VENDOR VISION 2025

BLACK HAT EDITION

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IT & DATA MANAGEMENT RESEARCH,
INDUSTRY ANALYSIS & CONSULTING

F5

https://www.f5.com

Application Security, API Security

Solution Name(s): F5 Application Delivery and Security Platform (ADSP)

F5 is the global leader that delivers and secures every app. Backed by three decades of expertise, F5 built the industry's premier platform—F5 Application Delivery and Security Platform (ADSP)—to deliver and secure every app, every API, anywhere: on-premises, in the cloud, at the edge, and across hybrid, multi-cloud environments. F5 is committed to innovating and partnering with the world's largest and most advanced organizations to deliver fast, available, and secure digital experiences. Together, we help each other thrive and bring a better digital world to life.

What Sets Them Apart

F5's Application Delivery and Security Platform (ADSP) stands out in the cybersecurity market due to its unique and holistic approach. Unlike solutions focused on network perimeters, ADSP is purpose-built to prioritize the security and delivery of modern applications and APIs across multi-cloud and hybrid environments. A key differentiator is its "future-ready" stance, since F5 is a market leader in integrating NIST-recommended post-quantum cryptography (PQC) algorithms, offering end-to-end quantum-safe protections that preemptively address future threats. The platform also employs dynamic, AI-powered threat detection to adapt in real time to emerging risks, including zero-day vulnerabilities. By seamlessly integrating high-performance load balancing with robust security, F5 ADSP provides a unified, cost-effective solution that simplifies infrastructure management while ensuring unparalleled scalability and performance for securing both today's digital assets and those of the quantum era.

At Black Hat 2025, F5 is setting the standard with its ADSP, the only fully integrated platform offering end-to-end app/API security and PQC readiness. It provides comprehensive, futureproof protection against quantum-era risks, ensuring industry-leading performance and scalability from the edge to the cloud.

The EMA Perspective

F5 stands out as a leader in application security, strategically positioning itself to address the complex threat landscape of the future. The F5 Application Delivery and Security Platform (ADSP) is not merely a tool for securing apps; it is a forward-thinking solution designed to protect critical assets against emerging threats, including the looming challenge of quantum computing. F5's early and decisive integration of post-quantum cryptography (PQC) readiness sets it apart from competitors still in the experimental phase. By converging high-performance delivery with robust, AI-powered security, F5 provides a unified, scalable platform that is application-centric by design. This holistic approach ensures organizations can not only defend against today's threats, but also build resilience for the quantum era, making it a compelling choice for businesses that prioritize futureproof, end-to-end security.

About Enterprise Management Associates, Inc.

Founded in 1996, Enterprise Management Associates (EMA) is a leading IT research and consulting firm dedicated to delivering actionable insights across the evolving technology landscape. Through independent research, market analysis, and vendor evaluations, we empower organizations to make well-informed technology decisions. Our team of analysts combines practical experience with a deep understanding of industry best practices and emerging vendor solutions to help clients achieve their strategic objectives. Learn more about EMA research, analysis, and consulting services at **www.enterprisemanagement.com** or follow EMA on **X** or **LinkedIn**.

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