Solutions for an application world.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Welcome/Introduction</td>
<td>John McAdam</td>
</tr>
<tr>
<td></td>
<td></td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>8:10</td>
<td>Delivering, Managing and Orchestrating Application Services across Hybrid Infrastructures</td>
<td>Manny Rivelo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EVP Security &amp; Strategic Solutions</td>
</tr>
<tr>
<td>8:55</td>
<td>Current Product Offerings/Focus and Direction in Product Development</td>
<td>Karl Triebes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>EVP Product Development &amp; Chief Technical Officer</td>
</tr>
<tr>
<td>9:40</td>
<td>BREAK</td>
<td></td>
</tr>
<tr>
<td>9:55</td>
<td>Sales Update/Customer Use Cases</td>
<td>Dave Feringa</td>
</tr>
<tr>
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<td></td>
<td>EVP Worldwide Sales</td>
</tr>
<tr>
<td>10:30</td>
<td>Services Update/Leveraging Consulting to Drive Product Sales</td>
<td>Julian Eames</td>
</tr>
<tr>
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<td></td>
<td>EVP Business Operations</td>
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<tr>
<td>11:00</td>
<td>Overview of Business Development/Alliance Strategy</td>
<td>Calvin Rowland</td>
</tr>
<tr>
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<td>SVP Business Development</td>
</tr>
<tr>
<td>11:40</td>
<td>Business Model Update/Financial Outlook</td>
<td>Andy Reinland</td>
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<tr>
<td></td>
<td></td>
<td>EVP &amp; Chief Financial Officer</td>
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<tr>
<td>12:00</td>
<td>Q&amp;A</td>
<td></td>
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<tr>
<td>12:30</td>
<td>ADJOURN</td>
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</tbody>
</table>
Welcome

John McAdam
President, Chief Executive Officer, and Director
Innovate, Expand, Deliver

Manny Riveloe
EVP, Strategic Solutions
APPLICATIONS
WITHOUT CONSTRAINTS.

F5 VISION
PRODUCTIVITY
WITHOUT CONSTRAINTS.
BUSINESS
WITHOUT CONSTRAINTS.
DELIGHTING CUSTOMERS
WITHOUT CONSTRAINTS.
REVENUE GROWTH
WITHOUT CONSTRAINTS.
APPLICATIONS
WITHOUT CONSTRAINTS.
F5 VISION
Full-proxy enables superior user-to-application experience
f5 Synthesis

1. Application Delivery Controller
2. Broadened Application Services
3. Cloud Ready
4. Software Defined Application Services
 Synthesis
Software Defined Application Services Elements

Intelligent
Services Orchestration

High-Performance
Services Fabric

Simplified
Business Models
“Under the Synthesis umbrella, F5 is making a number of thoughtful improvements to its go-to-market efforts. The company’s approach to SDAS fits in step with the broader industry’s focus on SDN topics...”

Zeus Kerravala
Principal Analyst, ZK Research
<table>
<thead>
<tr>
<th>Network/SDN</th>
<th>Cloud</th>
<th>Security</th>
<th>Orchestration</th>
<th>Application</th>
<th>Service Provider</th>
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<tr>
<td>ARISTA</td>
<td>Amazon Web Services™</td>
<td>CISCO</td>
<td>CISCO</td>
<td>IBM</td>
<td>Alcatel-Lucent</td>
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<td>CISCO</td>
<td>bluelock</td>
<td>ORACLE</td>
<td>HP</td>
<td>Microsoft</td>
<td>ERICSSON</td>
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<td>NEC</td>
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<td>ORACLE splunk</td>
<td>VMWARE</td>
<td>HP</td>
<td>Microsoft</td>
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<td>VMWARE</td>
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<td>Rackspace</td>
<td>WEBSENSE</td>
<td>VMWARE</td>
<td>Microsoft</td>
<td></td>
</tr>
</tbody>
</table>
Network/SDN

- Application Policy Infrastructure Controller (APIC), UCS Director (UCSD)

Cloud

- Intercloud

Other

- SourceFire

- Atalla, ArcSight, Tipping Point, WebInspect

- Office 365

- NSX, vCenter Orchestrator (vCO)

- vCloud Air

- vCloud Automation Center (vCAC), AirWatch, Horizon (VDI)
THE F5 PLATFORM.
The F5 Platform
Service Provider customer

Pre-Client
FY2009

Traffic Mgmt
FY2010

Scale & Extend
FY2013

SDAS Evolution
FY2014

VIPRION

Local Traffic Manager
$1M

VIPRION

Firewall iRules
$600K

Advanced Firewall Manager
$1.5M

URL Filtering

Policy Enforcement Manager

CGNAT

ScaleN

ScaleN

Policy Enforcement Manager

CGNAT

ScaleN

VIPRION

URL Filtering

Policy Enforcement Manager

CGNAT

ScaleN

VIPRION

$1M

$600K

$1.5M
The F5 Platform
Financial Services customer

Pre-Client
FY2012

ACE Replace
FY2013

SDAS Evolution
FY2014

Future

- Versafe
- Defense.net
- Advanced Firewall Manager
- Access Policy Manager / Secure Web Gateway

- Local Traffic Manager
- Application Acceleration Manager
- Application Security Manager
- Global Traffic Manager
- BIG-IQ
- $10M

- Local Traffic Manager
- Application Acceleration Manager
- Application Security Manager
- Global Traffic Manager
- BIG-IQ
- $14M
THE FUTURE.
94 PERCENT of organizations are running applications or experimenting with IaaS

74 PERCENT of enterprises have hybrid cloud strategies

61 PERCENT of technology purchases are now owned by the lines of business

Source: RightScale 2014 State of the Cloud Report Hybrid
TOP 10 CIO PRIORITIES

1. Value of IT to the business
2. IT contribution to strategy
3. Customer satisfaction
4. Innovative new ideas
5. Availability
6. Projects delivered on time
7. IT cost controls
8. Productivity improvement
9. Business cost controls
10. Revenue growth

Source: RightScale 2014 State of the Cloud Report Hybrid
Application Services Axis

- User
- Single Sign-on
- GSLB/DNS
- Secure Web Gateway
- Firewall/DDoS
- Traffic Management/SLB
- SSL
- Web Application Firewall
- Application
Application Services Axis

- Web Application Firewall
- SSL
- Traffic Management/SLB
- Firewall/DDoS
- Secure Web Gateway
- GSLB/DNS
- Single Sign-on

User
Data Center

Priorities

- Expand core market share
- Continue extending into adjacent markets (SP, Security)
- Seamless support for Software Defined Architectures
- Next generation programmability
- Management, Orchestration, Reporting & Visibility
Expand Core Market Share

Market Share

49 PERCENT #1 Total ADC

21 PERCENT #1 Virtual ADC

Source: Dell’Oro

- $1.6B Cisco ACE, CSS and GSS replacement program
- Technology and platform refresh
- Application and protocol fluency: SIP, FIX, HTTP 2.0, DNS, SSL, …
- New competitive programs — Citrix and A10
Extend into Adjacent Markets
Leveraging F5 Core leadership to unlock Security and Service Provider TAM

SERVICE PROVIDER

- Network Firewall
- App DDoS
- TCP Optimization
- Network DDoS
- DNS Security
- Traffic Mgmt & SSL
- CGNAT
- Parental Controls
- URL Filtering
- Policy Enforcement
- Diameter Routing
- Network DDoS
- App DDoS
- TCP Optimization
- Network DDoS
- DNS Security
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Extend into Adjacent Markets
Leveraging F5 Core leadership to unlock Security and Service Provider TAM

