



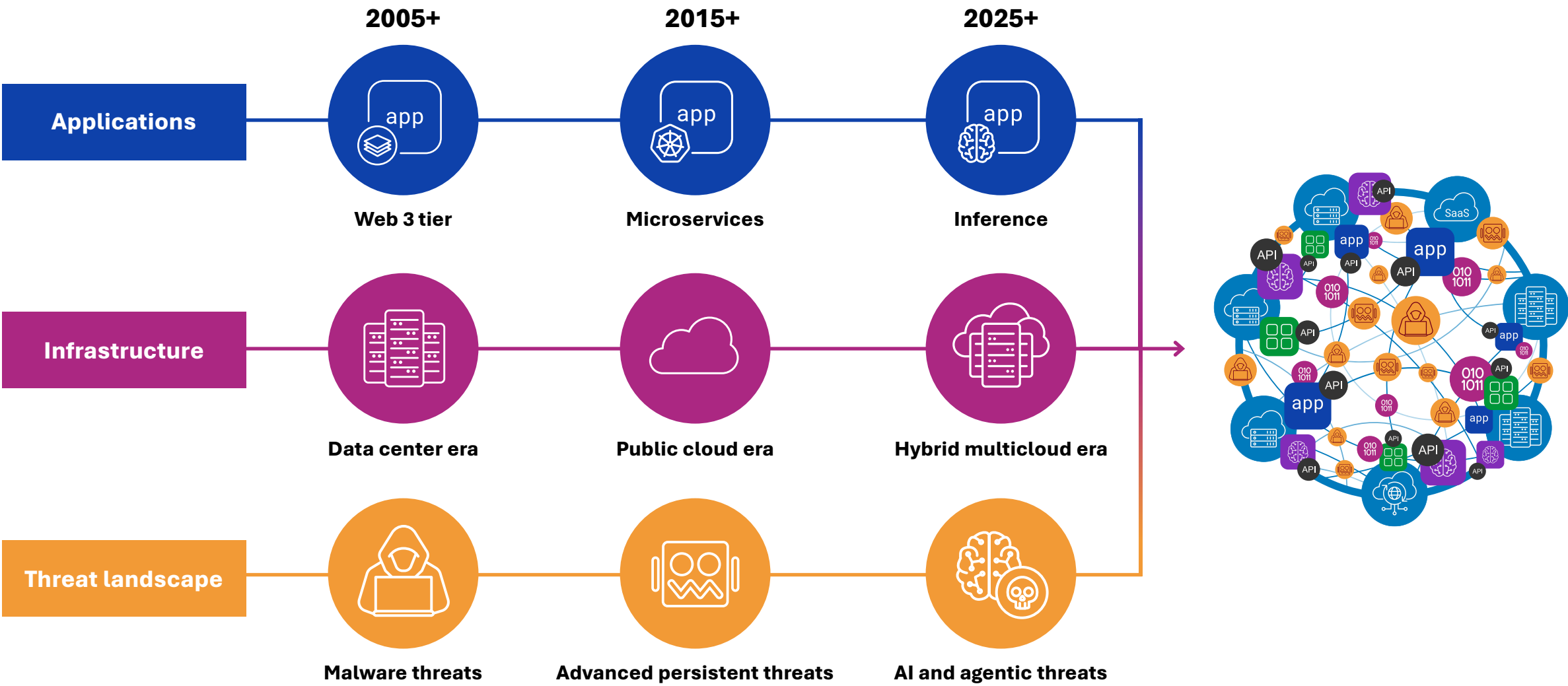
# We are driving platform adoption

**John Maddison**

Chief Marketing Officer



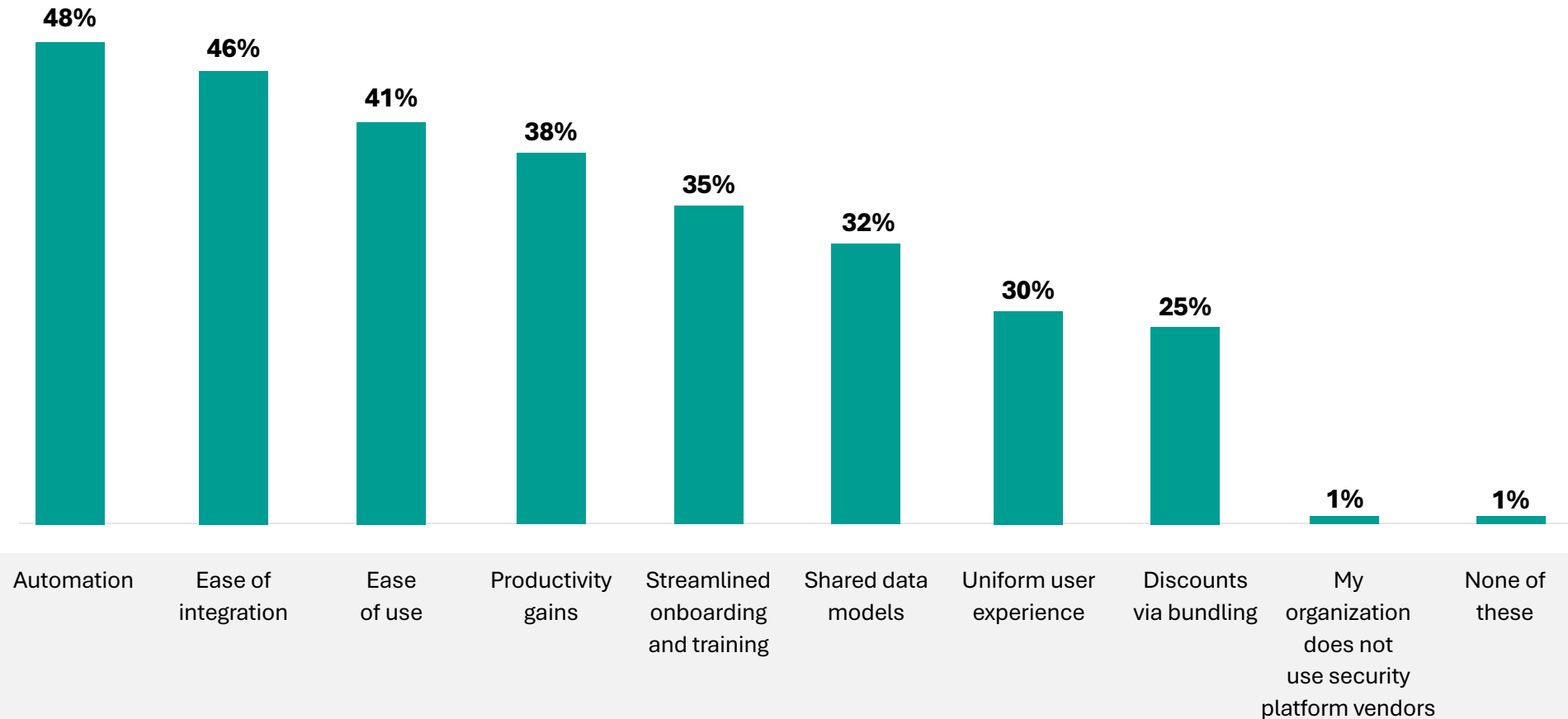
# Evolving applications, infrastructure, and threat landscapes are creating enormous complexity for enterprises



# Having an excessive number of vendors introduces complexity that drives enterprises toward a security platform approach

FORRESTER®

“Which of the following items most influenced your organization’s decision to go with security platform vendors in your security program?”  
(Select three)



Base: 155 (US) IT/technology decision-makers  
Source: Forrester’s Q4 2025 Tech Pulse Survey  
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# Enterprises have embraced and are actively rolling out security platforms



