

Bring a Better Digital World to Life

F5 protects the apps that drive business, and we deliver extraordinary results—not only for our customers, but also for our employees.



Fast Facts

President and CEO

François Locoh-Donou

Headquarters

Seattle, WA

Founded

1996

IPO

1999

Market Symbol

FFIV (NASDAQ)

Employees

Over 6,300

Operations

80 locations in 47 countries

Customers

F5 solutions are deployed in:

- 85% of the Fortune 500¹
- All 15 executive departments of the U.S. cabinet²
- 10 of the top 10 global telecom operators³
- 15 of the top 15 U.S. commercial banks⁴

Who Is F5 and What Do We Do?

Every day, almost half of the world's application data flows through F5 technology. This gives us unrivaled insight into the challenges and threats facing legacy and modern apps—and today's digital businesses and organizations.

From the beginning, F5 has been all about apps: we've protected, delivered, and optimized applications for the world's largest organizations for more than 25 years. It's given us a deep understanding of how apps work—and how to make them work better. It's our job to ensure that applications are always fast and available, to connect them across clouds, or to defend them against attacks.

F5 has always been guided by one overarching goal: a hyper-focus on innovation. For over two decades, as the infrastructure needs of our customers have evolved to span data centers, multicloud, and edge environments, so has the nature of the challenges and threats they face. As our customers' needs have evolved, our services and solutions have evolved as well.

Today, that means we are dedicated to building a portfolio of AI-powered products that enable organizations to effectively deliver, manage, and secure the apps and APIs that keep their businesses moving forward. F5 is committed to building the tools that companies need to build safer, deploy faster, and work smarter, so they're not just reacting to change—they're driving it.

F5 is not just a world leader in application delivery and security, it's also a great place to work. F5 is a human first company, guided by the principle that we do the right thing for each other, our customers, and our communities. F5 is a big company with a small company vibe, and we are committed to helping our employees live their best lives—both at work and beyond—and being a force for a better digital world.

The F5 Approach

F5's strategy as a leader in multicloud application delivery and security is founded in the belief that, in the digital age, applications are an organization's most valuable assets. Applications are at the heart of all digital experiences, and when they're secure and available, they unlock value and potential. But just as apps have become more critical for life online, they've also become harder to protect.

Today's apps are built on multiple architectures, distributed over various cloud environments, and connected by an exploding number of APIs—complexity that requires extensive skills and resources to manage, while creating more points of vulnerability for cybercriminals to attack. F5 empowers its customers—the world's largest enterprises, service providers, financial and

educational institutions, government entities, and consumer brands—to create, secure, and operate applications that deliver extraordinary digital experiences. Fueled by automation and AI-driven insights, these self-learning applications naturally adapt based on their changing environment—so companies can focus on their core business, boost speed to market, improve operations, and build trust with their customers.

Customer Challenges

Our customers and their end-users expect a lot from the organizations with which they interact: personalized experiences; secure transactions; and apps that are speedy, reliable, and always on. But meeting those demands can be challenging in today's rapidly evolving application landscape. Across multiple industries, our customers describe their challenges with remarkable similarity.

IT COMPLEXITY

Many organizations are stuck somewhere between the old world and the new world—classic monolithic and three-tier architectures alongside microservices and cloud-native architectures. It's common to have legacy and modern apps across different clouds or locations, each with their own set of WAFs, load balancers, ingress controllers, distributed denial-of-services (DDoS) protection, and more—resulting in fragmentation and inconsistency. Moreover, these complex, heterogenous, rigid systems are vulnerable to massive security breaches.

Automating these environments is often left to dev and ops teams that must scramble to “stitch” it all together, making scaling difficult. Unsurprisingly, managing this mix of old and new is a significant operational challenge. In addition, this piecemeal approach offers none of the comprehensive visibility needed to realize the benefits of automation and insight.

EVOLVING SECURITY THREATS

As security risks increase and cybercriminals get their hands on more powerful tools, businesses must guard their applications and APIs like the critical business assets they are. Downed websites, massive data breaches, and ransomware attacks can cost businesses millions of dollars, while affected individuals can lose their hard-earned savings and have their identities stolen.