**SERVICE PROVIDER**
- Network Firewall
- App DDoS
- TCP Optimization
- Network DDoS
- DNS Security
- Traffic Mgmt & SSL
- CGNAT
- Parental Controls

**SECURITY**
- Network Firewall
- Access Control
- SSL
- DNS Security
- Application Security
- Traffic Management
- DDoS Protection
- Web Fraud Protection
- URL Filtering
- Policy Enforcement
- Diameter Routing
- IP Intelligence
- Secure Web Gateway
Extend into Adjacent Markets
Leveraging F5 Core leadership to unlock Security and Service Provider TAM

Access Control

Web Fraud Protection

$750+M Juniper Pulse SSL VPN opportunity

$350M TAM
Software Defined Architecture

SDN and SDAS integration:
- ALU – Nuage
- Cisco – ACI
- HP – VAN
- Microsoft – HNV
- VMware – NSX

VE Leadership:
- Platform independence
- Performance/scale
- Breath of application services
- Programmability
Software Defined Architecture

Two tier Application Services Architecture

Edge Services (HW)

Cloud Solution

Advanced ADC Services

Basic HA
Edge Services (HW):
- DDoS protection
- Firewall
- Coarse traffic management to apps
- Hardware SSL Acceleration

Cloud Solution
Advanced ADC Services
Basic HA
Software Defined Architecture

**PER APPLICATION ADC**
- Cloud Solutions
  - Cloud Bursting
  - DR solutions
- BIG-IP VE – GBB
  - Advanced Per-App ADC
  - Web App Firewall
  - Non-HTTP (e.g., VOIP)
  - App Specific Security
- LineRate Point™
  - Basic Lightweight HA

**SW DEFINED / NFV**

- Basic Lightweight HA
- Advanced Per-App ADC
- Web App Firewall
- Non-HTTP (e.g., VOIP)
- App Specific Security

LineRate Point™

Q2
Software Defined Architecture

- Simplified Per-Application Subscription Licensing
- Blocks of 100, 200, 400 and 1000

Price & Features per unit

- BIG-IP VE Best - MaxG
- BIG-IP VE Better - 3G
- BIG-IP VE Good - 1G
- LineRate Point™ LB - 250M & 1G
Volume Licensing Subscription
Enabling customers to add ADC services to all applications

Flexibly deployable on both private and public clouds

…with Premium Support and software upgrades included

…in 1 and 3-year subscription increments

…all managed via BIG-IQ
Next Generation Programmability — Node.js
Capture today's iRules authors as well as tomorrow's full DevOps authors

PROGRAMMABILITY LEADER
- 80% of F5 customers deploying iRules
- 32% of all virtual servers have an iRule attached
- 166k DevCentral users
- 82k users participating in DevCentral iRules community

EXTENDING TO NODE.JS
- 18M+ Developers WW
- 7M Developers using node.js
- 100k+ Node.js packages

LINERATE AND BIG-IP
- LineRate Precision™ Storefront & AWS available
  - Self-service Proxy for DevOps
- Launching iRules Language Extension on BIG-IP
- Bringing Node.js community to DevCentral

Source: Developer Population & Demographic Study, 2013 - Evans Data Corp
Priorities

- Capture Tier-1 cloud providers
- Joint demand creation programs
- Service Creation
- Sales compensation neutrality
Examples of Service Creation Opportunities

- Web Application Firewall as-a-Service
- Anti-DDoS as-a-Service
- Application Acceleration as-a-Service
- Traffic Management/LB as-a-Service
100%
Converged Systems

**Priorities**
Integrate and bundle Synthesis with:
- FlexPod
- HP CloudSystem
- Microsoft Cloud Platform System
- Vblock – VCE
VIDEO

Converged Systems

Microsoft Cloud Platform System
Priorities

- Global expansion
- Defense.net (anti-DDoS)
- New offerings
- Hybrid solutions
F5 Silverline Subscription Services

IP Intelligence
Secure Web Gateway
Defense.net Versafe
Web Application Firewall
Additional Services
Data Center
Via on-premise solutions

Cloud
Through marketplaces

On-premises

Off-premises

Converged Systems
As a part of integrated ecosystem stacks

As-a-Service
Delivered on a subscription basis from the F5 cloud - F5 Silverline
Hybrid Application Services
USE CASE

Hybrid Data Center

- Extend application to the cloud
- Maintaining IT compliance
- Transition to Opex model
Data Center

Services

ScaleN

Public Cloud

BIG-IQ

App

App

App

App

App

App

App
USE CASE

The “New” Enterprise Perimeter

• Hybrid application and user perimeter

• Identity is the new perimeter
Significant Growth Opportunity - FY2015 TAM

$12 Billion
Hybrid Application Services
DELIVER.
EXPAND.
INNOVATE.
Solutions for an application world.
F5 Technology and Product Roadmap

Karl Triebes
EVP of Product Development and Chief Technical Officer
Why is Availability so Important?

Application

Optimization  Security  Programmability  Scalability

Availability

Network
TMOS – The Application Proxy Platform
State of the art building blocks

Programmability and Management
- iRules
- iControl
- iStats
- iCall
- iApps
- Node.js

Performance
- High Performance micro-kernel
- Modular architecture
- CMP / vCMP /EvCMP
- Chassis and Appliance
- Hardware offload with custom FPGAs

Proxy and Protocols
- Full High performance L4-7 Network stack
- Web Proxy (HTTP)
- Custom proxies via iRules
- Application optimizations
- Protocol tunneling support (SDN & others)
- Custom protocols support

Scalability & Fabric
- Scale-N Fabric
- vCMP for multi-tenancy
- Virtual Editions
- Manageability through APIs/BIG-IQ
- Flexible licensing options
CLOUD SCALING
F5 SDAS Fabric Architecture

SDAS Application Control Services
- iCall
- iRules
- iControl
- iApps
- iStat
- mRules
- Node.js

ScaleN Fabric Management and Application Services - TMOS

Scale Up
- CMP (SuperVIP)
- VIPRION Chassis

Cloud Services
- Azure
- KVM
- VMware
- AWS
- Xen
- HyperV

Virtual Editions

Cloud and Device Scaling
- Device and VE Clustering

Multi-tenant Services
- vCMP & Elastic vCMP
Advantages of F5’s Patented ScaleN CMP Architecture

- Scalability
- Performance
- Flexibility
VIPRION C4800

SuperVIP = Flat Network

- 640 Gbps L4
- 640 Gbps L7
- Target all traffic at single network or application
- True virtualization

~3x performance with new upcoming hardware
Traffic Management Microkernel

Programmability: iRules®, iApps®, iCall, iStats, mRules, and iControl®
Rack Scale VIPRION

- Disaggregation technology can be applied at the rack level or beyond
- SuperVIP concept scales as well
- Datacenter VIP
F5 SDAS Fabric Architecture

SDAS Application Control Services
- iCall
- iRules
- iControl
- iApps
- iStat
- mRules
- Node.js