**Endpoints**



**Endpoint protection platform**



**Networks**



**Secure access service edge**



**Workloads**



**Cloud native app protection platform**

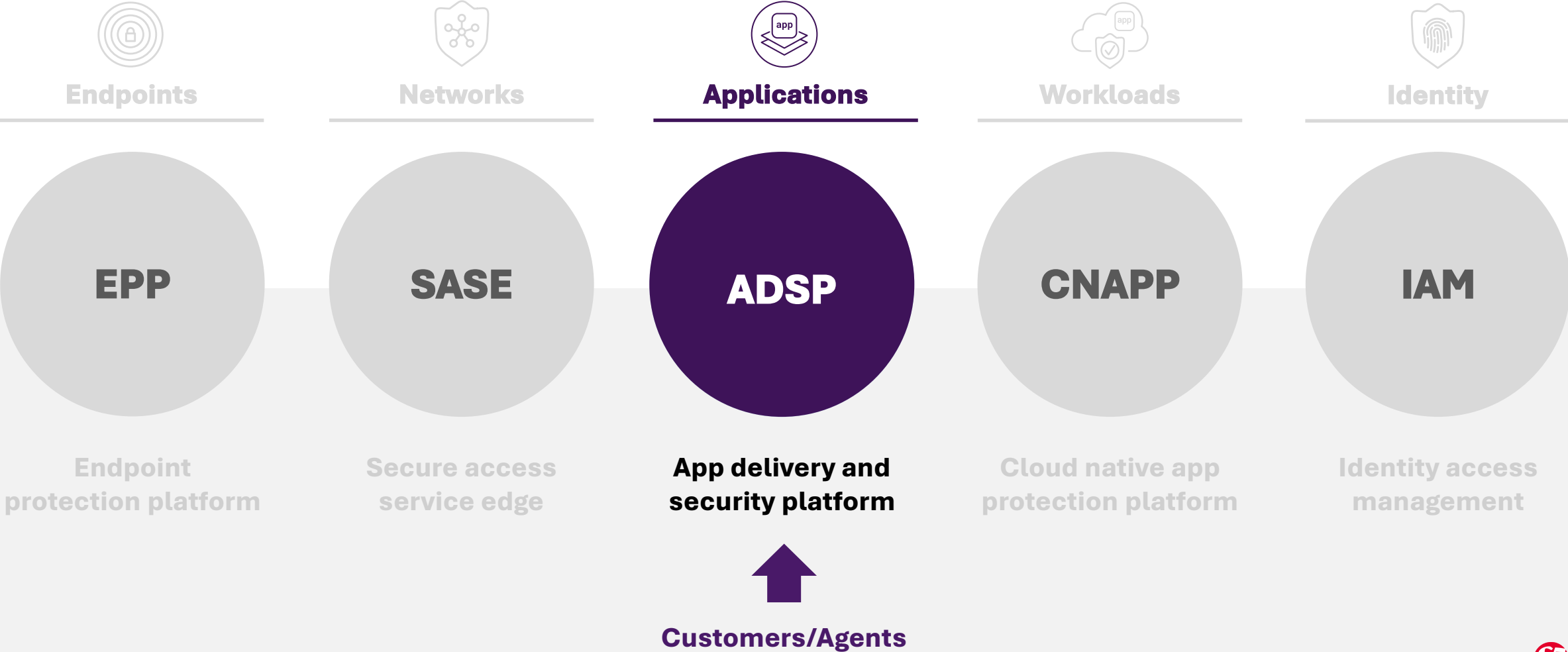


**Identity**



**Identity access management**

# Enterprise are consolidating around fewer, more capable