



# Securing apps in a hybrid and multi-cloud world

Peter Herrmann

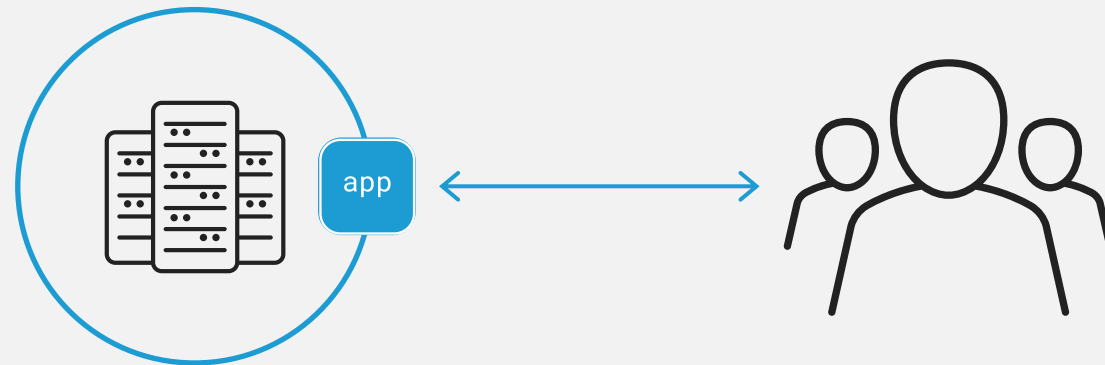
Alliance & Channel Mgr, Baltics & Nordics

# Some terrible facts

- ✓ Approx 70% of all organizations are or have been affected by cyber attacks
- ✓ Approx 50% of all internet traffic is Bot traffic, majority is Bad Bots!
- ✓ 254 days on average – to recover from successful cyber attacks
- ✓ Cyber attacks happen every 39 seconds - all year round
- ✓ 4000 organisations / day encounter Ransomware attacks
- ✓ On average (worldwide) a cyber attack costs approx. 3 \$Million
- ✓ Approx 15 Million DDoS attacks happened in 2023 worldwide

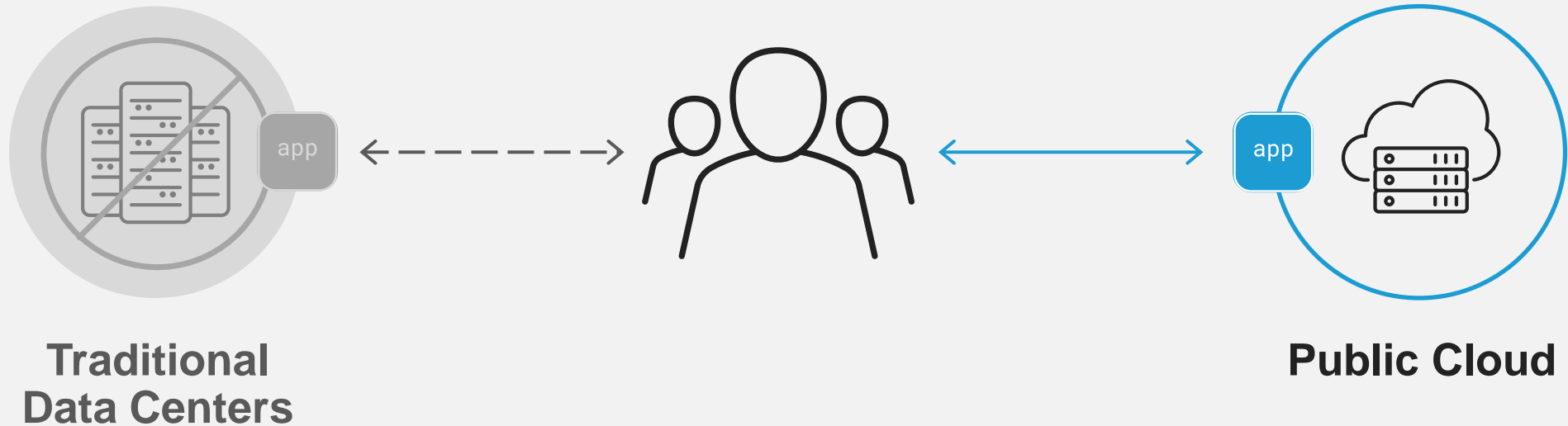
How secure are your applications?