ScaleN Fabric Management and Application Services - TMOS

Scale Up
- CMP (SuperVIP)
- VIPRION Chassis

Cloud Services
- KVM
- Azure
- AWS
- Virtual Editions
- VMware
- Xen
- HyperV

Cloud and Device Scaling
- Device and VE Clustering

Multi-tenant Services
- vCMP & Elastic vCMP
BIG-IP Virtual Edition

### Hypervisor Support
- Vmware VSphere
- KVM, Community
- Xen
- Citrix XenServer
- Microsoft Hyper-V
- Amazon AWS

### Instance Options
- Micro: 5 GB Disk, 1 Core, 25 Mbps
- Mega: 136 GB Disk, 4 Cores, 10 Gbps

### Available Soon:
- vCloud Air and Azure also up to 1G

- Supports all Major Hypervisors including AWS
- 10Gbps performance - targeting 40 Gbps
- Management
  - Automatic Deployment
  - Licensing
  - Integration
F5 SDAS Fabric Architecture

SDAS Application Control Services
- iCall
- iRules
- iControl
- iApps
- iStat
- mRules
- Node.js

ScaleN Fabric Management and Application Services -TMOS

Scale Up
- CMP (SuperVIP)
- VIPRION Chassis

Cloud Services
- KVM
- VMware
- Azure
- Xen
- AWS
- HyperV
- Virtual Editions

Cloud and Device Scaling
- Device and VE Clustering

Multi-tenant Services
- vCMP & Elastic vCMP
All-active Clusters

Automatic config sync
Heterogeneous devices
Scale beyond HA pair
Load aware and user defined failover
Migrate/failover at application level

Pool of hardware and virtual resources
F5 SDAS Fabric Architecture

SDAS Application Control Services
- iCall
- iRules
- iControl
- iApps
- iStat
- mRules
- Node.js

ScaleN Fabric Management and Application Services - TMOS

Scale Up
- CMP (SuperVIP)
- VIPRION Chassis

Cloud Services
- Virtual Editions
- VMware
- KVM
- Azure
- AWS
- Xen
- HyperV

Cloud and Device Scaling
- Device and VE Clustering

Multi-tenant Services
- vCMP & Elastic vCMP
vCMP – Multi-tenancy for BIG-IP Services

- Fully Virtualized instances of BIG-IP software
  - Version independent
  - Fully virtualized and isolated to bare metal
- All modules can be executed in a single instance depending on hardware resources
- Available on all platforms except 2x00 and 4x00 series
- Flexible provisioning
  - Instances can be sized based on performance requirement and redundancy requirements
  - Instances can span blades or chassis
Progression Scenario
Growing from min to max capacity

Need more capacity?

Planned event – add capacity just before the World Cup
Maintenance preferred window
Elastic vCMP– Cloud Scale VCMP
Global Elastic VCMP

- Global Load Balancing
- DDoS Protection
- Cloud DAG and DNSaaS
F5 SDAS HYBRID CLOUD ARCHITECTURE
The F5 Hybrid Architecture

Management & Orchestration

Services Offering

Platform Independence
The F5 Hybrid Architecture

- Big-IQ
- Silverline
- Public Cloud
- Data Center
F5 Hybrid Application Services

**On-Premise Everything**
- www.example.com

**Limited On-Premise**
- www.example.com
- Thin-client for a BIG-IP cloud, can serve some functions locally

**No On-Premise**
- www.example.com

*Silverline*
BIG-IQ Platform

1. Third Party Controller Integration
2. BIG-IP Services Orchestration
3. Centralized Management for BIG-IP
BIG-IQ Platform and Application Services Modules

- BIG-IQ Device
- BIG-IQ Cloud
- BIG-IQ Security
- BIG-IQ Access
- BIG-IQ ADC
- Additional BIG-IQ Apps

Centralized management support for all BIG-IP Modules

Cloud Automation and Orchestration

Application Fabric Management for Software Defined Application Services
BIG-IQ Architecture

Purpose Built Modules for Specific Personas
- BIG-IQ Cloud
- BIG-IQ Device
- BIG-IQ ADC
- BIG-IQ Security
- BIG-IQ Access

BIG-IQ Platform Services

Orchestration Controllers
- openstack
- Microsoft
- VMware

Northbound API Driven Interface
- iControl/iApps
- Programmability / Management
- Core Services
- Performance / Scalability

Southbound API Driven Interface
- BIG-IP Fabric
- Appliances
- Chassis
- Software
- Silverline
BIG-IQ DEVICE

Roadmap Priorities
- BIG-IP Fabric Management
- Seamless Upgrades
- Transition from EM by Greenflash
- Designed for all BIG-IP Customers big and small
Roadmap Priorities

- Management fabric orchestration
- Public cloud connectors
- Application elasticity
- ADC self service management

- Cisco/VMWare
- Hybrid Services Agent (HAS)
- Integrations that leverage F5 Value
- Customer POCs
BIG-IQ SECURITY

Roadmap Priorities
- Policy based firewall management
- Rule monitoring
- Multiuser editing and workflows
- Create customer advisory board
- Application visibility and reporting (AVR)
- Configuration, support for logging and reporting
- Full integration with ADC components
- WebSafe support
Roadmap Priorities
- Launch ADC LTM – Enterprise deployments
- Extend with ADC GTM
- Extend from Network Ops to App Deployment
- Scalability, Multi-Tenancy
- RBAC and Self-Service
- Distributed and Multi-Device Deployments
SDN TECHNOLOGY AND ROADMAP
Circa 2009

Next Generation Data Center Architecture

Management Plane
- Service provisioning
- Service orchestration
- Policy management
- Status and event management

Management Plane
- Policy implementation and enforcement
- Identity management
- Session management
- Statistics gathering/aggregation
- Monitoring

Data Plane
- Traffic management
- Virtualized services (Vmotion, ESX)
- Security enforcement
- Encryption services
- Optimization services
- Load balancing
- Health and status monitoring
Completing the SDN Stack

**Software-Defined Data Center**
- Management Plane
- Control Plane
- Virtual Networks
- Data Plane

**SDN Controller**
- NVGRE
- VXLAN
- ETC...

**BIG-IQ**
- Device™
- Security™
- Cloud™

**Control Plane**
- OPEN REST APIs

**Data Plane**
- LAYER 2-3
- LAYER 4-7

**Virtual Networks**
- Service Chaining
SDN Solution Space

Management

Control Plane

Data Plane

Controller Interoperability

BIG-IQ

Network Interoperability

BIG-IP

OpenFlow

VXLAN

NVGRE

Ethernet

…
F5 SDAS and Cisco ACI
Intelligent L4-7 Services & Traffic Management

- ACI Fabric - L2 “link layer” connectivity on spine & leaf architecture
- APIC controller provides ACI Fabric Management
- BIG-IQ provides for F5 Application Service Management
- F5 SDAS provides Stateful L4-7 Intelligence and Traffic Management
F5 SDAS and VMware NSX
Intelligent L4-7 Services & Traffic Management

- VMware’s NSX solution
  - Provides an overlay fabric
  - NSX Fabric Management / Orchestration system
- F5 SDAS provides Stateful L4-7 Intelligence and Traffic Mgmt
- F5 can gateway between physical and virtual networks
OpenStack LBaaS F5 Plugin

Community Edition Plugin
- Connects directly to BIG-IP
- Community support for Plugin
- Supports Neutron Havana
- Download now from F5 DevCentral
SERVICE PROVIDER
Service Provider Solutions

Building reproducibility, documentation, and portability into all solutions development

**KEY SOLUTIONS:**
- Gi Simplify with FW, CGNAT, PEM, LTM
- FW, Steering & NAT Use Cases
- +TCP Optimization
- NFV / SDN PoCs
- Wifi Offload and VoLTE

