



F5 Distributed Cloud for MSSP

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Agenda

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3 F5 Distributed Cloud Service Description – The What

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5 Pricing example

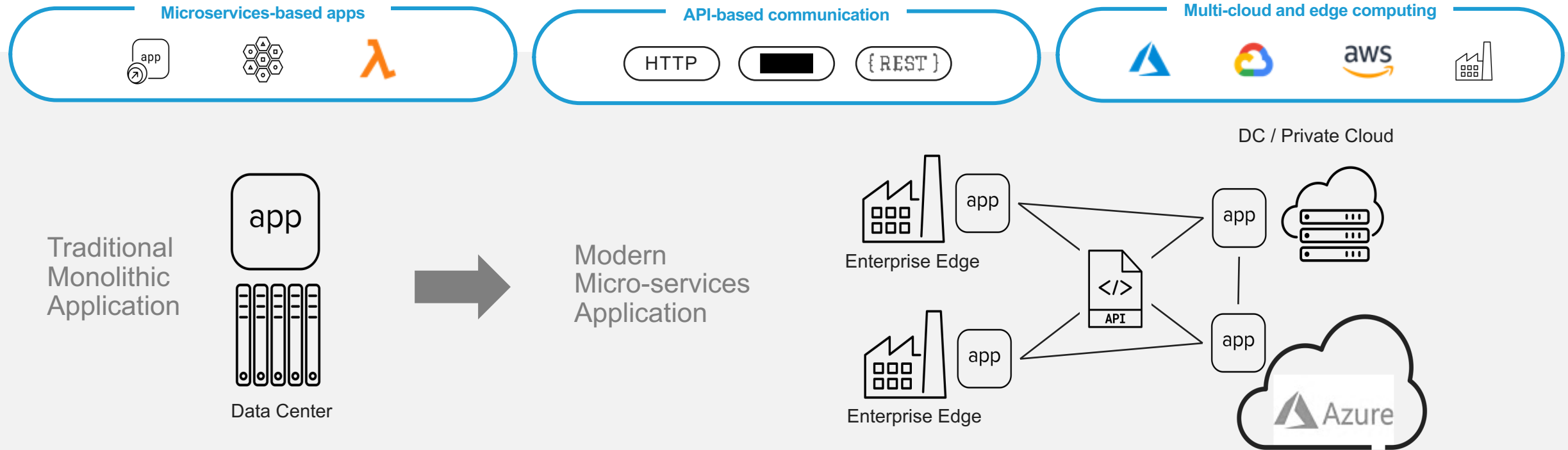
6 Key Takeaways

The Changing Application Landscape

Creating new MSSP opportunities

Fundamental Shift in How Apps Are Designed and Deployed

Decomposition and Distribution of Functionalities



Distributed Deployment

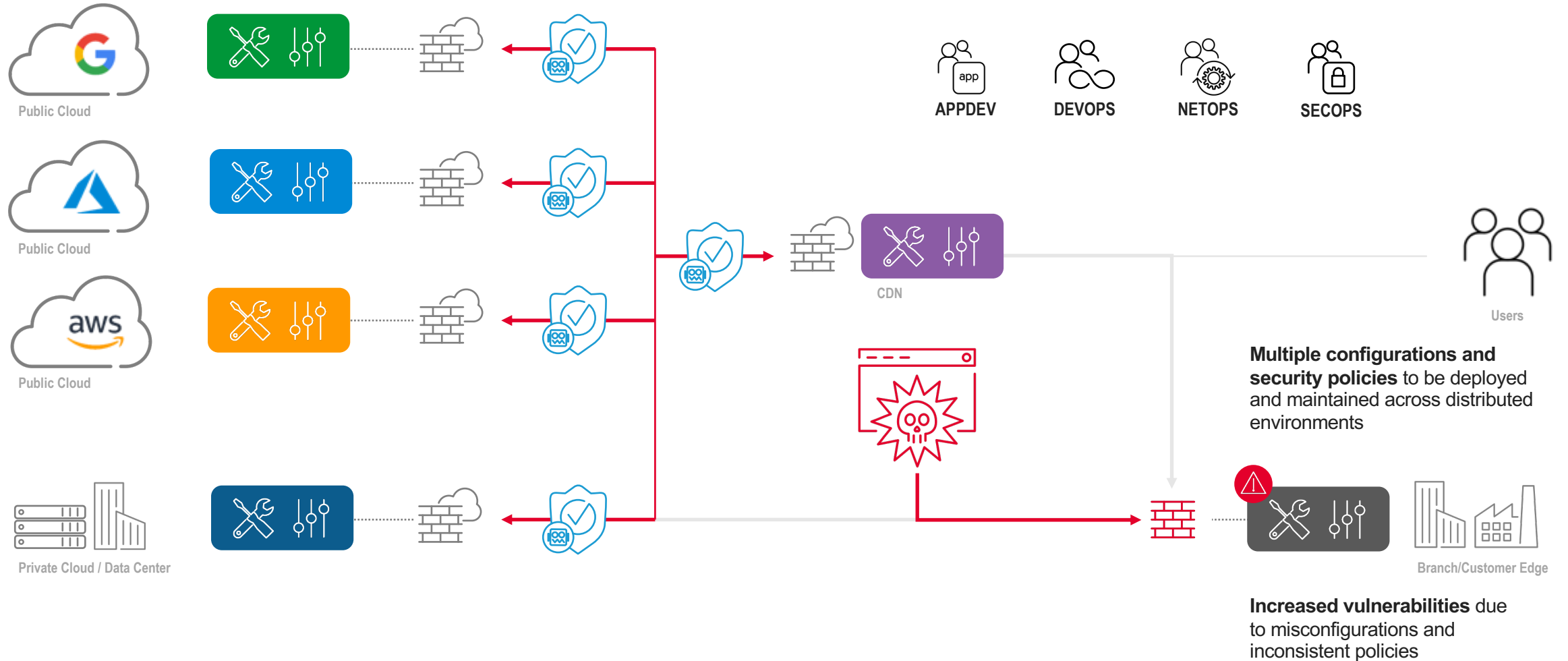


Multi-Cluster & Multi-Cloud



Secure & Inter-Connect

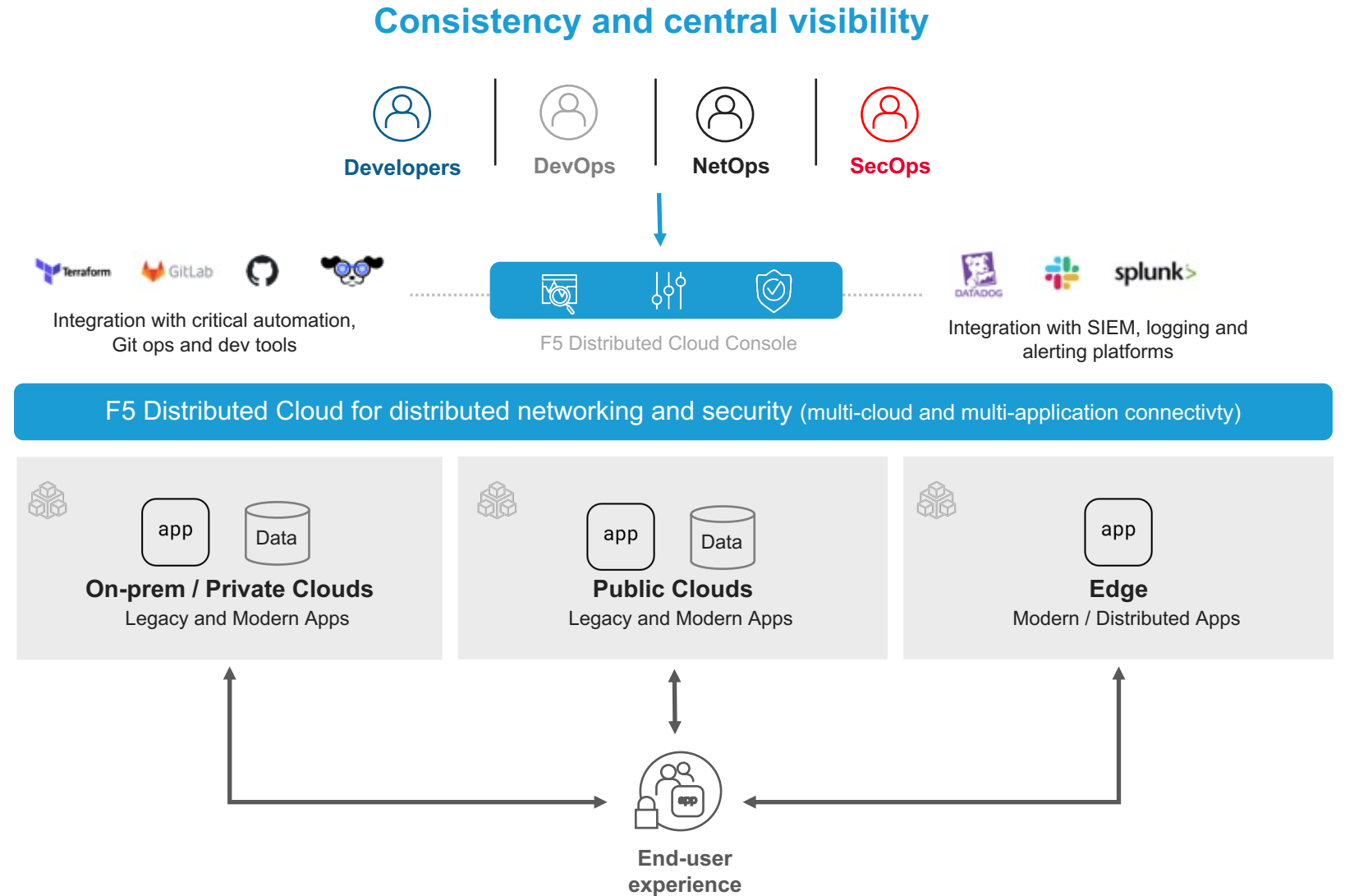
Increasing Complexity and Risk



F5 Distributed Cloud – The Platform