Applications and APIs have become the preferred target for attackers because they contain financial data, trade secrets, and the personal information of end users. Today's distributed applications connected by APIs give cybercriminals more points of vulnerability to strike, while AI-powered tools equip them to act smarter and faster.

Comprehensive, multi-tiered security begins with a commitment to fully embed end-to-end security practices throughout app development, deployment, and management. In a threat landscape that's constantly changing, businesses need adaptive, automated app security solutions that are easy to use and hard to defeat.

THE COMPLEXITY OF MULTICLOUD ENVIRONMENTS

Distributed multicloud architectures are the new standard: Today, almost 90% of organizations operate their applications in multiple architectures across cloud, edge, colocation, and data center environments, and nearly a quarter run apps across six or more locations.⁵ There's a good reason for this: flexibility. Deploying each app in the environment best suited to its requirements means end users get the best experience possible. And that's good for business.

But it's a challenge to operate legacy and modern apps across all these environments, each of which requires different skills and uses different services. Without the proper tools in place, the multicloud dream of efficiency and speed quickly becomes an operational nightmare. Distributed environments are complex, but consistent processes and tools designed for this new reality can help organizations deliver more value to customers.

INADEQUATE VISIBILITY

Part of delivering a compelling digital experience is being able to optimize the performance for the end user. Gaining insight into how application traffic is flowing—and where and how to tune it—requires granular, end-to-end visibility. However, the infrastructure and services supporting traditional applications are often complex and siloed, so it's challenging to develop this capability for even the most critical customer-facing apps. Moreover, without aggregated telemetry and the efficiencies produced by AI, machine learning (ML), and automation, visibility alone can't help businesses optimize application performance or their end users' digital experience.

How F5 Answers These Challenges

F5 simplifies deployment, security, and maintenance of applications and APIs across hybrid, multicloud, and edge environments—anywhere apps are deployed—with application security and delivery solutions that provide a globally unified, scalable, and secure infrastructure.

Industry Recognition

- F5 received six TrustRadius 2023 Best of Awards, including Best Feature Set, Best Value for the Price, and Best Relationship
- Won SC Magazine Awards in 2023 for best web application and best security marketing campaign
- Ranked #1 among the Fortune Modern Board 25 for 2023, which recognizes the most innovative boards of directors among S&P 500 companies
- Won PeerSpot 2023 Tech Leader Awards in three technology categories
- Winner of Benevity's 2022 Bestie Award, recognizing a single company for its best-in-class approach to social impact
- F5 Innovation India received India's Great Mid-Size Places to Work Certification in 2020
- F5 Innovation India was recognized as one of India's 50 Best Workplaces for Women by the Great Place to Work Institute in 2020

F5 HELPS CUSTOMERS EMBRACE MULTICLOUD FLEXIBILITY

F5 multicloud networking solutions employ automation and advanced deployment techniques such as dynamic security protections, API discovery, and end-to-end policy management to connect, maintain, and secure apps and APIs faster and more cost effectively than traditional point-to-point connectivity solutions. F5 brings these distributed ecosystems into focus with a single SaaS-based management console and robust troubleshooting tools to maximize app performance and reduce security headaches—no matter where apps are deployed. With a simple, efficient way to secure, scale, optimize, and manage all applications—no matter where they're deployed—businesses can flourish in a multicloud world.

SECURING APPS AND APIS EVERYWHERE

F5 helps protect the world's largest enterprises, service providers, governments, and consumer brands from fraud, theft, and attacks associated with automated bots, ransomware, and distributed denial-of-service (DDoS). F5 offers a suite of integrated cybersecurity solutions that maximize protection and reduce risk for apps, APIs and Level 4 to Level 7 infrastructure by automating security policies across multicloud environments, data centers, and a burgeoning set of edge locations. Driven by AI and ML, F5 security solutions allow for more adaptive and responsive security measures to enhance threat detection, automate incident response, and analyze vast datasets to identify patterns and anomalies indicative of cyber breaches and vulnerabilities.

The F5 SaaS-based platform makes it easy to deliver comprehensive app security controls and uniform policy and observability everywhere, while offering dramatically simpler operations, including centralized deployment and management of app security postures across environments and applications.