**Use Case**
- **All Inputs**

**Develop**
- Test
- Dev
- Field / Sales
- PM

**Verify**
- Doc / Tech pubs
- NPI / Training
- Marketing

**Use case examples for product documentation**

**Real-world solutions training**

**RA Validation & testing**

**Field PoCs and Sales Enablement**

**Field / Sales PoCs and Sales Enablement**
Application Delivery Firewall Solution

Synthesis – High-Performance Services Fabric

Network Firewall
Traffic Management
Web App Security
Access Control
DDoS Protection
SSL
DNS Security
Web Fraud Protection

ICSAlabs

Common Criteria
EAL2+
EAL4+ (in process)

NSS Labs
DC FW (in process)
WAF (in process)
DDoS (in process)
ADCs are the Best Platform for Security
F5 Proxy Architecture

- **HTTP** iRule iRule HTTP
- **SSL** iRule iRule SSL
- **TCP** iRule iRule TCP

Security Features:
- **TCP**
  - ICMP flood
  - SYN flood
  - iRule
- **SSL**
  - iRule
  - Heartbleed
- **HTTP**
  - iRule
  - Slowloris attack
  - SQLi

Integration with:
- **WAF**
- **Network Firewall**
- **Data leakage**

Additional Features:
- **Web fraud protection**
WebSafe
Web application with Malware Detection module

1. User submits request for web page
2. Page is returned to user with additional, obfuscated code designed to detect any changes to the HTML or page
3. Malware injects malicious code, additional fields into page
4. Page checked for malicious code by the injected JavaScript component
5. Real-time alert is issued if any page modifications or injections are detected

REAL-TIME ALERT
"WebSafe Malware Detection: User John_Smith is infected with generic malware, Zeus 1.2"
Security Roadmap

APM
Identity & Access
- Federation and access management for on-prem and cloud apps (SAML, OAuth)
- SWG - Outbound services footprint (URL filtering, visibility)
- APMaaS
- SWGaaS

Versafe
Anti-fraud
- Advanced anti-fraud capabilities
- Full integration with BIG-IP & BIG-IQ
- Risk assessment
- Mobile device support (MobileSafe)
- Integration with third-party solutions

AFM
Firewall
- Gi FW for SP
- Advanced DoS capabilities
- Data center IPS/IDS
- Micro-segmentation (east-west traffic)
- Identity based policies
- High performance rules
- AFMaaS

ASM
Web Application FW
- WAFaaS
- L7 DDoS
- Versafe Integration
- Identity based policy management
- L7 IPD/IDS
- Advanced Security Services

Centralized Management & Reporting
Advanced Security Services Roadmap

- Behavioral DoS analysis L3-7
- Behavioral analysis for non-http (web) protocols
- Risk assessment and user reputation
- Analytics and event correlation
- Bad actor feeds - IP and fingerprinting
- Application discovery and automatic policy building
- Exploit and vulnerability information share
On-Premise/Off-Premise Security

INCOMING TRAFFIC

F5 Silverline

Defense.net DDoSaaS

Scrubbed Data In

Upstream Signaling

Customer Datacenter

On-premise Applications

AFM ASM

Analytics Service

Statistical Model

INCOMING TRAFFIC
HARDWARE
Scalability and performance of F5 “Fabric”
Flexible performance levels and On-Demand Scalability
Blended Attacks
100 + new DDoS Attack Vector
Control options in Hardware

HW Accelerated DDoS Protection

- UDP Flood
  2x Competition
- ICMP Flood
  10x Competition
- TCP Syn-Flood
  16x Competition
Software Defined Hardware

- DDoS Protection
- S/Gi Network Simplification
- Security for Service Providers
- Application Services
- Cloud Bursting
- Cloud Migration
- Secure Mobility
- LTE Roaming
- Intelligent DNS Scale
- Cloud Federation
- DevOps

**BIGIP**

- Access Control
- IP Intelligence
- DNS Vectors
- CGNAT
- ePVA Fast L4
- DNS Cache
- Tunnel Acceleration

**F5 FPGAs**

**F5 Platform**
Solutions for an application world.
Solutions for an application world.
Sales Go To Market

- ADC
- SECURITY
- SDDC AND CLOUD
- SERVICE PROVIDER
Sales Go To Market – ADC

ADC

• Continue to increase market share
• Leverage
• BIG Data Tools
• Cisco Refresh Opportunity
• Develop partnership with Cisco and VMWare
• Sell Professional Services With GBB
Sales Go To Market – Security

SECURITY

• Established Focused Security Sales Overlay Team
• Increase Number of Security SE’s
• Launched Versafe and Silverline at ISC
• Continued Channel Programs “Vault”
• Incentives to Sell BEST and Subscription Services
Sales Go To Market – SDDC and Cloud

**SDDC AND CLOUD**

- Launched Dedicated WW team for CLOUD
- Focus Cloud License Program (CLP) to top 50 CLOUD Providers WW
- Kickers for VE’s Sold in Every deal to Enable Hybrid Environment
- Comp Program Launched for Core Sales Team to Sell Cloud
Sales Go To Market – Service Provider

SERVICE PROVIDER

• Dedicated SP team in each Theater

• Traffix: Continue to Drive New Account Deployment + MPS from Existing accounts

• Key Market Focus: LTE, VoLTE, PEM, CGNAT, GI FIREWALL, GI Consolidation, NFV, Traffic Steering
Big Data Sales Tools

- **BOAT**
  (Blackspace Opportunity Assessment Tool)
- **CAR**
  (Customer Asset Report)
- **PIPELINE HEALTH DASHBOARD**
- **PREDICTIVE WHITE SPACE ACCOUNT SCORING**
Big Data Sales Tools

BOAT/CAR

• Provides detailed analysis of installed base by territory and customer
• Tech Refresh, Module Usage, Upgrade Opportunities
• Key Channel enabler
Big Data Sales Tools

PIPELINE HEALTH DASHBOARD

- Consistent daily snapshot of pipeline metrics
- Shows pipeline growth, velocity of deals, comparative periods, overall health
- Used daily by management team and the field
- Ensure we have adequate pipeline to reach revenue growth targets
Big Data Sales Tools

**PREDICTIVE WHITE SPACE ACCOUNT SCORING**

- Provides recommendation and scoring to target net-new customers
- Reduces time spent evaluating whitespace accounts by ranking the top likely F5 customers based on their score
- Big step forward in furthering the goal of territory optimization
- Rolling out to teams in FYQ2
Key WINS
## Major Customer Win – ACE Replacement Plus Security

| Products                      | Qty 4 VPR4800 with 4340 blades running LTM, ASM & AAM  
|                              | Qty 4 VPR4800 with 4340 blades running LTM, AFM & IPI  
|                              | Qty 2 BIG-IP4200v with ”Better” bundle  
| Value                         | Premium (production) & Standard (non-production) support services  
|                              | Professional implementation services delivered by Guardian Partner  
| Customer Business Challenges  | $4M for first two orders combined (ACE Replacement and DDOS)  
| Why F5 Won                    | Migrating off of ACE infrastructure  
|                              | On-going issues related to security breaches, HIPPA compliance  
|                              | Inadequate defense measures, on going DNS and DDoS attacks  
|                              | The need for standardization and consolidation  
|                              | Demonstrated technical excellence superior performance  
|                              | Could consolidate ADC and Security in Single Platform  
|                              | Guardian Partner’s relationship with customer’s Information Security Group  
|                              | We had a stronger overall solution vs Citrix  