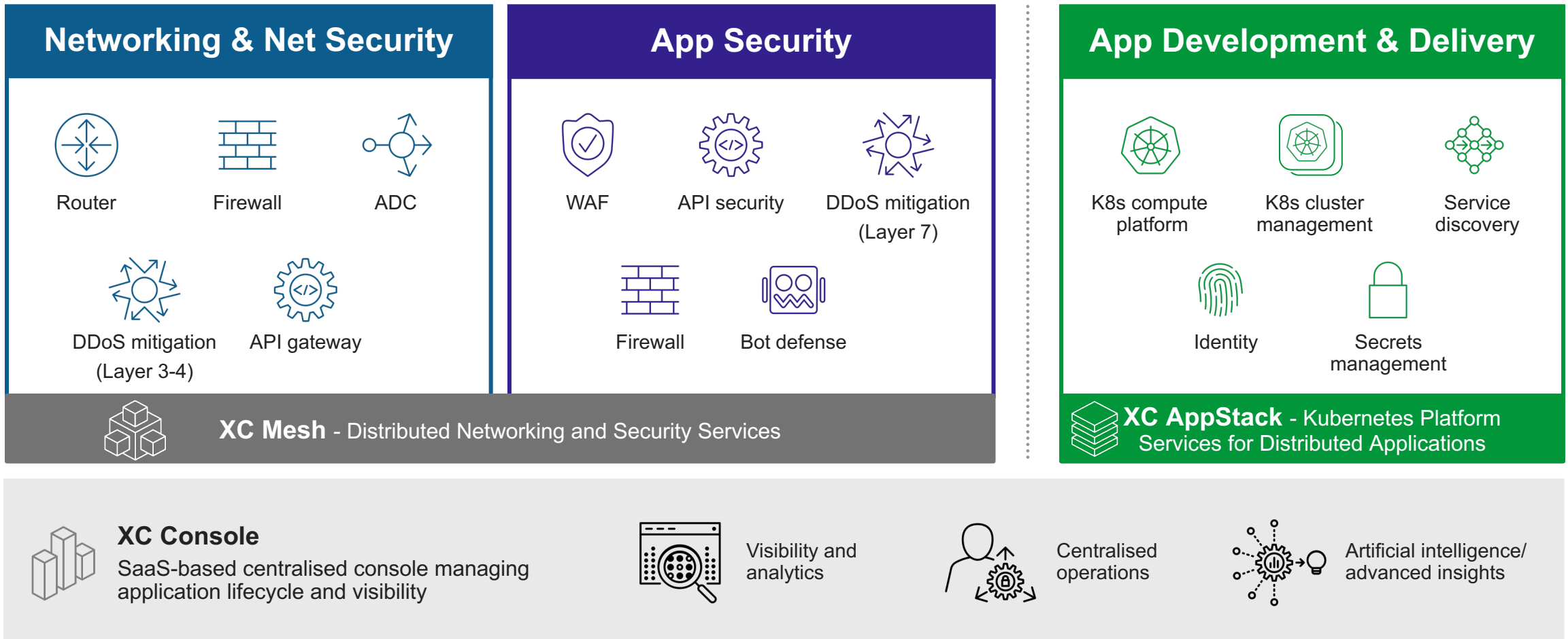
Administrate all your datacenters and clouds in a centralized manner

- Deploy infrastructure consistently across multiple clouds using IaC
- Create consistent security policies to protect your applications and APIs using a multi-layer WAAP solution
- Deploy apps and APIs using the created infrastructure and existent security artifacts
- Publish apps and APIs with common security and unified visibility and observability
- Run your workloads closer to interaction



F5 Distributed Cloud (XC) – Key Building Blocks

Understanding the critical components



F5 Distributed Cloud Service Description

Faster time to market because we build the service for you with F5's Distributed Cloud SaaS