platforms



# ADSP converges ADC, WAAP



## Application delivery controller (ADC)

- Local traffic management
- Global traffic management
- Kubernetes/Gateways
- Secure DNS
- Security (SSL/WAF)
- Zero trust (optional)

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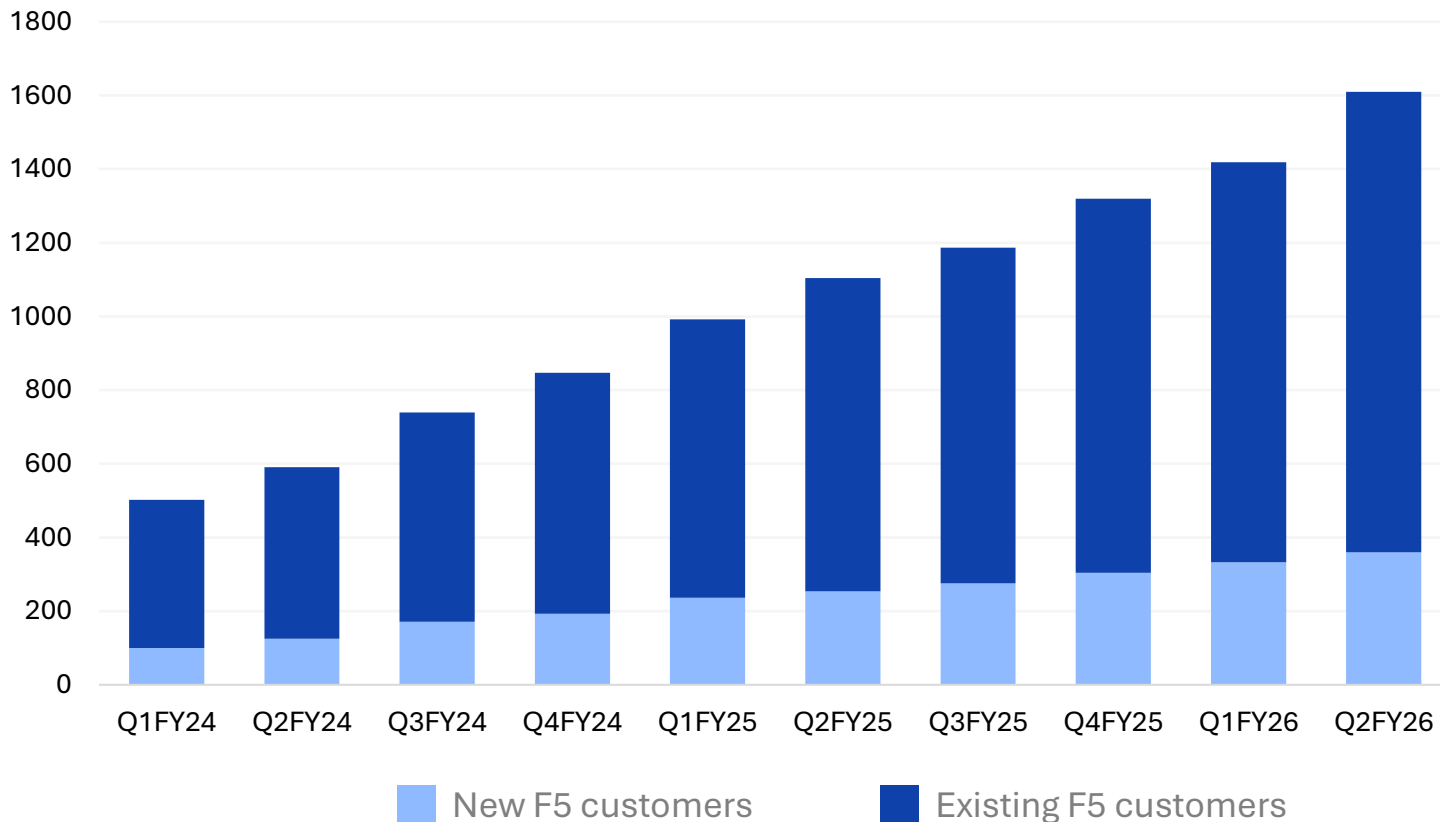


