

F5 Revolutionizes API Security for the AI Era

EMA IMPACT BRIEF



At the forefront of innovation, F5 has unveiled a transformative leap in API security at AppWorld, the premier application security and delivery conference. With a strategic focus on the AI era, F5 announces groundbreaking capabilities that simplify the protection of applications and APIs, addressing the escalating complexity in the modern digital landscape.

Background

F5 – long known as an industry leader in application and API Security – has always recognized the imperative of simplifying cybersecurity and maximized its solutions around making security easier for the practitioner. As applications and the interfaces that connect those applications continue to grow, coupled with hybrid and multi-cloud architectures, this creates a need to shift the organization's security strategy. In F5's 2024 State of Application Strategy report, 38% of organizations surveyed are deploying apps in six different environments highlighting the security challenges that organizations grapple with when deploying APIs across these distributed environments. F5's response to this complexity involves not only safeguarding against cyber threats but also empowering organizations to manage and secure multi-cloud application environments seamlessly.

The recent announcement by F5 adds to their industry-leading, AI-ready API security solution within F5 Distributed Cloud Services. Distributed Cloud API Security will be able to secure APIs throughout their lifecycle, addressing the shortcomings of many other solutions that require multiple tools for initial development and runtime deployment. Leveraging innovations recently acquired from API security innovator Wib, F5 Distributed Cloud API Security will seamlessly integrate vulnerability detection and observability into the application development process, ensuring that risks are identified, and policies implemented before APIs enter production.



Key Ramifications

F5 Distributed Cloud Services eliminates the need for separate solutions by offering a unified API security solution. A full lifecycle API security solution that can significantly reduce the risk window for new APIs, clear governance guidance with real-time compliance reporting, comprehensive API discovery, and a single solution for both discovering and enforcing protocols, policies, and configurations from code to runtime.

This initiative addresses the complexity and importance of API security in the age of AI, providing organizations with a cohesive and robust solution to navigate these evolving challenges. Key features include:

- **Risk Reduction:** Developers and security teams can immediately identify potential vulnerabilities and provide specific, actionable guidance before deploying to production.
- **API Discovery and Documentation:** APIs are automatically discovered, including third-party and unmanaged APIs in application code, on public internet properties, or referenced in app telemetry. Distributed Cloud API Security can also begin the process of documenting those discovered APIs.
- **Single Solution for API Security:** Distributed Cloud Services offers a single platform for API discovery and policy enforcement, something that generally requires multiple, disparate tools from multiple vendors.

EMA Perspective

We are always looking for the next thing in API security: from threat analysis to API documentation to the tool that knows what you don't know. And every time, F5 rises to the challenge. They have provided leadership in API security for ages – F5 practically created API security before anyone else jumped on the bandwagon. So it is not surprising that F5 is creating a complete API security solution to address the most common challenges that organizations face when trying to address their API security problems.

Having a unified API security solution is a game changer. No longer do organizations need to purchase (and deploy, maintain, update and train for) multiple tools to achieve API security. There isn't a single developer alive who would prefer to be required to use 6-8 tools when the same results can be accomplished with one. And even better – it likely provides better security than all of those disconnected tools anyway.



EMA believes that this announcement solidifies F5's position as the industry leader in addressing API security challenges while addressing the latest AI innovations and how they will impact the security market. F5's mission to simplify security so development and security teams can focus on the business's priorities demonstrates that F5 is a powerful contender in the API security space.

About EMA

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