# The way organizations deployed apps used to be very simple

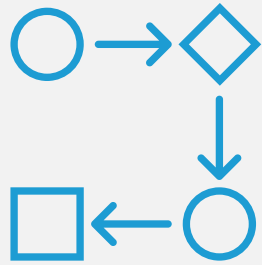


**Traditional  
Data Centers**

# It was commonly assumed that in the 'end state', all apps would be in the public cloud



# Organizations were looking for specific business benefits



**Greater  
business agility**



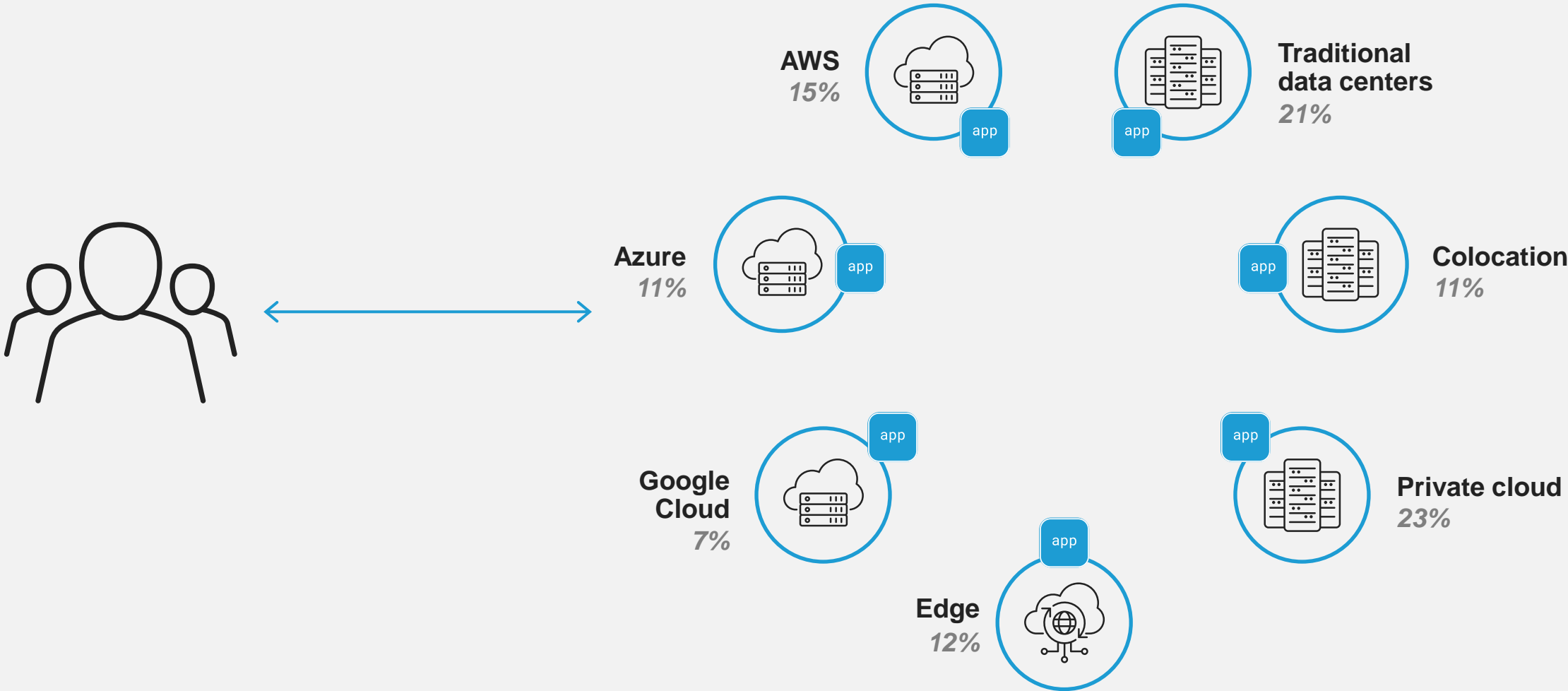
**Improved TCO**



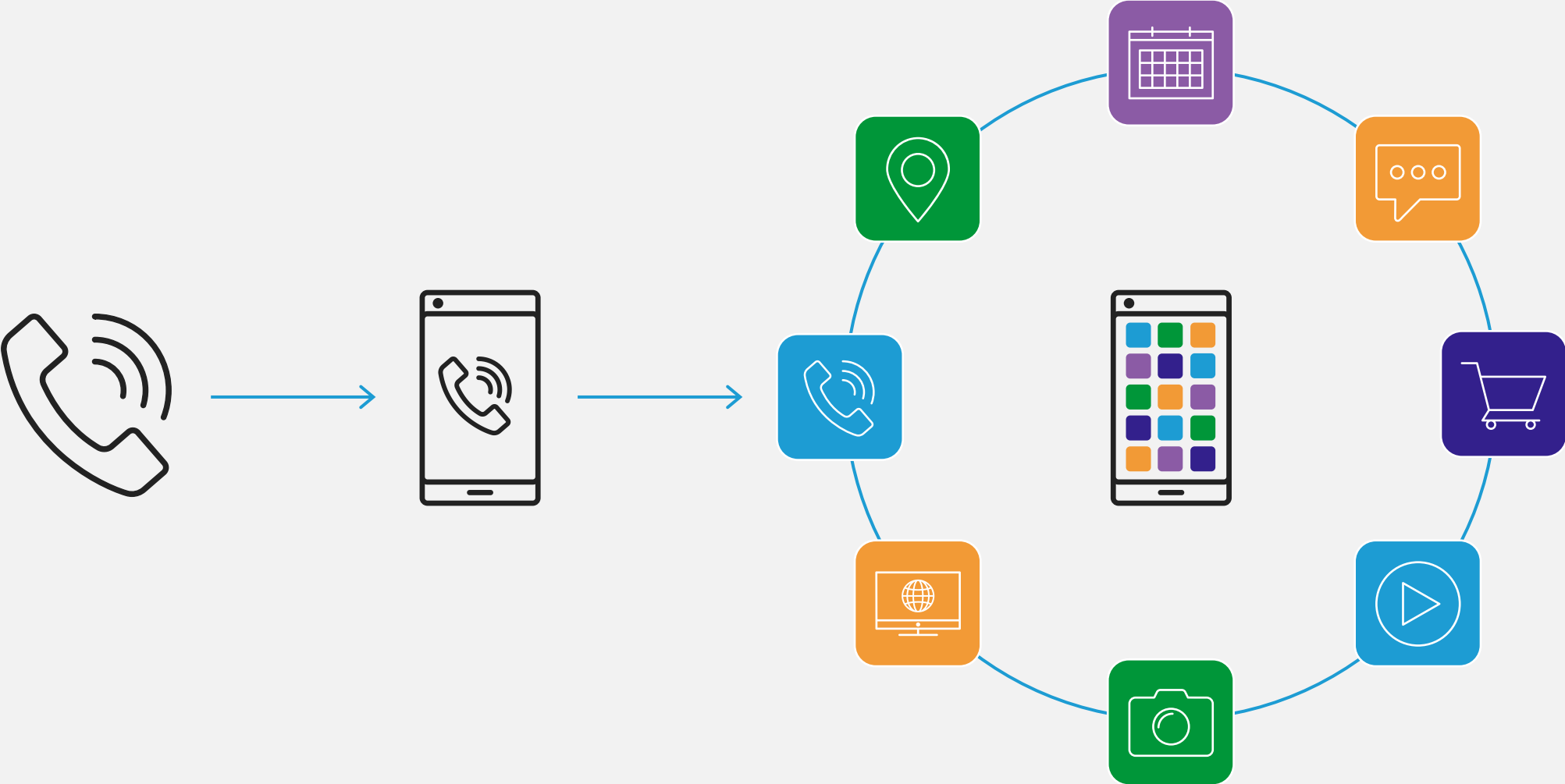
**Increased uptime**

**That prediction was  
wrong on multiple levels**

# Firstly, apps went where the business needed them

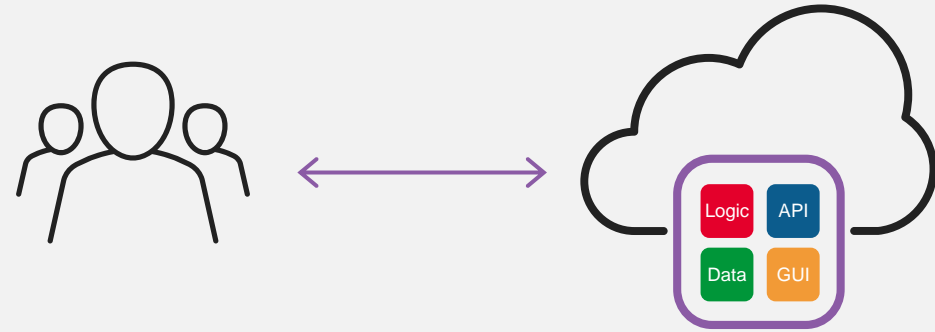
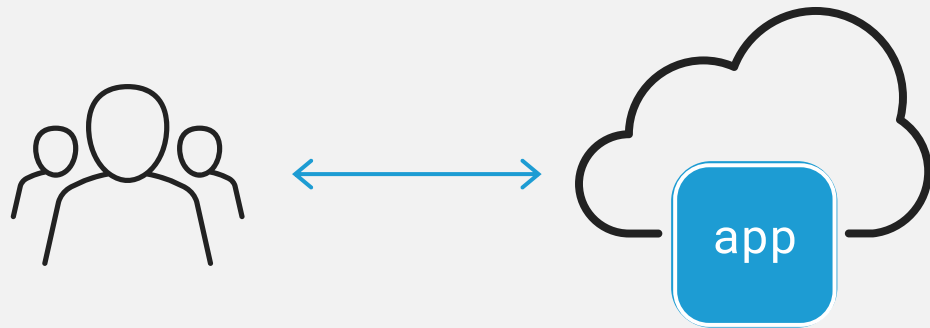