## Web application and API protection (WAAP)

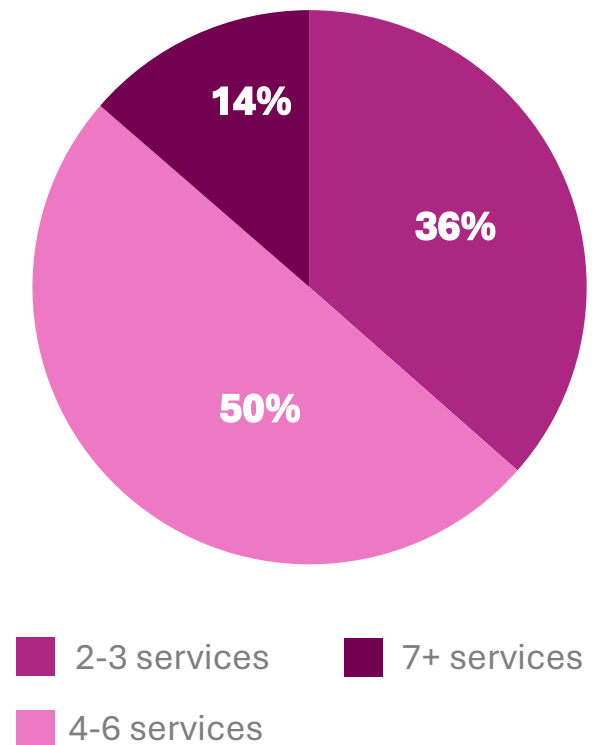
- Web application firewall (WAF)
- API security
- Bot protection
- DDoS
- CDN/DNS/MCN (optional)

# More than 1,600 customers have adopted F5 Distributed Cloud with 50% utilizing 4 to 6 services

## ACCUMULATED DISTRIBUTED CLOUD SERVICES CUSTOMERS



## NUMBER OF SERVICES BY CUSTOMER



# ADSP converges ADC, WAAP, and AI Security into a converged platform



## Application delivery controller (ADC)

- Local traffic management
- Global traffic management
- Kubernetes/Gateways/**DPU-GPU**
- DNS/Security
- Security (SSL/WAF/**PQC**)
- Zero trust (optional)
- AI data delivery**

+



## Web application and API protection (WAAP)

- Web application firewall (WAF)
- API security
- Bot protection
- DDoS
- CDN/DNS/MCN (optional)
- Agent
- Bot Defense for Agentic AI**

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## AI security solution

- AI governance
- AI discovery
- AI security testing
- AI runtime protection
- AI observability

