



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.

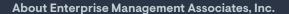
What Sets Them Apart

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 postquantum 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, future proof 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 future proof, end-to-end security.



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