ADAPTIVE APPLICATIONS RESPOND TO CHANGING CONDITIONS

F5 foresees a world where an organization's application portfolio adapts to any changing environment. Adaptive applications bring ML intelligence and real-time AI insights to application deployments, which today are mostly static and manual. Adaptive apps utilize an architectural approach that facilitates rapid and automated responses to variables of consequence—for example, new cyberattacks, updates to security postures, application performance degradations, or rapidly changing conditions across one or more infrastructure environments.

With adaptive apps, organizations can more rapidly detect and neutralize security threats by minimizing the time it takes to detect and address threats, rapidly eliminating the threats themselves via guided remediations or automatic mitigations powered by advanced analytics and automation toolchains. Organizations can improve application performance and resilience with adaptive apps by executing policy-driven actions that prevent performance degradations and application outages by leveraging rich application telemetry and analyzing data across time and peer applications.

In addition, through a single management console, organizations can unify policy declaration to span legacy and modern apps across on-prem, multicloud, and edge environments. This ultimately enables organizations to reduce the cost and complexity of operating apps across disparate application environments.

POWERING MODERN APPS AT SCALE

F5 enables innovation by giving developers at the center of the modern application platform self-service access through declarative APIs to easily deploy their configurations and code in real time. At the same time, a library of standardized configurations allows the operations team to manage deployments while also maximizing performance and flexibility for developers. Automation that's integrated between Kubernetes clusters makes it easy to tune and optimize performance—as well as troubleshoot any issues—based on rich telemetry collected from applications. And because a modern app platform is only as good as the security it offers, F5 takes a zero-trust approach for end-to-end security along the entire data path.

AUTOMATING TRADITIONAL APPLICATIONS

F5 offers a robust toolchain to enable businesses to automate their multicloud application security and delivery deployments using simple scripting and integrations with common automation tools such as Ansible and Terraform. Automation not only helps save time by eliminating redundant and manual processes, but also reduces errors and keeps the overall application security and delivery infrastructure robust by providing guardrails around the configurations that can get provisioned. In addition, automating processes that have been traditionally performed manually or with older technologies can decrease deployment times from weeks or months to minutes, enabling IT to keep pace with the speed of the business.

At F5, our success isn't driven solely by what we do. We also care deeply about how we do it.

Join F5

F5 makes it easier for our customers to provide exceptional, secure digital experiences for their end-users—while staying ahead of threats, complexity, and inefficiency.

To do this well, we need people like you—the best and brightest minds in the industry.

F5 is a great place to work, where you'll join some of the world's most talented engineers, program managers, solutions architects, product developers, marketers, sales managers, and other leaders to help shape the future of computing. At F5, you'll have your fingers on the pulse of tomorrow's technology innovations.

Leadership is a mindset at F5, and anyone can be a leader—regardless of job title or role. In addition, we consider diversity and inclusion part of being an F5er. All are welcome here.

We understand that your life is about more than just work, and we're committed to a culture that supports your whole life. At F5, we speak from the heart, value others' contributions, and invest in each other's growth and success. We recruit top talent and build a culture of belonging that empowers employees to grow and be themselves. We're committed to helping you live your best life—both at work and beyond.

We offer work/life integration programs like Freedom to Flex, dynamic employee inclusion groups, paid maternity/paternity leave, quarterly four-day Wellness Weekends, tuition assistance for professional development, a comprehensive mentoring program, rewards/recognition, and so much more.

Interested in learning more about F5? Visit our [LinkedIn Life](#) page to learn more about F5 culture and opportunities, or go to our [Careers](#) page to learn about current job openings.

¹ Fortune 500, found at <https://fortune.com/ranking/fortune500/2022/search>

² The White House, found at <https://www.whitehouse.gov>

³ Telecoms 150 2024 Ranking, found at <https://brandirectory.com/rankings/telecoms/table>

⁴ Global 500, found at <https://fortune.com/ranking/global500/2022/search/?Industry=Banks%3A+Commercial+and+Savings>

⁵ Kara Sprague, At F5, Ridiculously Easy App Security and Delivery Is Our Guiding Light, found at <https://www.f5.com/company/blog/ridiculously-easy-app-security-delivery-guiding-light>