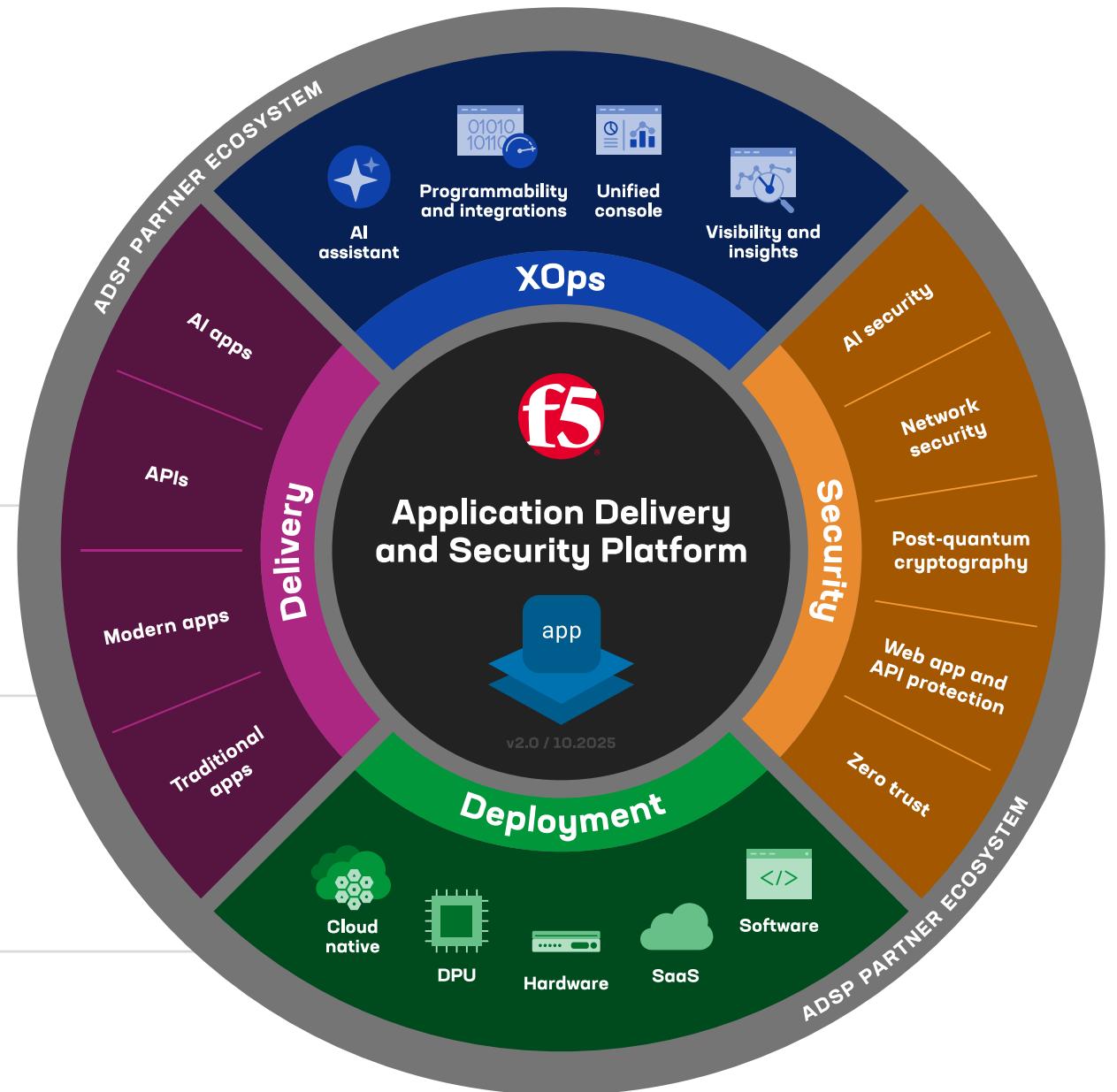
# F5's Application Delivery and Security Platform

Complete **delivery** and **security** for every app

**Deployable** anywhere and in any form factor

AI-enhanced **operations** with unified console cross NetOps, SecOps, DevOps, and PlatOps

**ADSP open partner ecosystem**



# The ADSP roadmap converges our 3 product families and use cases into 1 platform

## Main use cases

**BIG-IP**

- BIG-IP LTM
- BIG-IP DNS
- BIG-IP Advanced WAF
- BIG-IP SSL Orchestrator
- BIG-IP DDoS Hybrid Defender
- BIG-IP Advanced Firewall Manager
- BIG-IP CGNAT

**Distributed Cloud Services**

- XC CDN
- XC Bot Defense
- XC WAF
- XC API Security
- XC DNS
- XC Web App Scanning
- XC DDoS Protection
- XC Synthetic Monitoring
- XC App Connect

**NGINX**

- NGINX Ingress Controller
- NGINX Gateway Fabric
- F5 WAF for NGINX
- NGINXaaS
- NGINX API Gateway
- F5 DoS for NGINX
- NGINX One
- NGINX Plus
- NGINX Open Source Gateway Fabric










# The ADSP roadmap converges our 3 product families and use cases into 1 platform

## Main use cases










**BIG-IP**

 BIG-IP LTM	 BIG-IP DNS	 BIG-IP Advanced WAF
 BIG-IP SSL Orchestrator	 BIG-IP DDoS Hybrid Defender	 BIG-IP Advanced Firewall Manager
 BIG-IP CGNAT		