© F5 Networks, Inc
# Major Customer Win – Service Provider

<table>
<thead>
<tr>
<th>Products</th>
<th>BIG-IP 10000s x100 in phase 1, possible additional 100 units in phase 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Services</strong></td>
<td>L1-L3</td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td>$4.8M in phase 1, possible additional $4.8 in phase 2</td>
</tr>
</tbody>
</table>

**Customer Business Challenge**
- Customer needed a solution to optimize smart phone traffic to and from the internet
- Initially customer was hesitant to adopt traffic steering/optimization solution
- Due to huge increase in smartphone traffic they finally decided to implement this solution

**Why F5 Won**
- Deep account penetration and communication with the Customer’s core team
- Initial performance requirements met, additional benefit of upgrading performance to 10200v platform
- Close cooperation with the SI partner who could offer a proven optimization solution from partnership with F5 in different SP customer
- Flexible traffic handling (iCall and iRules used for adaptive Traffic Steering)
- Plan for TCP optimization on BIG-IP in second phase of the project
- Same customer has also purchased AFM for Firewall solution in different system
## Major Customer Win – SP Firewall

<table>
<thead>
<tr>
<th>Products</th>
<th>(90) AFM 5200’s w/ BigIQ 7000-M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>3500+ hours Consulting Services, On-Site Training, Premium Plus</td>
</tr>
<tr>
<td>Value</td>
<td>2x $2.5M</td>
</tr>
</tbody>
</table>
| Customer Business Challenge | • EOL Check Point FW’s, underperforming, and costly to maintain  
• Data Center Footprint at a Premium, Explosive Growth  
• Multiple version of code being managed, many of which are not up to standard levels  
• No v6 Support, lack of virtualization, inefficient NEC Environmentals (power, space, cooling) |
| Why F5 Won | • Reduce Footprint from 9u to 1u, 75% power savings  
• Performance allows them to handle huge growth requirements  
• Standard Code Base and Operations methods consistent with BIG-IP implementation  
• Professional services to assist and complete the migration in a timely manner, off-loading Ops Team |
# Major Customer Win – Traffix

<table>
<thead>
<tr>
<th>Products</th>
<th>Traffix SDC Diameter - Phase 1 (IPX January/2014) + Phase 2 (Wi-Fi Offloading June/2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>Project Management, Implementation and Consulting Services</td>
</tr>
<tr>
<td>Value</td>
<td>$1044K Traffix plus $375K BIGP</td>
</tr>
</tbody>
</table>
| Customer Business Challenge | • Customer Entering 2 New Markets: IPX and WIFI Roaming  
| | • IPX: Needed Standard way to facilitate LTE Roaming amongst different providers  
| | • WIFI: needed roaming authentication bridging WIFI with 3G/LTE                   
| | • DDoS and Access Protection for Both Services                                  |
| Why F5 Won | • F5 Could Provide Highest Performing, most Functional Diameter Implementation that could solve both business cases  
| | • SDC WIFI Authentication Module                                               
| | • Combination with BIGP AFM provided Needed DDoS protection                     
| | • Desire to work with Top DRA provider – experience with implementations      
| | • Great ITC visit, the customer was highly impressed                           |
# Major Customer Win – SDN Solution

<table>
<thead>
<tr>
<th>Products</th>
<th>2x VIPRION C2400 + 2xVPR Best Licenses + 4xBLADES B2250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>$380K includes 170 Days of On-site Consulting</td>
</tr>
<tr>
<td>Value</td>
<td>$438K, more than $1.5M in Follow On Business</td>
</tr>
</tbody>
</table>
| Customer Business Challenge | Increase productivity & revenue by  
  • Increasing Application SLA: Take Application Control/ Ownership back  
  • Shortening application deployments |
| Why F5 Won | • Exec Sponsorship  
  • SDN features, integration and ecosystem with Microsoft  
  • Cross Theater coordination – Joint actions on all entities  
  • Security and Consolidation opportunity due to Cisco’s LB decision  
  • F5 Synthesis – scale, secure, monetize |
# Major Customer Win – Subscription-Based Malware Protection

<table>
<thead>
<tr>
<th>Products</th>
<th>Websafe &amp; Mobilesafe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>WebSafe and MobileSafe for all customer business units (7 countries)</td>
</tr>
<tr>
<td>Value</td>
<td>$1.6M - 2 year Subscription</td>
</tr>
</tbody>
</table>
| Customer Business Challenge | • Multi Country EMEA Bank under heavy attack for 18 months  
|                | • Substantial monetary losses due to Fraud                                             |
|                | • ECB (European Central Bank) recommendations for Malware detection on customer side |
| Why F5 Won     | • Successful POC and production Pilot – live attacks during POC                      |
|                | • Good detection rate for Malware and Phishing attacks                                |
|                | • Stopping ~3 attacks a day, over 1000 each year                                      |
|                | • Multiple Countries, Clientless Implementation. No Changes to Their Web Site         |
# Major Customer Win – Cloud-based DDoS Protection

<table>
<thead>
<tr>
<th>Products</th>
<th>Silverline DDoS Protection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>NA</td>
</tr>
<tr>
<td>Value</td>
<td>$90,000 per Year</td>
</tr>
</tbody>
</table>
| Customer Business Challenge | • Frequent, often weekly DDoS attacks  
|                   | • Unhappy with existing solution: Prolexic’s Incomplete Reporting & Poor Customer Service |
| Why F5 Won        | • Deep DDoS experience of team  
|                   | • Transparent communication and reporting capabilities before, during and after DDoS attacks  
|                   | • Proprietary DDoS scrubbing technology |
## Major Customer Win – DoD VE Private Cloud and SDN

<table>
<thead>
<tr>
<th>Products</th>
<th>BIG-IP VE 10Gbps Best ELA and BIG-IQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services</td>
<td>F5 Implementations and Consulting Services</td>
</tr>
<tr>
<td>Value</td>
<td>$1.5M ELA and $200k+ in services</td>
</tr>
<tr>
<td>Customer Business Challenge</td>
<td>[List of challenges]</td>
</tr>
<tr>
<td>Why F5 Won</td>
<td>[List of reasons why F5 won]</td>
</tr>
</tbody>
</table>

### Why F5 Won
- Synthesis vision, open standards and programmability, and F5 industry partnerships
- F5 partnership and integration support for both VMWare NSX and Cisco ACI
- F5 delivery of traditional firewall and web application firewall capabilities (Bought BEST)
- Our ability to rapidly construct a volume licensing consumption model
- F5 support for SAML and advanced DoD authentication requirements
- Our DoD certifications (UC APL, Common Criteria, FIPS)
Solutions for an application world.
Service Revenue

YEAR | MILLIONS
--- | ---
2008 | 197
2009 | 247
2010 | 321
2011 | 430
2012 | 559
2013 | 682
2014 | 796
Deferred Service Maintenance Revenue

MILLIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (in millions)</td>
<td>20</td>
<td>50</td>
<td>75</td>
<td>100</td>
<td>125</td>
<td>150</td>
<td>175</td>
<td>200</td>
<td>500</td>
<td>650</td>
</tr>
</tbody>
</table>
iHealth Uploads and AskF5 Views

PERCENTAGE GROWTH FROM Q4 FY12 TO Q4 FY14

38% Units Under Service Obligation

59% Unique AskF5 Pages Viewed

28% Total Cases Opened

181 QKview Uploads to iHealth
DevCentral

165,000  DC Membership (Up 33% YoY)