FROM IDEA TO LAUNCH IN WEEKS NOT YEARS



Integration with Critical Automation, Git Ops and Dev Tools



CDN



Public Cloud



Private Cloud / Data Center

MSP OSS/BSS Systems

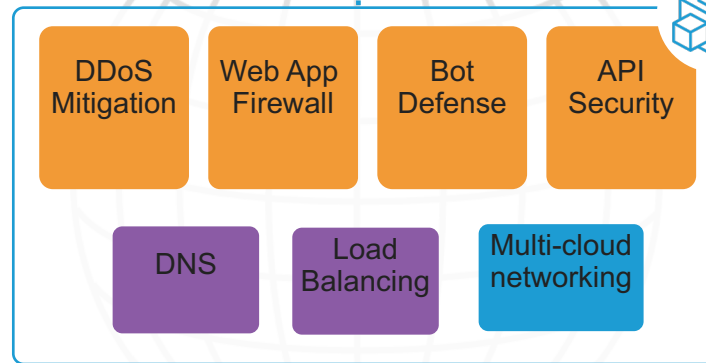
MSP Portal



F5 Distributed Cloud Console – Centralized control plane



Integration with SIEM, Logging and Alerting Platforms



F5 Global Network / SP Network

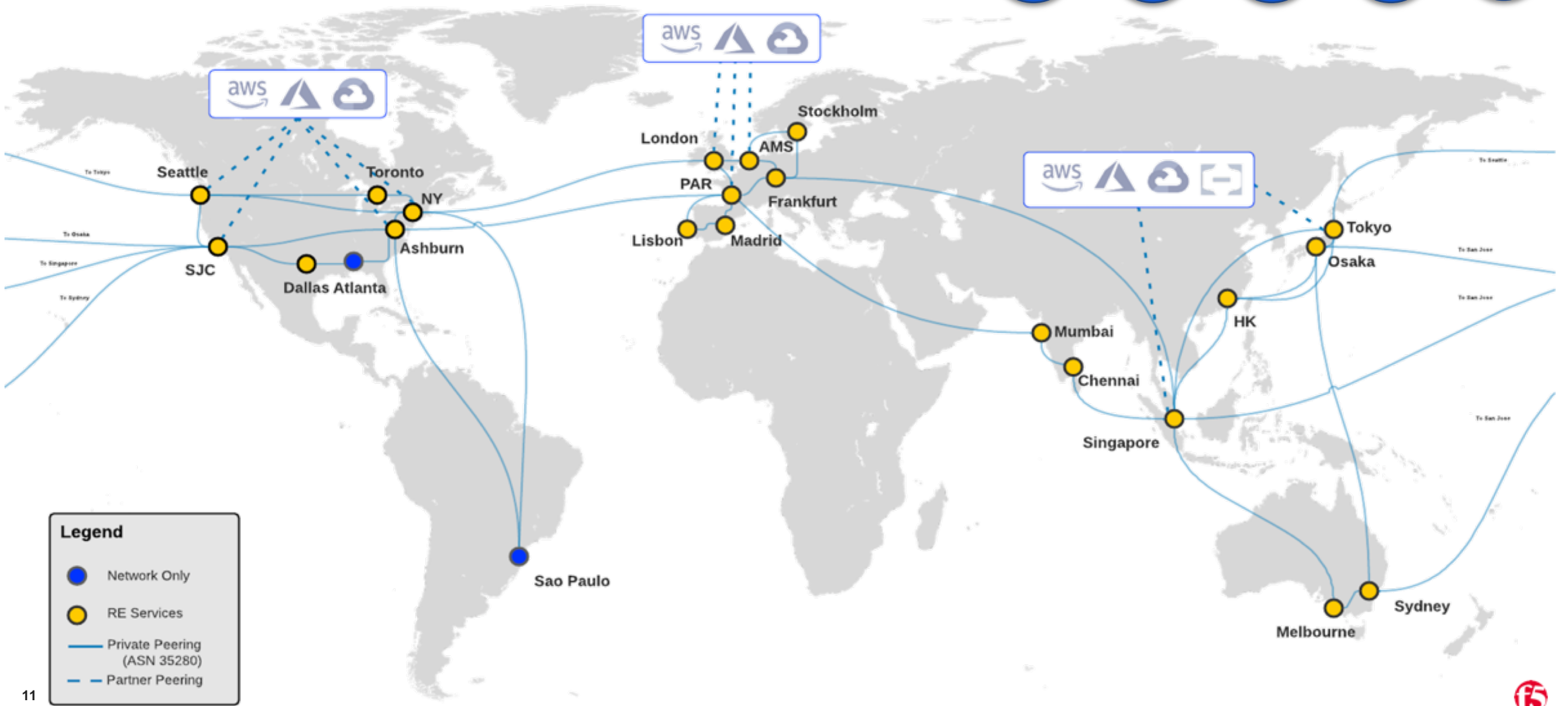


Branch/Customer Edge

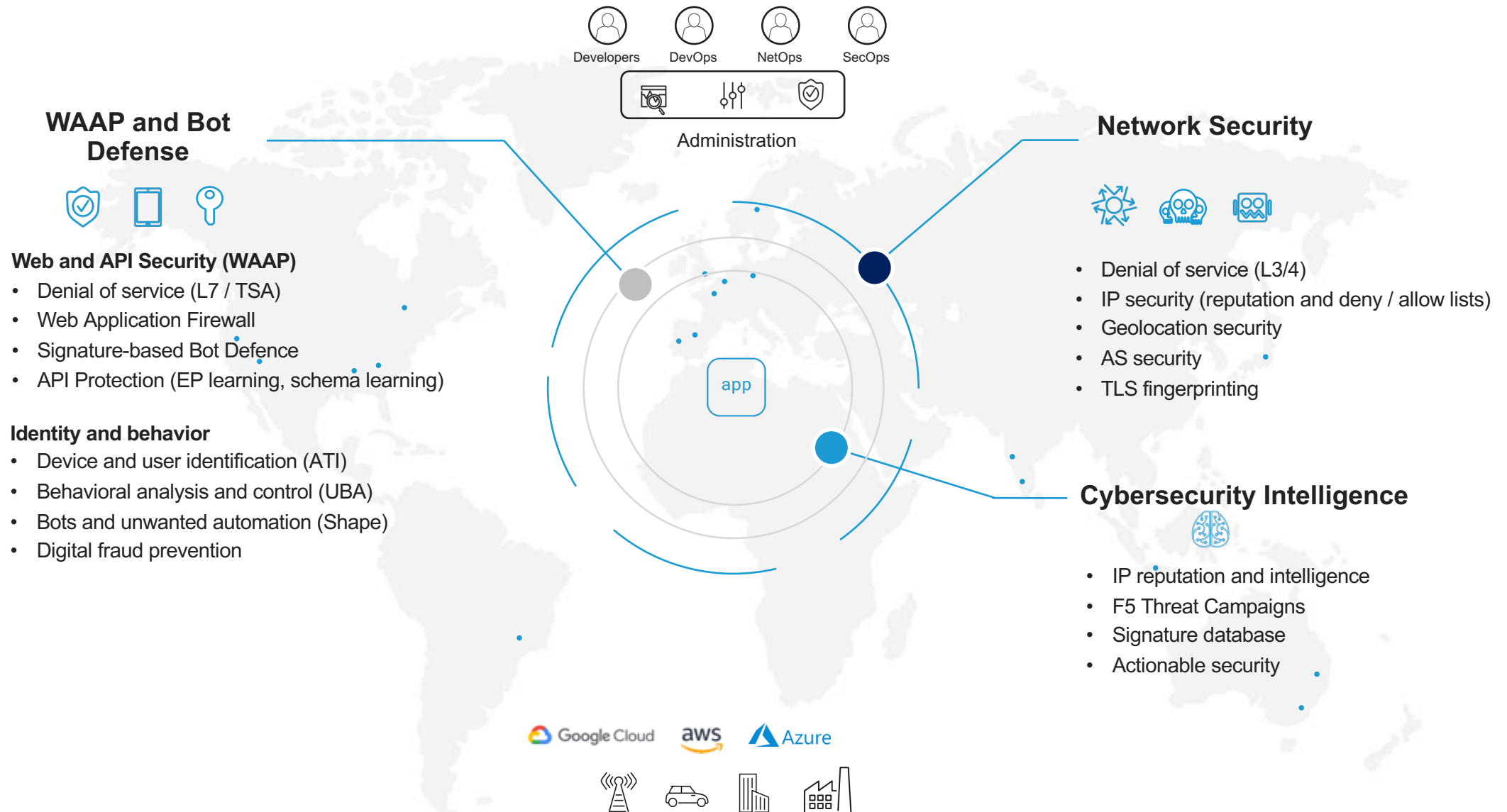
Application Delivery Network (ADN)