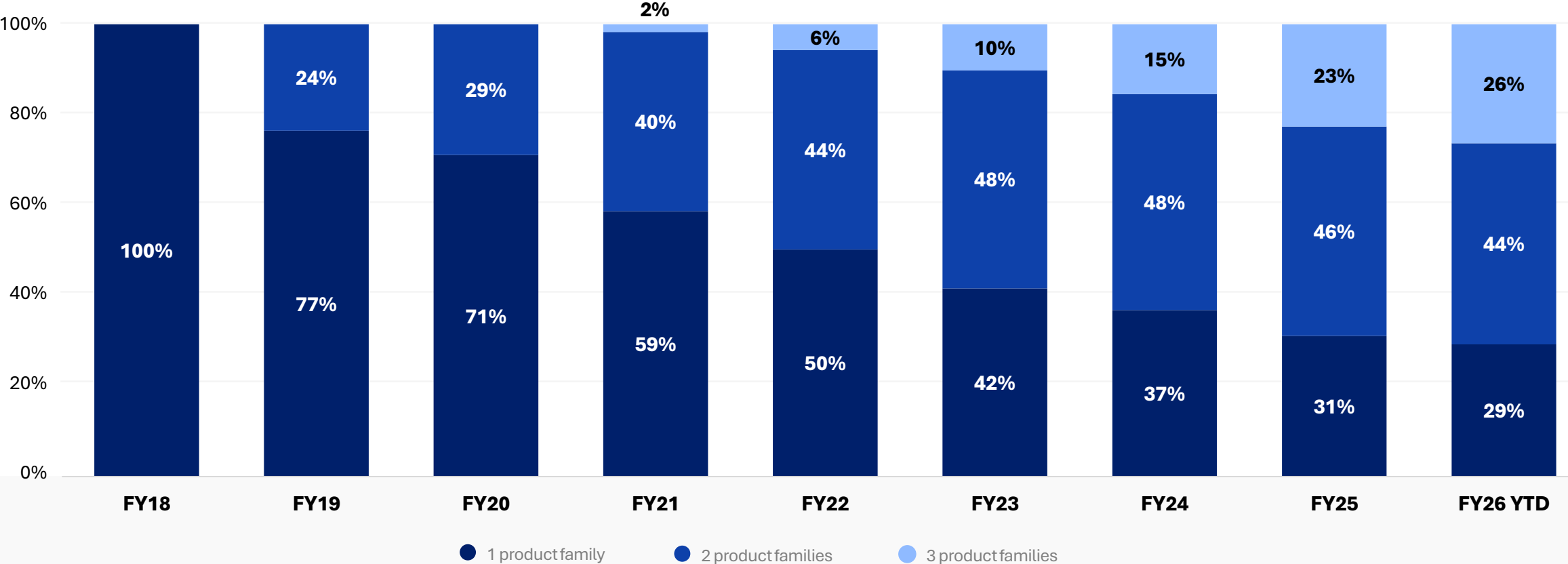
**Distributed Cloud Services**

 XC CDN	 XC Bot Defense	 XC WAF
 XC API Security	 XC DNS	 XC Web App Scanning
 XC DDoS Protection	 XC Synthetic Monitoring	 XC App Connect

**NGINX**

 NGINX Ingress Controller	 NGINX Gateway Fabric	 F5 WAF for NGINX
 NGINXaaS	 NGINX API Gateway	 F5 DoS for NGINX
 NGINX One	 NGINX Plus	 NGINX Open Source Gateway Fabric

# Our platform approach is driving multi-product family adoption across our installed base



\*Top 1000 accounts based on bookings from FY23-FY25; Product families defined as BIG-IP, NGINX, and Distributed Cloud