421  iRules in Codeshare

600,000+  Technical Article Views
CUSTOMER SATISFACTION
Global Customer Satisfaction Year-over-Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2010</td>
<td>9.3</td>
</tr>
<tr>
<td>FY2011</td>
<td>9.3</td>
</tr>
<tr>
<td>FY2012</td>
<td>9.2</td>
</tr>
<tr>
<td>FY2013</td>
<td>9.2</td>
</tr>
<tr>
<td>FY2014</td>
<td>9.2</td>
</tr>
</tbody>
</table>
FY14-Q4 Professional Services Customer Satisfaction

- Scheduling process: 8.77
- Professionalism: 9.45
- Punctuality: 9.61
- Attention to Detail: 9.34
- Skill Level: 9.30
- Overall Satisfaction: 8.95
GLOBAL

SERVICES SALES
• Turnkey end-to-end solutions
• Tight integration with incumbent PCRF provider
• Diameter routing nodes, geographically redundant
• Support all Policy traffic (Gx)
• Competitive displacement of Oracle/Tekelec

Results

$9.1M Product
$1.9M Consulting
$1.4M Maintenance
CABLE TV OPERATOR

- Carrier grade platform delivers flexibility and programmability
- Lower cost than traditional carrier grade vendors
- Deployed PEM, CGNAT, GTM, AFM, and LTM
- Strong collaboration with Dimension Data and Cisco

Results

$1.8M Product
$176K Consulting
LEADING FINANCIAL INSTITUTION

• Accelerated refresh of F5 environment
• Realized a 3 year cost reduction of $13M
• Introduce flexibility of incorporating a hybrid model as future phases are fully deployed.
• Competitive win against A10

Results

$1.5M Consulting Services & Training

$7.7M to F5 including PS Services and Support. (3.6M P&I)
PERSONAL LINES INSURER

- F5 Emergency Response Team engaged
- Provided plan for APM deployment
- Rolling out SAML integration
- Services driving Best module adoption

Results

$4M Product
GLOBAL FINANCIAL SERVICES FIRM

- On-going Cisco ACE migration
- Project Definition Workshop ensures alignment across worldwide data centers
- Deployed ASM for credit card processing
- IP harvested into Migration Tool

Results

$5.625M Including PS Services and Support. ($4.5M P&I)
Silverline – Delivering Cloud Based Services

Strategy
- Provide incremental revenue selling hybrid BIG-IP fabric via existing channels.
- Develop new revenue streams selling Silverline “a la carte” through cloud and SP channels.

Value Proposition
- Cloud Based offerings delivering flexible best in class services
- Hybrid model complimenting F5 on premise products & solutions
- Innovation, technical leadership and Product development

Differentiation
- Enhance F5 ‘On Premise’ products and solutions
- Single vendor Hybrid offering
- Present Opex vs Capex options
- Seamless experience of hybrid deployment and management
- F5 customer satisfaction culture >9.0
Vision of Success

- Deliver robust service delivery infrastructure
- Achieve/exceed incremental revenue / margin goals for all Silverline services
- Positive acceptance from customers, partners and analysts
- Utilizes all available F5 products in delivery mechanisms
- Achieves >9.0 customer satisfaction for all Silverline services
- Delivery product pull through of revenue value
UNITY Partner Support Re-Launch

• Rewards for coverage of support services
  • Solution sales and the percentage of support services Partners deliver.

• Technologies will be more accessible
  • Partners can sell and deliver support to the full breadth of our product areas.

• Recognizing Partners performance with generous rebates
  • The better they sell and deliver support services, the greater the rewards.
UNITY Partner Support Program

Simplicity
- Easier to sell and deliver services
- Free up F5 resources

Profitability
- Higher rewards and earning potential
- Increase F5 product sales

Visibility
- Ability to compete based on value and performance
- Grow top organizations
GUARDIAN
PROFESSIONAL SERVICES PROGRAM
GUARDIAN Professional Services Program Benefits

**Educate**
- Early access to technical training
- Access to PS technical forum assets
- Discount on F5 technical training

**Enable**
- Bill of materials for packaged offerings
- On-request access to F5 PS assistance
- Price break on certification exams

**Endorse**
- Visibility on F5 website
- Incentives for co-branded success stories

**Elevate**
- Access to best practices
- Joint media opportunities
GUARDIAN PS FY15 – Accelerate Adoption

• Grow membership from 16 – 55 Partners – Triple the membership
• Management and execution transitioned to the field
• Identified key strategic Partners WW to develop into the Program
• Continue to listen and develop program to support F5 strategic direction
PS Strategic Initiatives FY2015

**TECHNOLOGY**

- **Strategic Alliances**
  - Cisco
  - VMWare

- **Emerging Technologies**
  - Silverline
  - Cloud
  - SP

**PORTFOLIO**

- Workshops
- Assessments
- Upgrades & Migrations
- GBB module adoption

**CHANNEL**

- Increase number of GUARDIAN partners
- Enhance GUARDIAN Program
- Relationship
- Training
- Promotion
- Utilization

**OPERATIONS**

- Certifications
- Consultant Development
- Extend SOC
- Remote Services
- External PS Delivery Partners
- Drive Efficiency (PSA Tool)

**SALES**

- Strategic Account Focus
- Engagement Models
- Sales Channels
- Skills
- Margins
CUSTOMER SATISFACTION
FINANCIAL RESULTS
BUSINESS MODELS
PARTNER GROWTH
FY15 GLOBAL SERVICES PRIORITIES
Solutions for an application world.
F5 Alliances

Calvin Rowland
SVP Business Development
F5 Synthesis Partner Ecosystem

SDN
- Arista
- Cisco
- Dell
- HP
- Microsoft
- VMware

Cloud
- Amazon Web Services
- BlueLock
- Cisco
- IBM
- Oracle
- Rackspace
- VMware

Security
- HP
- Oracle
- Splunk
- Webroot
- Websense

Orchestration
- HP
- OpenStack

Application
- IBM
- Microsoft
- Oracle
- SAP
- Samsung

Service Provider
- Alcatel-Lucent
- Ericsson
- NEC
- Nokia
- Samsung

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<table>
<thead>
<tr>
<th>SDN</th>
<th>Cloud</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cisco Application Policy Infrastructure Controller (APIC), UCS Director (UCSD)</td>
<td>HP Intelligent Management System (IMC), VAN Resource Automation Manager</td>
<td>SourceFire</td>
</tr>
<tr>
<td>HP</td>
<td>Intercloud</td>
<td>Atalla, ArcSight, Tipping Point, WebInspect</td>
</tr>
<tr>
<td>Microsoft</td>
<td>Enterprise Cloud Services (ECS)</td>
<td></td>
</tr>
<tr>
<td>VMware</td>
<td>Hyper-V System Center Virtual Machine Manager (SCVMM)</td>
<td>Office 365</td>
</tr>
<tr>
<td></td>
<td>Azure, Cloud Platform System (CPS)</td>
<td>vCloud Air</td>
</tr>
<tr>
<td></td>
<td>vCloud Automation Center (vCAC), AirWatch, Horizon (VDI)</td>
<td></td>
</tr>
</tbody>
</table>
SDN
Completing the SDN Stack

Software-Defined Data Center

- Application Plane
- Control Plane
- Virtual Networks
- Data Plane

SDN Controller

OPEN REST APIs

- NVGRE
- VXLAN
- ETC...