F5's private global network

- 24+ Edge PoPs
- 15 Metro markets
- 12+ Tbps capacity
- Multi-Tbps private backbone
- Dedicated connectivity to CSPs



Layered Security



Visibility & Actionability

Distributed Cloud Console Home

Welcome to the F5 Distributed Cloud Console

F5 Distributed Cloud Console delivers a set of networking, security, and app management services that can be used to solve various use-cases.

Common services

- Cloud and Edge Sites** > Deploy nodes in the cloud or edge for networking, security, or K8s services
- DNS Management** > Configure and manage primary or secondary DNS service
- Load Balancers** > Create and manage HTTP & TCP Load Balancers on nodes in cloud or edge locations
- DDoS & Transit Services** > Secure your infrastructure and apps against L3/L4 DDoS attacks
- Distributed Apps** > Deploy apps in our global PoPs (REs) or your cloud/edge sites
- Audit Logs & Alerts** > Review logs and manage alerts
- Client-Side Defense** > Monitor and mitigate fraudulent app requests at the client devices
- Account Protection** > Reduce online fraud against web and mobile applications
- Authentication Intelligence** > Identify returning/known users and reduce authentication friction

Dashboard Metrics Traffic Origin Servers Alerts Requests Errors

16 Dec 07:00AM to 01:00PM Refresh

Healthscore
Application Health **99.9**/100

Active Alerts

Critical	Major	Minor	Total
0	4	0	4

Origin Servers

Unhealthy	Healthy	Total
0	110	110

End to end Latency

Client **58.3 ms** LB **82.1 ms** Server **<1 ms** App

Client Latency Server Latency App Latency

Total Upstream Latency **82.1 ms**

Unique Visitors
Total **28.8K**

Device Type

Other Mac Spider iPhone Generic SmartTV

56.1% 22.3% 8%

Requests

Request Rate	Total Requests	Error Rate	Total Errors	Drop Rate	Drop Count
29.4/s	636K	4.2/s	91.1K	4.5/s	2.1B

Home > Web App & API Protection > site > Overview

Security Dashboard

All HTTP LB Last 24 hours Refresh: Updated 1 min ago

Threat Intelligence

Threat Campaigns **14**

IP Reputation **6861K**

Bot Traffic

Traffic that comes from Bots **0%**

Traffic that comes from Malicious Bots **0%**

API Classification

API Endpoints **564**

PI Detected **27**

DDoS Attack Activity

Load Balancers **1**

Security Events

WAF **17.3K** Bot Defense **13.8K** API **0** Service Policy **6.9K**

Events

6:00 AM, Dec 11 12:00 PM, Dec 11 6:00 PM, Dec 11 12:00 AM, Dec 12

Top Attack Sources

Source IP	Country Code	Security Events
20.253.255.218	US	12.8K
119.88.72.5	CN	2.3K
18.118.88.54	US	1.4K
100.127.56.165	FR/UK/IE	1.4K
1.192.215.52	CN	1.4K

Top Attacked Paths

Path	Domain	Method	Security Events
/wp-login.php	www.site.com	POST	13K
/	www.site.com	GET	8K
/wp-content/uploads/2021/08/hola-stack-type-1.svg	www.site.com	GET	1.1K
/wp-login.php	www.site.com	POST	830
/favicon.ico	www.site.com	GET	592