# ADSP journey for leading financial services customer



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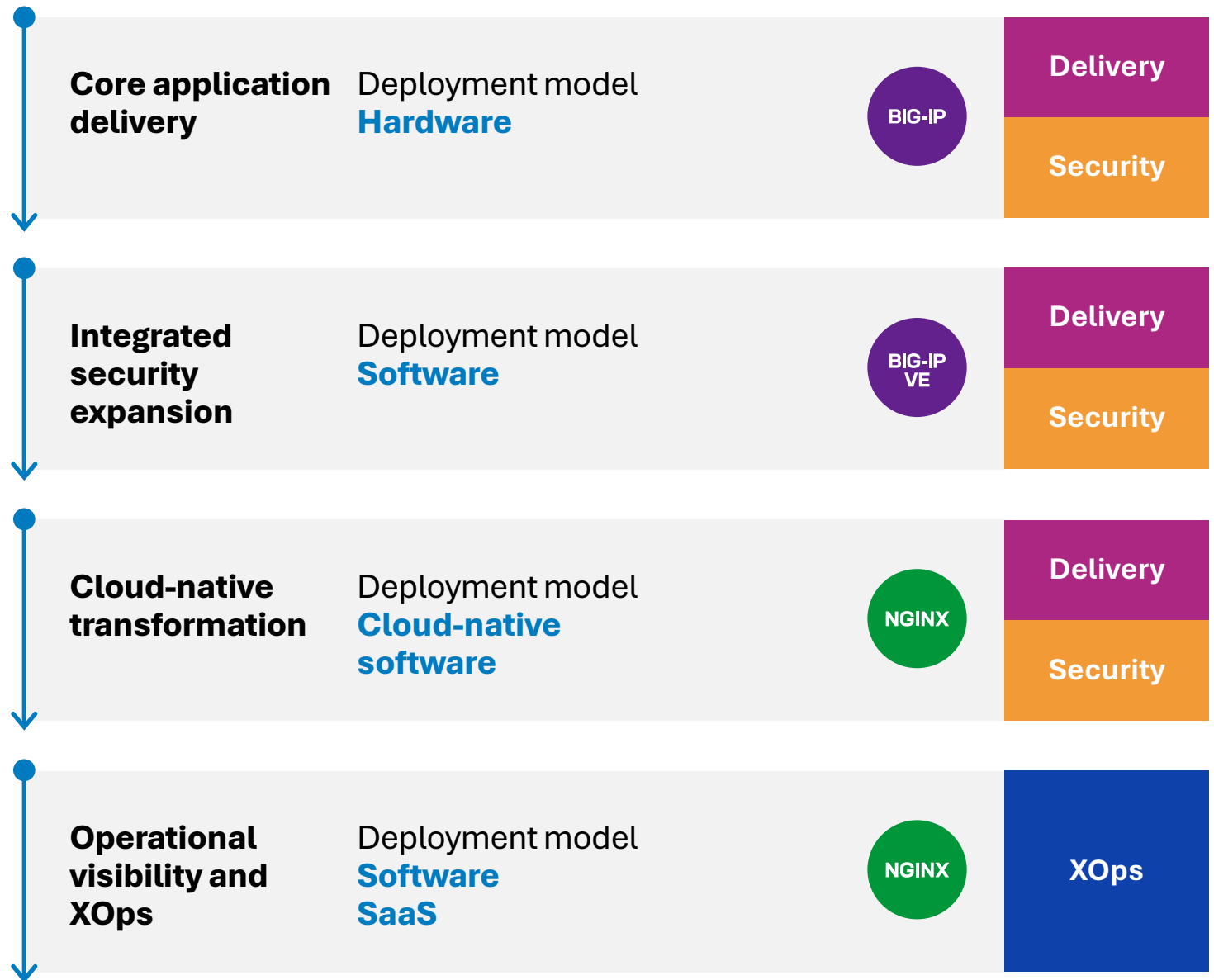
Use case adoptions