Service Chaining

- Service Chaining

Layer 2-3 Layer 4-7

BIG-IQ

- BIG-IQ Device™
- BIG-IQ Security™
- BIG-IQ Cloud™

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Cisco ACI + F5 Integration

- Applications
  - SDAS SERVICES
    - Data Plane
    - Control Plane
    - Management Plane
  - Programmability
- Virtual Edition
- Appliance
- Chassis
- ACI Fabric
HP IMC/VAN and F5 Management Integration
Automated policy-based single pane management from app-to-network-to-user

- **Characterize**
  Instantly identify all converged infrastructure requirements

- **Virtualize**
  Virtualize application, network, and server resources

- **Orchestrated**
  Rapidly deploy application, network, and system configurations
Hyper-V Network Virtualization Gateway

- **Market Situation**
  - HNV is the Microsoft’s SDN technology comes with Windows Server 2012 R2
  - L4-7 Services need to be implemented in HNV environment

- **Customer Benefit with F5**
  - F5’s HNV gateway enables L4-7 services for tenants’ network
  - High performance and scalability
  - Integration with System Center automates VM network changes
F5 Reference Architecture for VMware NSX

- Operational agility at the network services (Application Delivery Networking [ADN]) layer
- Operational agility for application-specific services for acceleration, availability, and security (a rich Layer 7 protocol)
- Delivering a consistent consumer experience without consuming IT resources better spent on strategic projects
Cloud & Hybrid Cloud
Hybrid Cloud - Simplify. Scale. Secure.

Tier 1: Global DNS and Protecting L3-4

Tier 2: App Delivery and AAA

Tier 3: Database

Physical Data Center

Virtual Data Center

Cloud Hosting Provider

- Big-IP Platform
- IP Intelligence (IP) Module
- WAN Optimization
- Virtual network encapsulating technologies (VXLAN and GRE)

Hybrid Infrastructure

- Global DNS Services + Network Firewall Services
- Application Availability + Health Authentication
- Directory Services
- Database

Corporate Users

- Can inspect SSL at either tier

Remote Employees

- Attackers

SaaS Provider

- Office 365

Generic Platform

Distributed DNS/SSLB

Virtual Editions:
- VE
- AFM
- GTM
- APM
- LTM
- AAM

- BIG-IP Advanced Firewall Manager
- BIG-IP Global Traffic Manager
- BIG-IP Access Policy Manager
- BIG-IP Local Traffic Manager
- BIG-IP Application Acceleration Manager

Simplified Business Models:
- GOOD
- BEST
- NEXT
Azure Virtual Networking

• Market Situation
  • 57% of Fortune 500 uses Azure
  • 300K+ Active Websites
  • 250K+ customers use Azure and adding 1000+ new customers everyday

• Customer Benefit with F5
  • Provides Secure VPN Tunnel to Azure for Hybrid deployment
  • Expands L4-7 services to the applications running on Azure (F5 is running on premise)

Utilizing F5 LTM and IPsec, organizations are able to secure and manage the traffic between on-premise data centers and the cloud via the network.
How F5 BIG-IP GTM Works with vCloud Air

- **How is it deployed in VMware vCloud Air?**
  - 1 GTM deployed onsite
  - 1 GTM VE deployed in vCloud Hybrid Service
  - GTMs configured as Global Sync Group
  - Can monitor both LTMs in data center and web servers from vCloud Hybrid Service.

- **Continuous data replication between on prem and vCloud Hybrid service**
  - Routes global app traffic to keep pace with changing network & user volumes
  - Directs users to nearest data center to provide best application experience
  - Routes traffic according to business policies.

- **How does Failover work?**
  - User Connects to FQDN which is a Wide-IP on GTM
  - GTM monitors both primary and remote sites for application availability
  - If primary site no longer available, GTM seamlessly redirects user to failover location in vCloud Hybrid Service.
Office 365

- SAML to SaaS
- Policy Driven
- 24/7 Secure Collaboration
- No ADFS Requirement
Converged Systems
Converged Systems with F5 Services
FlexPod Data Center with ACI + F5 BIG-IP LTM

**Demonstrates:**

- FlexPod with ACI infrastructure, design and deployment of UCS, ACI & NetApp Clustered Data ONTAP
- L4-L7 Service Integration with F5 BIG-IP LTM
- Migration of Standalone FlexPod to Fabric mode
- Manual configuration

**Key Use cases:**

- Day 0 deployment (manual)
- Tenant On-boarding
- Tenant ACI Multi-Tenancy & Storage
- Virtual & Physical Compute

**Components:**

- Nexus 9000 Fabric
- APIC
- UCSM 2.2 (El Capitan)
- vSphere 5.1 u1
- F5 BIG-IP LTM
- NetApp FAS 8000 with CDOT 8.2.1
- OnCommand System Manager
- NetApp Snap Manager

Bringing F5 + ACI L4-L7 Integration benefits to FlexPod Data Center
F5 BIG-IP VCE Vblock Ready Certification Status

“Superna certifies that the F5 BIG-IP is Vblock Ready™. Superna has tested the product on Vblock Systems, verified the product does not result in degradation of Vblock platform performance or availability, and the product has met the jointly agreed upon entrance, integration, and interoperability criteria.”

- Vblock Ready™ Certification Test Plan Report For F5 BIG-IP

- F5 BIG-IP Platform is now VCE Vblock ready certified!
- BIG-IP compatibility with the Vblock infrastructure certified by Superna, third party provider of certification services that help IHV and ISVs develop data center solutions for VCE, EMC, VMware, HP, Brocade and Qlogic technologies.
- Certification demonstrates successful integration of F5 BIG-IP and VCE Vblock platform with an operationally clean, running Vblock producing no errors or performance degradations.

Vblock Ready Product Catalog

<table>
<thead>
<tr>
<th>Partner</th>
<th>Category</th>
<th>VM/OVF</th>
<th>Product</th>
<th>Certification</th>
<th>Date</th>
<th>Vblock</th>
</tr>
</thead>
<tbody>
<tr>
<td>F5</td>
<td>Application Delivery Controller</td>
<td>VM/OVF</td>
<td>F5 BIG-IP v11.5.0 (Virtual Appliance), F5 BIG-IP v11.5.1 (Hardware Appliance)</td>
<td>Vblock Ready Certified</td>
<td>Aug 2014</td>
<td>Vblock 700 MX</td>
</tr>
</tbody>
</table>
HP CloudSystem

• Key differentiators
  • Single services view across private, public & hybrid cloud
  • Multi-hypervisor, multi-OS, heterogeneous infrastructure
  • Intelligent automation and lifecycle management; application-to-infrastructure
  • Scalability & elasticity
Microsoft - Cloud Platform System (CPS)

• Market Situation
  • Integrated Systems is a $4B market (2013) growing at more than 60% YOY (IDC)

• Customer Benefit with F5
  • High availability and Scalability for both the tenant applications and the management cluster
  • Single management experience through F5 integration with System Center
  • Simplified procurement, deployment, support experience

Integration with System Center for provisioning of F5 Services
Conclusion
Ecosystem – Functional View

### SDAS Services
- DDoS
- AIM
- SSL
- WAF
- Anti-Fraud
- SSO

### BIG-IP
- Traffic Mgmt.
- AIM
- SSL
- WAF
- SSO

### Virtual Editions
- LineRate

### Orchestration
- APIC
- vCO
- SCVMM
- OpenStack
- IMC

### Network
- ACI
- HNV
- CPS
- VCW
- Azure
- AWS
- NSX
- VAN
Hybrid Application Services
Solutions for an application world.
Business Model Overview / Financial Outlook

