

F5 Launches Application Delivery and Security Platform

EMA IMPACT BRIEF



Abstract/Summary

F5 recently announced the launch of the F5 Application Delivery and Security Platform, marking a significant advancement in application delivery controller (ADC) technology. The platform combines high-performance load balancing and traffic management with advanced application and API security, effectively creating the ADC 3.0 category tailored for modern, AI-driven applications. As organizations increasingly adopt AI technologies, the new platform aims to address the rising complexity, cyber risks, and management challenges IT teams face. F5's innovative offerings, including the F5 AI Gateway and enhanced operational tools, emphasize their commitment to simplifying enterprise operations while enhancing security in hybrid multi-cloud environments.

Context/Background

As organizations across various sectors rapidly adopt artificial intelligence to drive efficiency and innovation, they are simultaneously confronted with unprecedented complexities in managing their IT infrastructure. According to F5's upcoming 2025 "State of Application Strategy" report, 96% of organizations are in the process of deploying AI models, with the expectation that 80% of all applications will soon be AI-enabled. The need for robust, efficient, and secure application delivery platforms has never been more pressing, particularly as applications evolve to handle sophisticated AI workloads.

In this landscape, organizations grapple with an increasing volume of data and intricate traffic patterns, positioning them for potential operational strains and elevated cybersecurity threats. Traditional solutions often fall short, requiring businesses to deploy multiple point solutions that lack integration, lead to operational inefficiencies, and create silos within IT practices.

Moreover, the increasing hybridization of IT environments—comprising on-premises data centers, virtual assets, multiple public cloud solutions, and SaaS offerings—exacerbates this challenge. A coherent strategy to unify disparate capabilities into a single platform becomes essential. F5's introduction of the Application Delivery and Security Platform represents a timely response to these challenges. By converging load balancing, API security, and advanced analytics



capabilities, F5 positions itself as a critical player in addressing the complexities of modern application architecture while enabling organizations to operate efficiently and securely.

Key Ramifications

The following are the key ramifications of the launch of the F5 Application Delivery and Security Platform:

- **Consolidated Management for Hybrid Environments.** The F5 Application Delivery and Security Platform offers a unified platform that streamlines management across diverse environments. IT teams can expect a drastic reduction in complexity, since they no longer have to juggle multiple point solutions. This simplification not only boosts operational efficiency, but also allows security teams to focus on higher-value tasks rather than routine maintenance.
- **Enhanced Security Posture for AI-Enabled Applications.** As AI applications proliferate, the associated cyber risks will escalate. With the integration of advanced application security capabilities, the F5 platform provides organizations with the tools necessary to proactively safeguard against emerging threats. This is particularly critical because traditional security measures may not adequately address the novel attack vectors AI-driven applications present.
- **Improved Performance Through Analytics.** The platform's built-in rich analytics enable organizations to gain valuable insights into application performance and security. By harnessing actionable intelligence, teams can optimize resource allocation and enhance application responsiveness, thus promoting a seamless user experience in an increasingly competitive landscape.
- **Automated Adaptability to Dynamic Requirements.** The introduction of fully programmable data planes allows organizations to automate the deployment and customization of application delivery functions. As business needs evolve, this adaptability ensures that companies can pivot swiftly and efficiently without extensive manual intervention, thereby accelerating innovation cycles and reducing time to market.

Conclusion

The F5 Application Delivery and Security Platform reshapes the operational landscape for enterprises amidst the growing complexity of AI technologies and hybrid infrastructures. By consolidating management capabilities, enhancing security against evolving cyber threats, providing actionable analytics, and enabling rapid adaptability to application demands, organizations can navigate the challenges facing modern IT ecosystems more effectively.



EMA Perspective

EMA was privileged to attend F5's AppWorld conference this year to see the announcement of the Application Delivery and Security Platform live. The keynote announcement from F5 President and CEO François Locoh-Donou was a masterclass of painting a picture of a company's strategic vision, going step by step to explain the F5 acquisition path and integrations that have all led to this platform and direction.

Ironically, the platform announcement was nothing new for F5, considering that they have always created, acquired, and integrated best-in-class solutions to make security better and easier for their customers. The platform is new, but it is exactly what EMA has come to expect from the industry's leader in network availability and security.

For over twenty years, F5 has been the leader in ADC innovation, responding to the urgency of integrating application delivery and security. The introduction of ADC 3.0 aligns closely with the demands of organizations that are transitioning toward AI-centric operations, ensuring that they have the requisite tools to manage the complexities that arise.

Solution providers can leverage F5's innovations to enhance their offerings, while IT managers are presented with a clear pathway to simplifying their operations amidst the dual pressures of security and performance. It is also essential for organizations to be proactive in capitalizing on these advancements, strategizing their migration to the F5 platform to future-proof their operations in a landscape where AI is set to dominate application development.

F5 continues to make significant strides in addressing the multifaceted needs of contemporary enterprises: developing a platform of best-in-class tools that will likely improve the security maturity of any organization that adopts them. The power of the F5 Application Delivery and Security Platform paves the way for operational excellence while cultivating an environment where innovation thrives amidst the complexities of an AI-driven application landscape.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading IT analyst research firm that specializes in going "beyond the surface" to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services at www.enterprisemanagement.com or follow EMA on [X](#) or [LinkedIn](#).