3

Deployment modes

- BIG-IP hardware
- BIG-IP software
- NGINX SaaS



# ADSP journey for global commercial bank



**30**

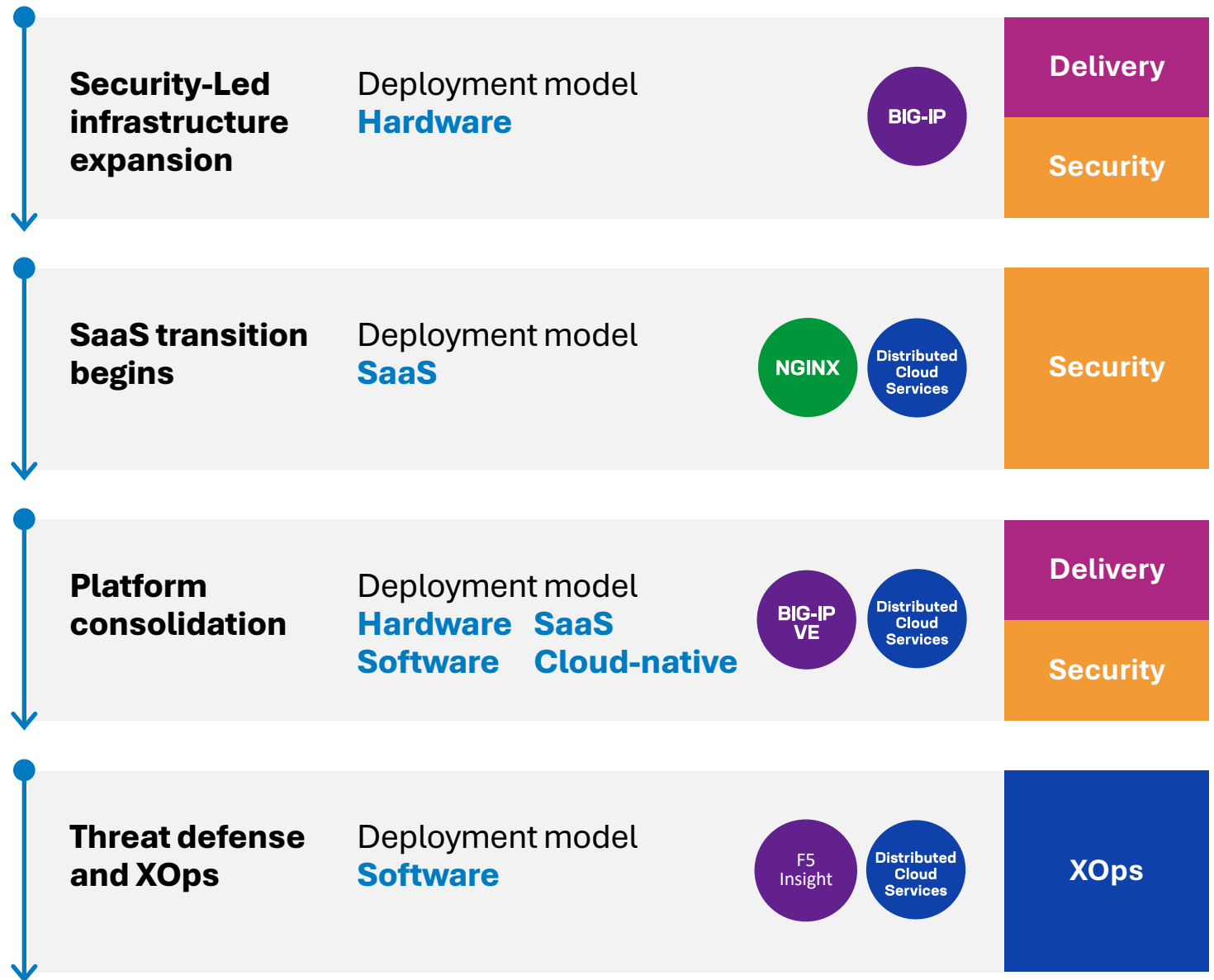
Use case adoptions



**5**

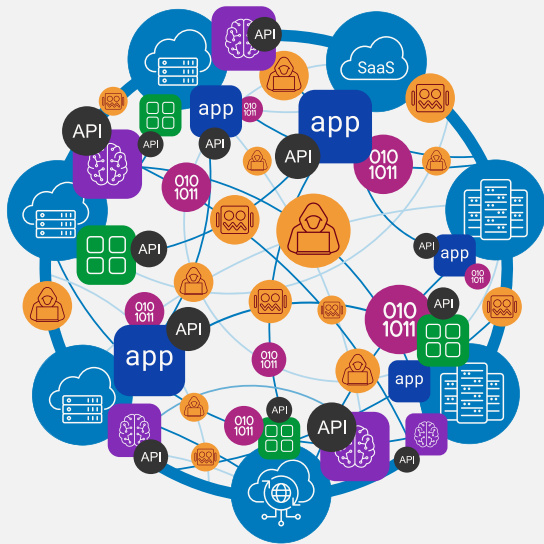
Deployment modes

- BIG-IP hardware
- NGINX cloud native Distributed Cloud SaaS
- BIG-IP software
- XOps software

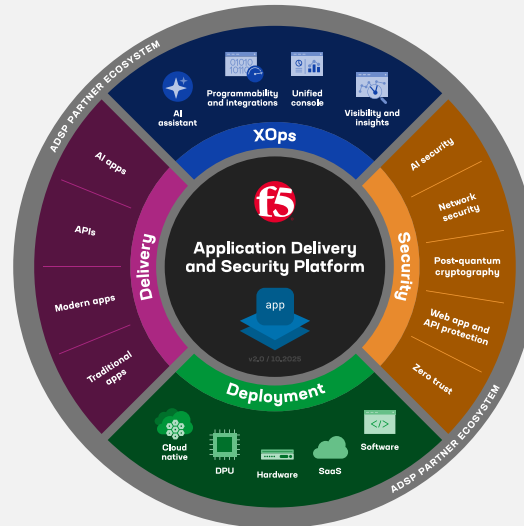


# With the ADSP Platform F5 is a consolidator in the ADC, WAAP and AI security markets

## Complexity



## ADSP Platform



## Adoption