Service Offerings for MSSP – The How

F5 XC enables MSSPs to achieve their business goals

SaaS PLATFORM READY FOR MSSPs

Offer Security
Services from SaaS
platform

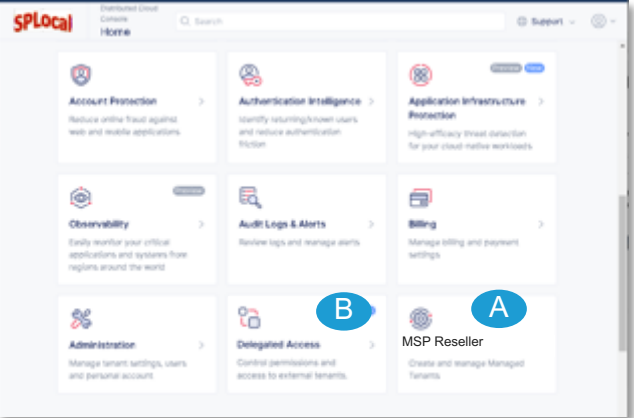
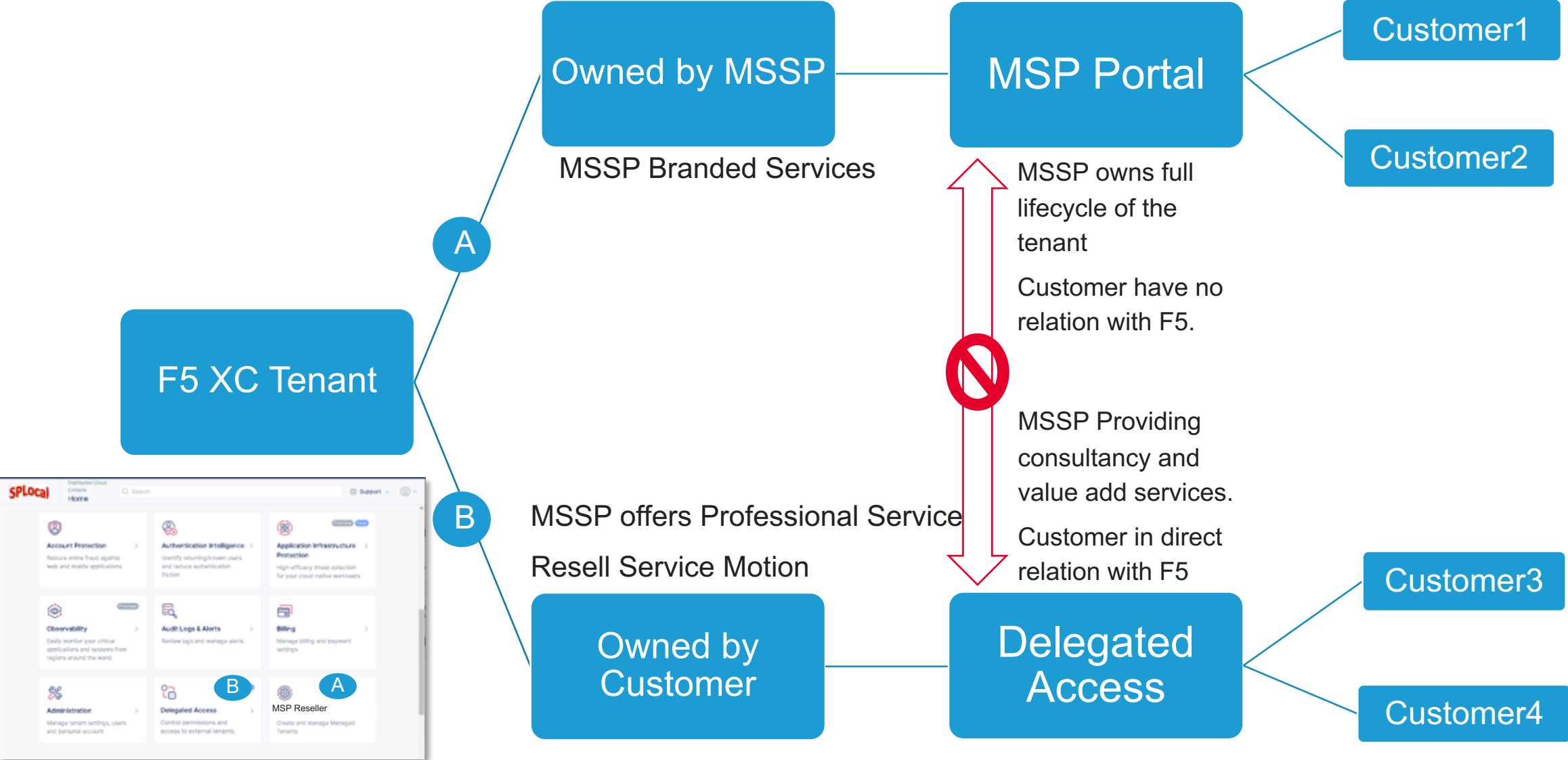
Fast time to market

Flexible multi-cloud
deployment

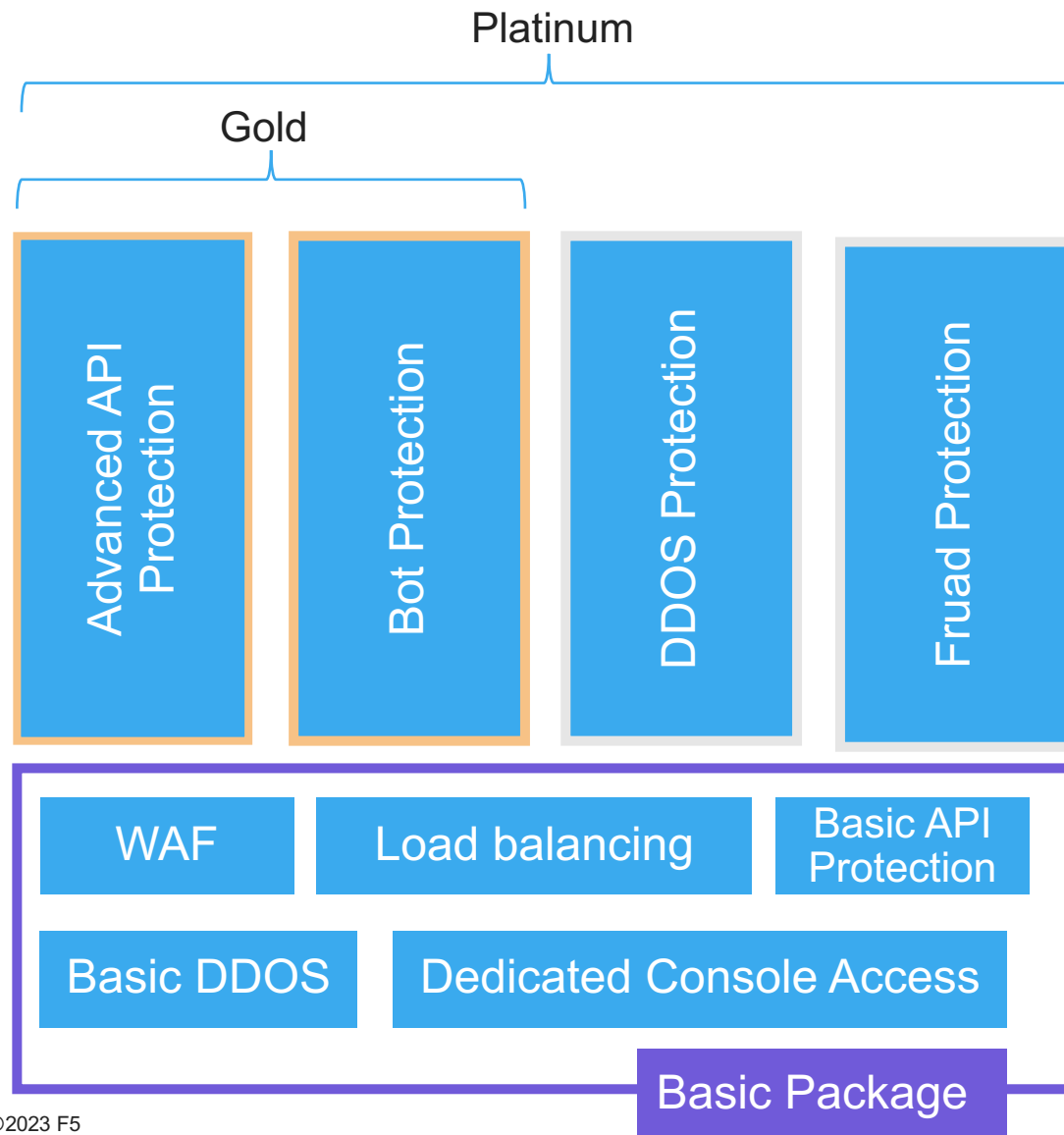
Flexible business
models for Resell
and White-label