# Secondly, new technologies often cause ripple effects

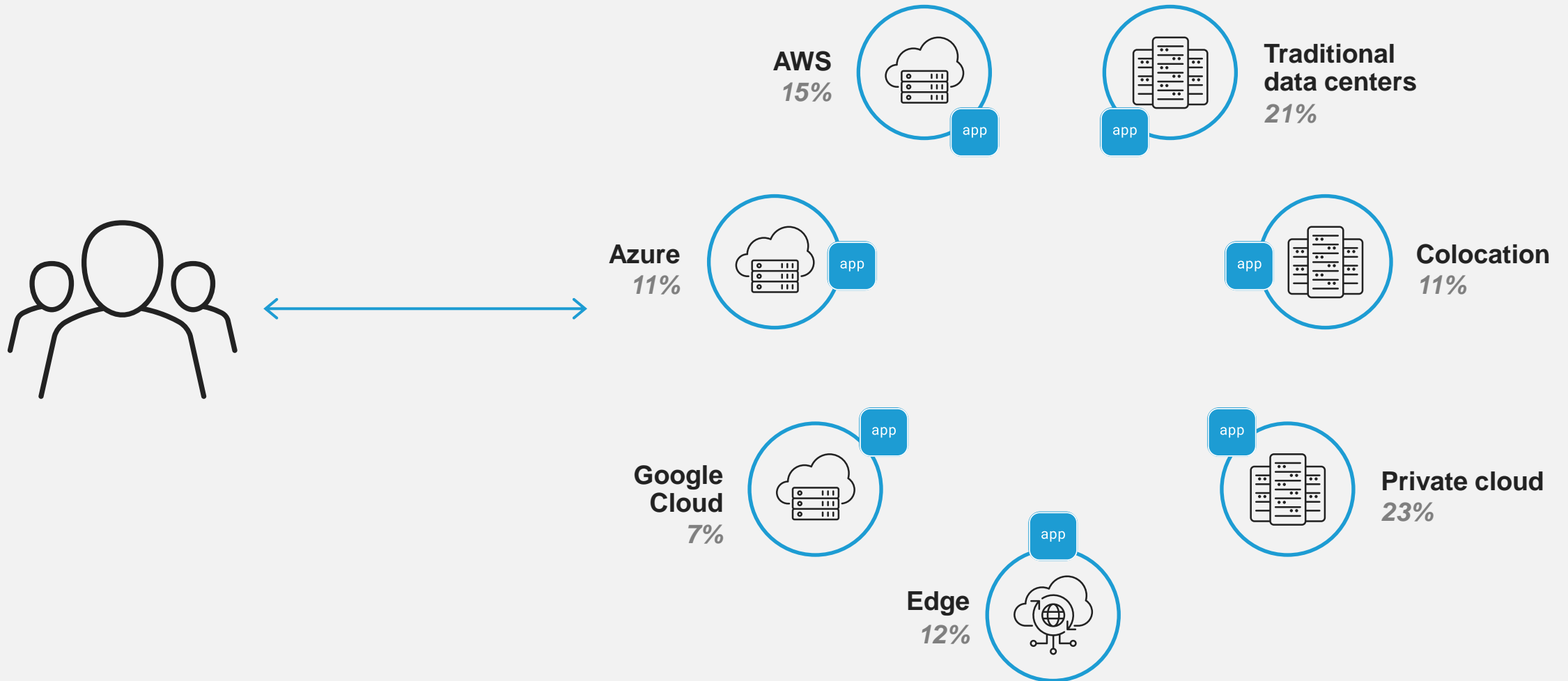




