deployment of area-specific services while maintaining regulatory compliance. Easily and quickly connect to regional supply chain partners and cloud providers through established interconnection points. Centralized management allows you to deploy identical security configurations across multiple jurisdictions with location-specific data policies, ensuring consistent security while addressing varying compliance requirements without having to maintain costly infrastructure in each region.

### **Enable AI readiness**

AI offers new possibilities for retailers, including the ability to deeply understand customer behavior, provide self-service capabilities through chatbots, optimize store floorplans, and prevent loss. Increase its value with high-performance, low-latency connections for AI inference and retrieval-augmented generation workloads that protect against attacks and data leakage. F5 and Equinix offer unified security controls to protect distributed AI infrastructure, enabling secure generative AI applications with appropriate data protections while maintaining data sovereignty and regulatory compliance.

## **Support global applications with seamless deployment and connectivity**

To overcome the challenges of global application deployment, retailers require innovative solutions that ensure performance and security without adding complexity. Distributed Cloud Services and Equinix Network Edge empower you to efficiently scale applications globally, maintain regulatory compliance, and manage secure access for partners and vendors. This integrated approach provides the agility necessary to adapt to evolving business demands, ensuring a high-performance, globally distributed application environment that meets the unique needs of the retail industry.

**Learn more about the F5 and Equinix partnership at [f5.com/equinix](https://f5.com/equinix).**