Consumption-based
commercial model

Flexible business model



WAAP Service Offering and Deployment



Flexible Deployment Options



Pricing Exmamples

Base Package components (details on orderability guide)

F5 RE/ADN Deployments

=

*Application advertised on
F5 ADN*

Base Package (“per organization”)

- primary & secondary DNS (250 zones)
- DNS Load Balancing – 50 Apps (Domains) with 200 Monitor instances
- RBAC for XC console
- Anycast advertisement in more than 25 data centers
- Secure global backbone, Tier-1 connectivity to all major hyperscalers
- Observability, Performance- & Security Analytics

Includes 1 public load balancer (for app advertisement via RE)

- max 32 Domains with one SSL/TLS certificate
- Anycast advertisement over more than 25 data centers

Includes WAAP for RE deployments:

- *WAF signatures + API swagger import*
- *Bot signatures*
- *L3-L7 DDoS protection*
- *IP Reputation*
- *Geo IP Database*
- *Threat Campaigns*
- *Client-Side Defense (1M requests)*
- *Security Logging & Reporting*

CE deployments

=

*Application advertised on
F5 ADN*

or

customer network

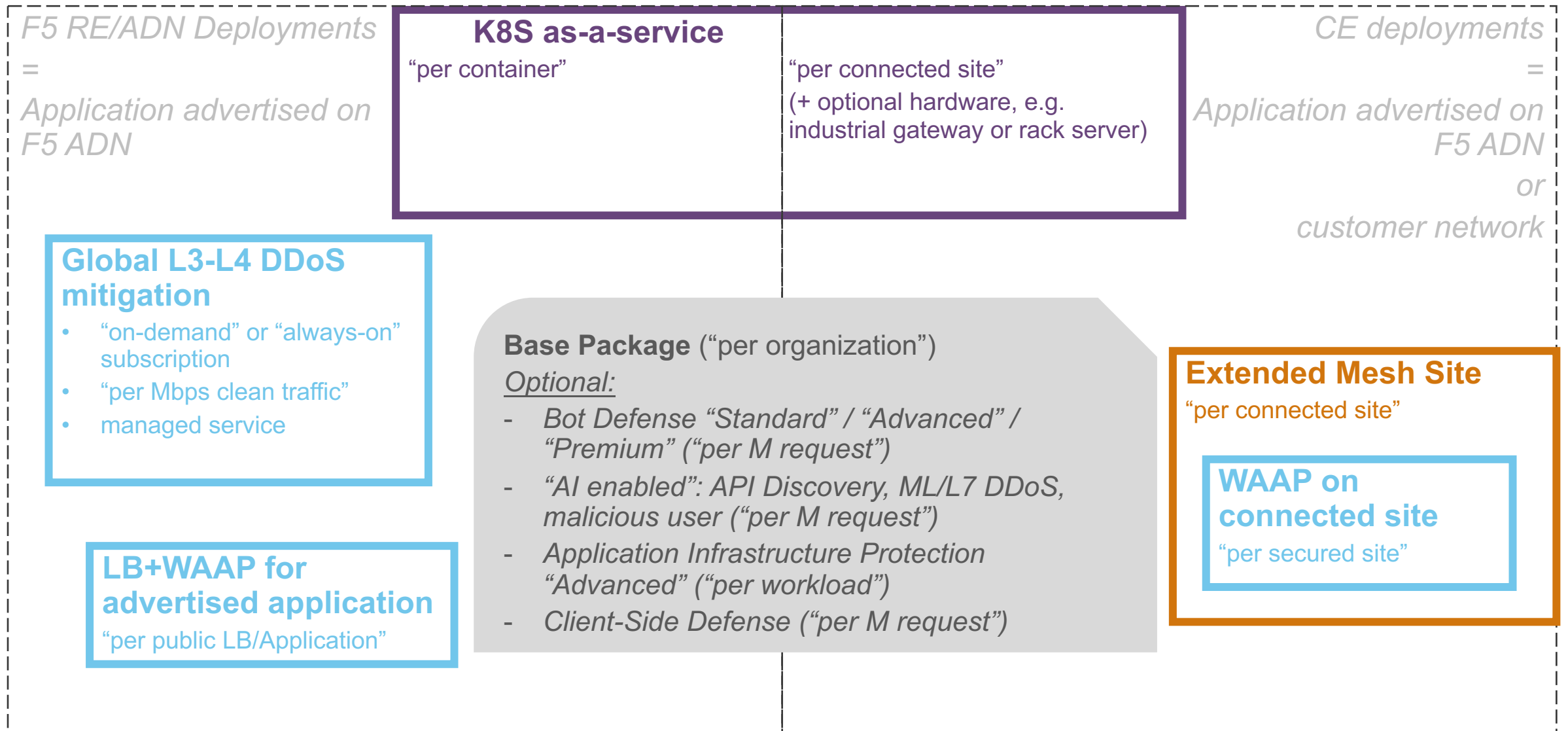
Pricing metrics overview (customer-facing)