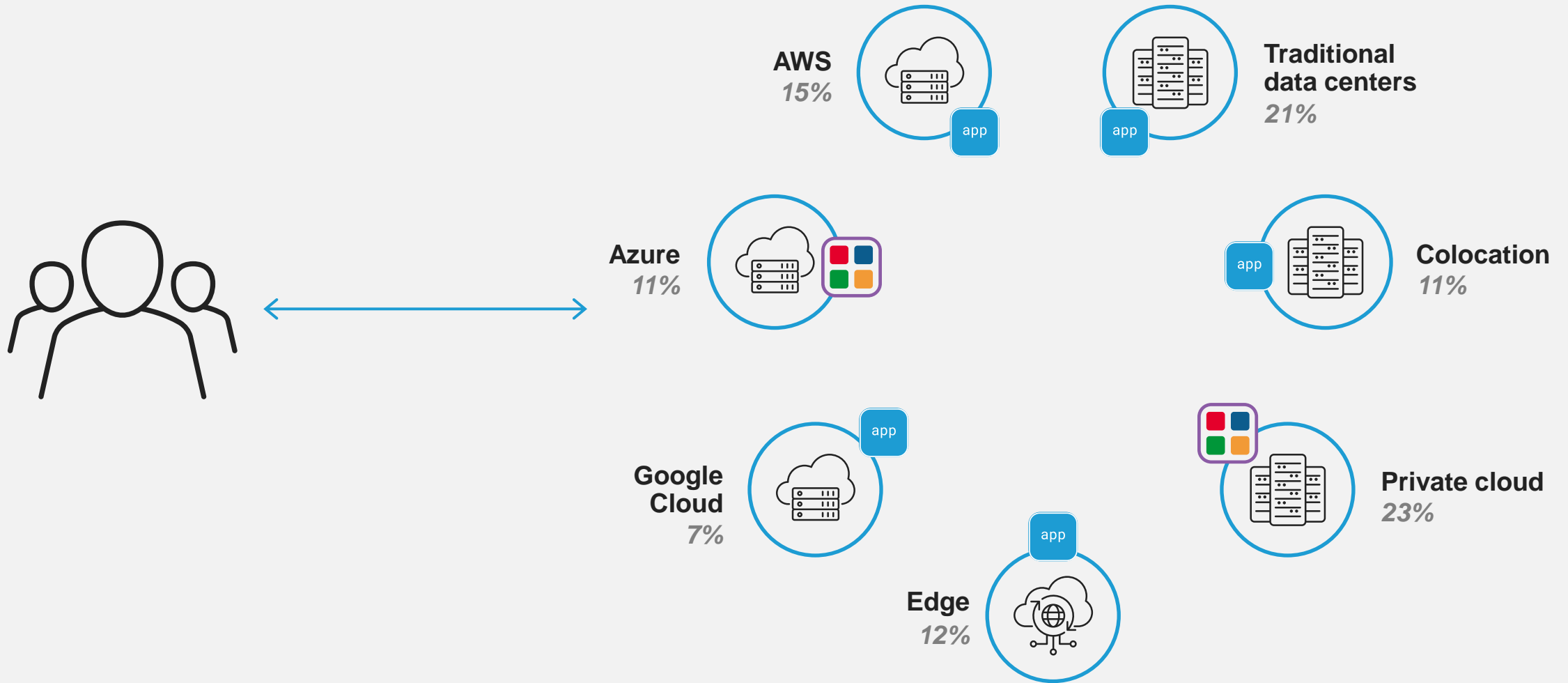
# Public cloud is not just a new location for traditional apps