Andy Reinland
Executive Vice President and
Chief Financial Officer
F5: Fiscal Year-End Highlights
Continued Market/Technology Leader in Application Delivery Networking

<table>
<thead>
<tr>
<th>REVENUE GROWTH</th>
<th>SOLID PROFITABILITY</th>
<th>HEALTHY BALANCE SHEET</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Revenue up 17% year-over-year</td>
<td>• Non-GAAP Gross margin: 83.4%</td>
<td>• Strong cash generation</td>
</tr>
<tr>
<td>• Sequential growth throughout</td>
<td>• Non-GAAP Operating Margin: 36.4% for FY14,37.8% in Q4</td>
<td>• $549 CFO</td>
</tr>
<tr>
<td>FY14</td>
<td>• EPS $5.43, up 18% Y/Y</td>
<td>• $526 FCF</td>
</tr>
<tr>
<td>• 36% of product sales include</td>
<td></td>
<td>• Repurchased $651M of Common Stock in FY14</td>
</tr>
<tr>
<td>security; up 41% Y/Y</td>
<td></td>
<td>• $1.1 billion in cash and investments; zero debt</td>
</tr>
<tr>
<td>• Virtual edition sales up 49%</td>
<td></td>
<td>• Deferred revenue: $637 million, up 20% Y/Y</td>
</tr>
<tr>
<td>Y/Y</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FY2013 v FY2014

- **Revenue**
  - FY2013: $1,481
  - FY2014: $1,732

- **Net Income**
  - FY2013: $311
  - FY2014: $500

- **Cash Flow from Operations**
  - FY2013: $500
  - FY2014: $549

- **Headcount**
  - FY2013: 3,355
  - FY2014: 3,835
Balance Sheet Trends

**Deferred Revenue**

- $ Millions
- 1Q'12: 380
- 2Q'12: 413
- 3Q'12: 434
- 4Q'12: 447
- 1Q'13: 481
- 2Q'13: 491
- 3Q'13: 520
- 4Q'13: 531
- 1Q'14: 568
- 2Q'14: 588
- 3Q'14: 617
- 4Q'14: 637

**DSO**

- Days
- 1Q'12: 52
- 2Q'12: 49
- 3Q'12: 49
- 4Q'12: 46
- 1Q'13: 51
- 2Q'13: 50
- 3Q'13: 50
- 4Q'13: 46
- 1Q'14: 49
- 2Q'14: 48
- 3Q'14: 50
- 4Q'14: 47

**Cash Flow from Operations**

- $ Millions
- 1Q'12: 132
- 2Q'12: 102
- 3Q'12: 113
- 4Q'12: 149
- 1Q'13: 145
- 2Q'13: 126
- 3Q'13: 148
- 4Q'13: 159
- 1Q'14: 138
- 2Q'14: 170

**Cash & Investments**

- $ Millions
- 1Q'12: 115
- 2Q'12: 1,034
- 3Q'12: 1,071
- 4Q'12: 1,195
- 1Q'13: 1,289
- 2Q'13: 1,266
- 3Q'13: 1,274
- 4Q'13: 1,235
- 1Q'14: 1,165
- 2Q'14: 1,120
- 3Q'14: 1,128
- 4Q'14: 1,128
Revenue Trends by Geography

<table>
<thead>
<tr>
<th>Quarter</th>
<th>EMEA</th>
<th>APAC</th>
<th>Americas</th>
<th>Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1Q12</td>
<td>14%</td>
<td>21%</td>
<td>59%</td>
<td>6%</td>
</tr>
<tr>
<td>2Q12</td>
<td>14%</td>
<td>21%</td>
<td>58%</td>
<td>7%</td>
</tr>
<tr>
<td>3Q12</td>
<td>15%</td>
<td>21%</td>
<td>57%</td>
<td>7%</td>
</tr>
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<td>5%</td>
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<tr>
<td>2Q13</td>
<td>16%</td>
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<td>3Q13</td>
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</tr>
<tr>
<td>1Q14</td>
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<td>24%</td>
<td>56%</td>
<td>5%</td>
</tr>
<tr>
<td>2Q14</td>
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<td>24%</td>
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<td>6%</td>
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<td>3Q14</td>
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<td>5%</td>
</tr>
<tr>
<td>4Q14</td>
<td>14%</td>
<td>22%</td>
<td>59%</td>
<td>5%</td>
</tr>
</tbody>
</table>

$ Millions

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Security Attach Rates

Security products included
No security products included

FY13 Product Revenue
- 30%
- 70%

FY14 Product Revenue
- 36%
- 64%

41% Y/Y

ASM, APM, AFM, Versafe, SWG, IPI, Defense.net, Security bundles, "Better", "Best"

LTM, GTM, PEM, CGNAT, Traffix, LineRate, Acceleration bundles, etc
Headcount

- Total HC: 3,835
- Net Change: 480 Y/Y
- +14% Y/Y

- FINANCE/OPS: 387 (10%)
- MANUFACTURING: 52 (1%)
- SALES (QUOTA): 414 (11%)
- SALES (SUPPORT): 719 (19%)
- MARKETING: 210 (5%)
- PRODUCT DEVELOPMENT: 1,055 (27%)
- PROFESSIONAL SERVICES: 998 (26%)
# 4Q14 Results / 1Q15 Targets

<table>
<thead>
<tr>
<th></th>
<th>Q4 Results</th>
<th>Q1 Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$465.3</td>
<td>$460 – 470</td>
</tr>
<tr>
<td>Gross Margin (GAAP)</td>
<td>82.4%</td>
<td>~ 82%</td>
</tr>
<tr>
<td>Operating Expenses (GAAP)</td>
<td>$235.8</td>
<td>$245 – 253</td>
</tr>
<tr>
<td>EPS (GAAP)</td>
<td>$1.26</td>
<td>$1.10 – 1.13</td>
</tr>
<tr>
<td>EPS (non-GAAP)</td>
<td>$1.57</td>
<td>$1.46 – 1.49</td>
</tr>
<tr>
<td>Cash Flow from Operations</td>
<td>$170</td>
<td>&gt; $180</td>
</tr>
<tr>
<td>Tax Rate (GAAP)</td>
<td>37.2%</td>
<td>38.5%</td>
</tr>
<tr>
<td>Tax Rate (Non-GAAP)</td>
<td>34.5%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Headcount (Net Increase)</td>
<td>90</td>
<td>100 - 125</td>
</tr>
</tbody>
</table>

Dollar amounts in millions except EPS
FY15 Planning Assumptions

- **Revenue growth**
  - Year over year product revenue growth throughout FY15
  - Sequential revenue growth throughout year off of Q1 base, with traditionally strong second half

- **Non GAAP Gross Margins**
  - 83-84% range

- **Non GAAP operating margin**
  - Similar pattern as FY14
  - Mid 30s range first half, increasing through second half

- **Stock-based compensation expense**
  - Q/Q Increase of $5-7M in Q2, Q3 & Q4 consistent with Q2 levels

- **Capital expenditures**
  - Approximately $6-12 million per quarter for ongoing infrastructure investments
  - Additional capex of $15-20 in second half specific to facilities expansions in San Jose and Tel Aviv

- **Annual tax rates**
  - GAAP: 38.5%; Non GAAP: 35.5%
  - Rates do not assume extension of R&D tax credit
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