Additional fees apply for data transit:

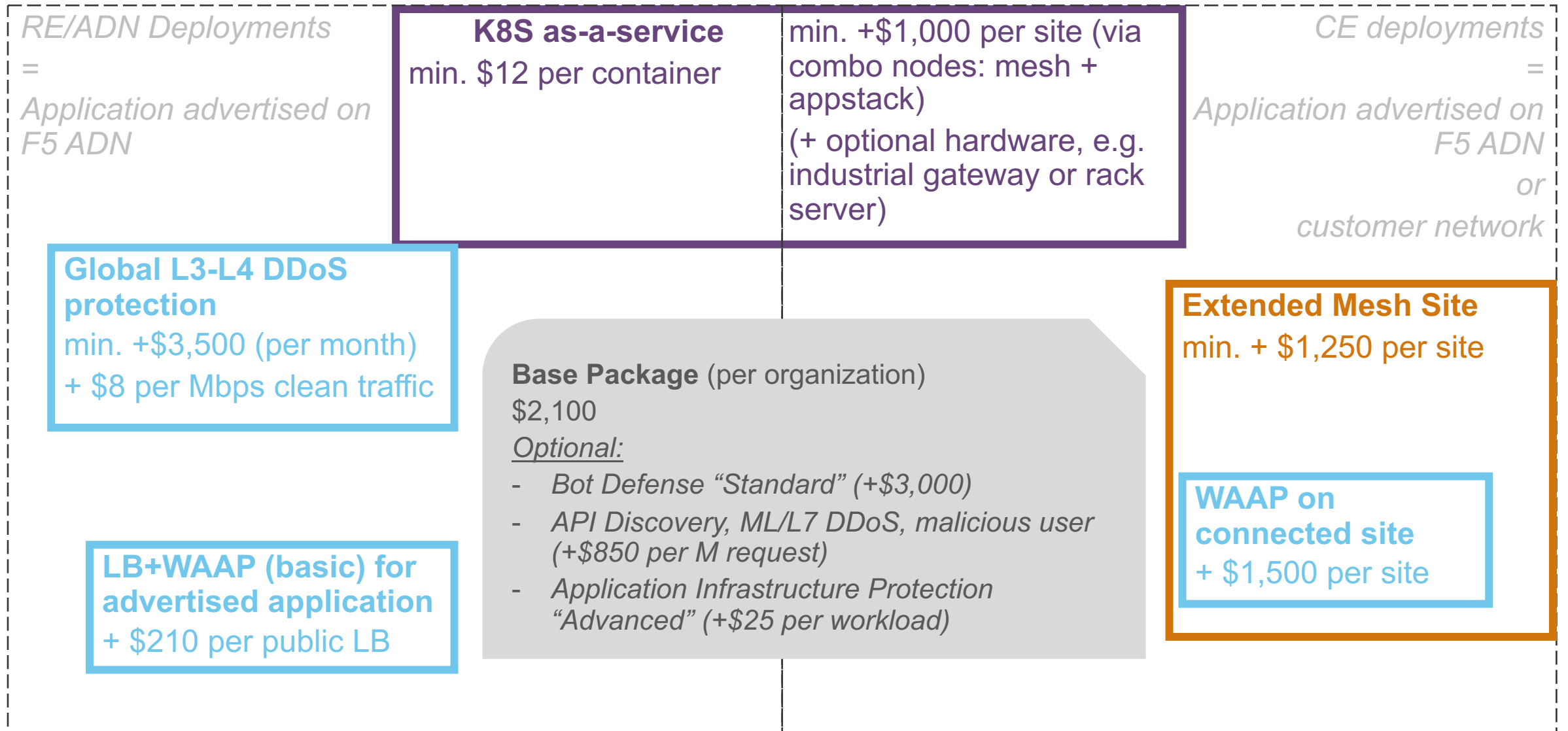
a) from the extended site to the F5 ADN

b) from one RE-container to another RE-container

c) from a RE-container to the Internet



Simplified pricing components overview



Key Takeaways

Key Takeaways



Efficacy + agility

Top-tier security controls provide higher efficacy, while SaaS model and unified management increase agility



Deploy anywhere

Operate on F5 global network, public / private clouds, or edge sites – wherever apps are located



Common platform

WAAP combined with multi-cloud networking, edge computing, and a global network in a single offering



MSP Enabled

White labeling for minimal upfront investment
MSP portal for customer management & operations
Customer Edge & Private instance for maximum control