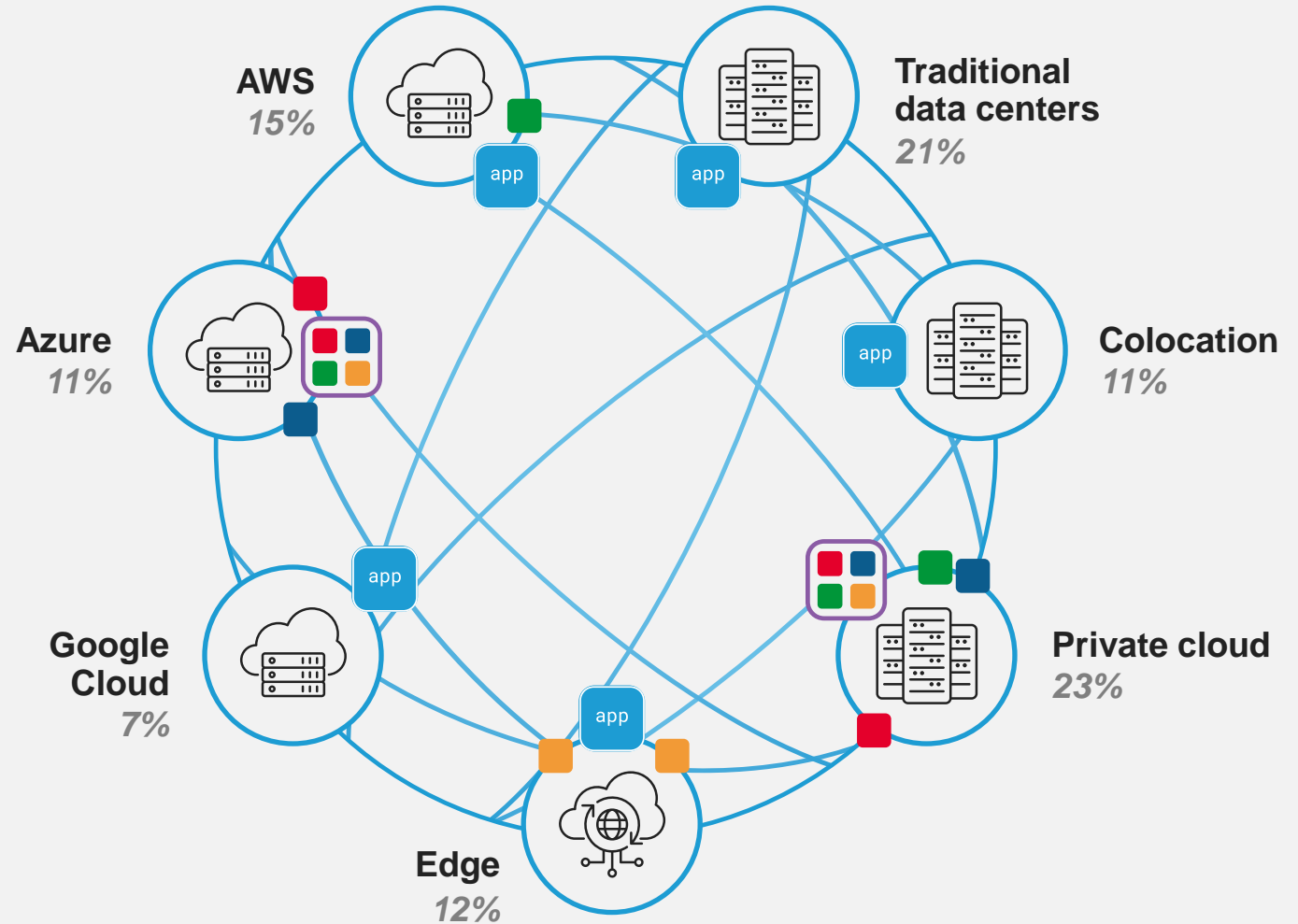
# So not only did traditional apps move to multiple environments...



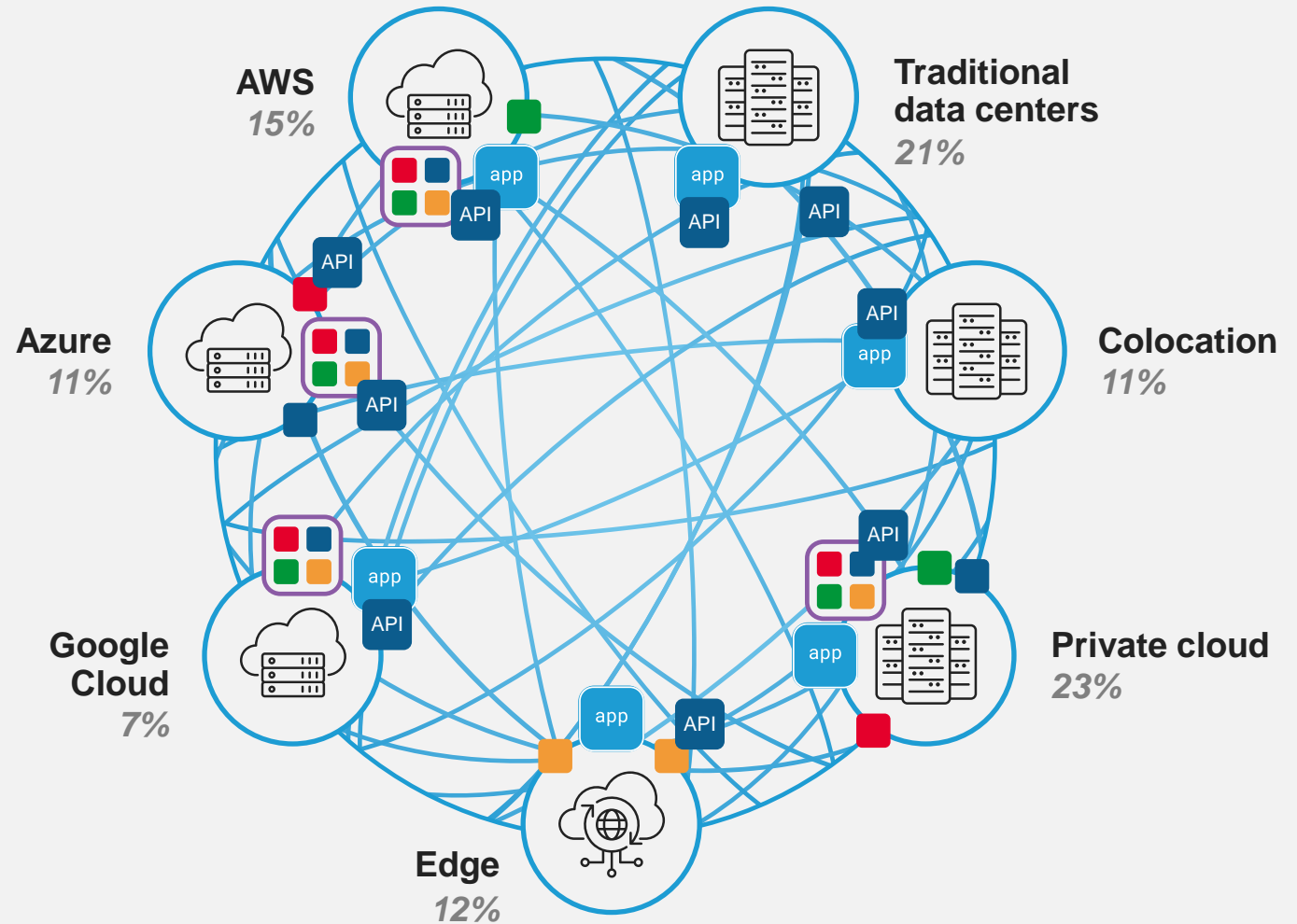
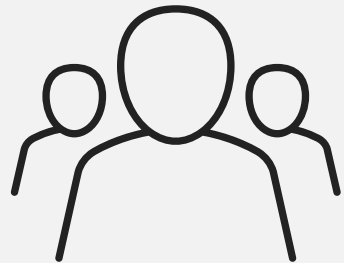
# ... but modern apps exploded and are now distributed dynamically across locations



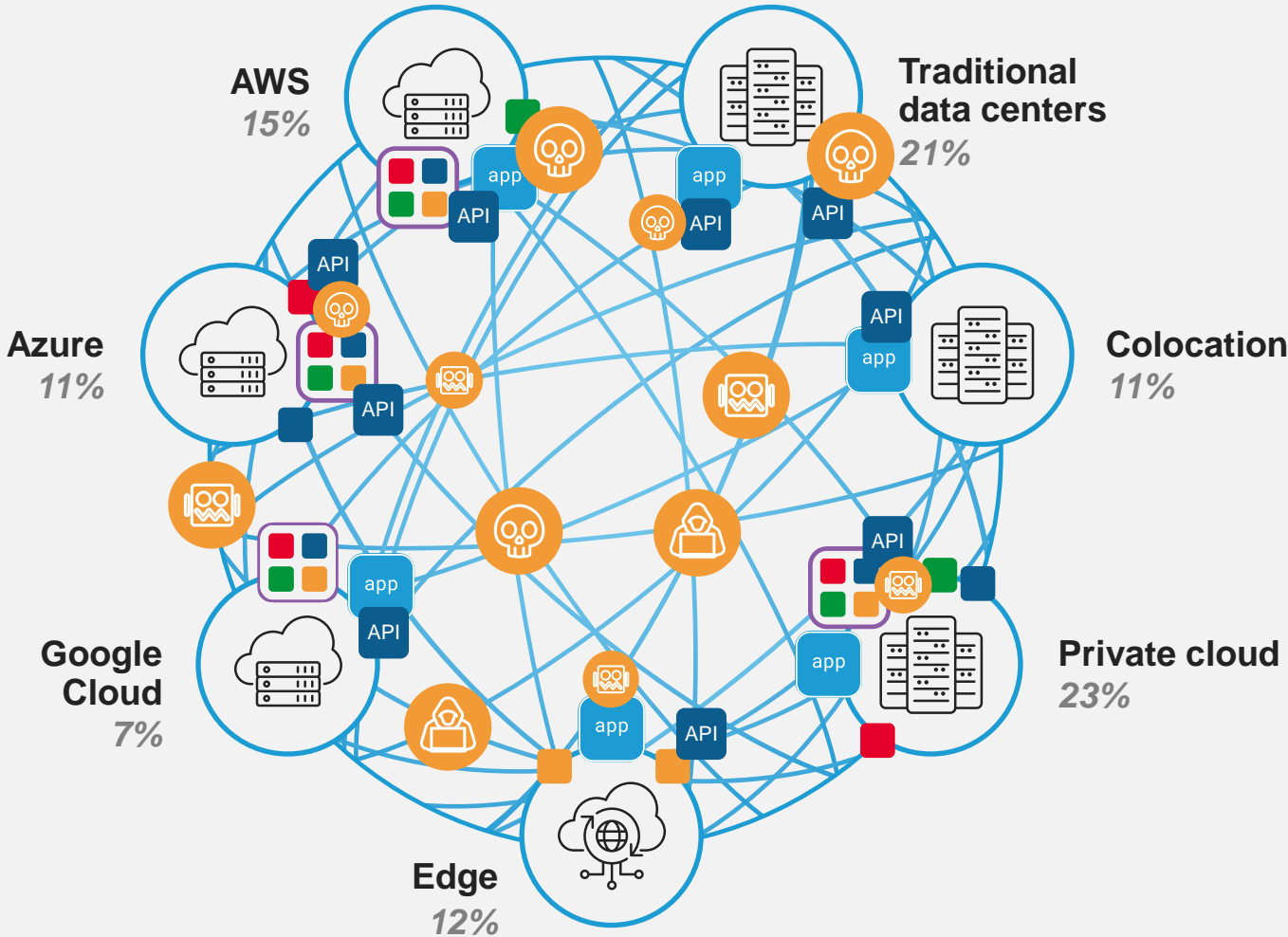
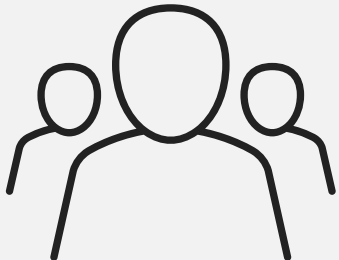
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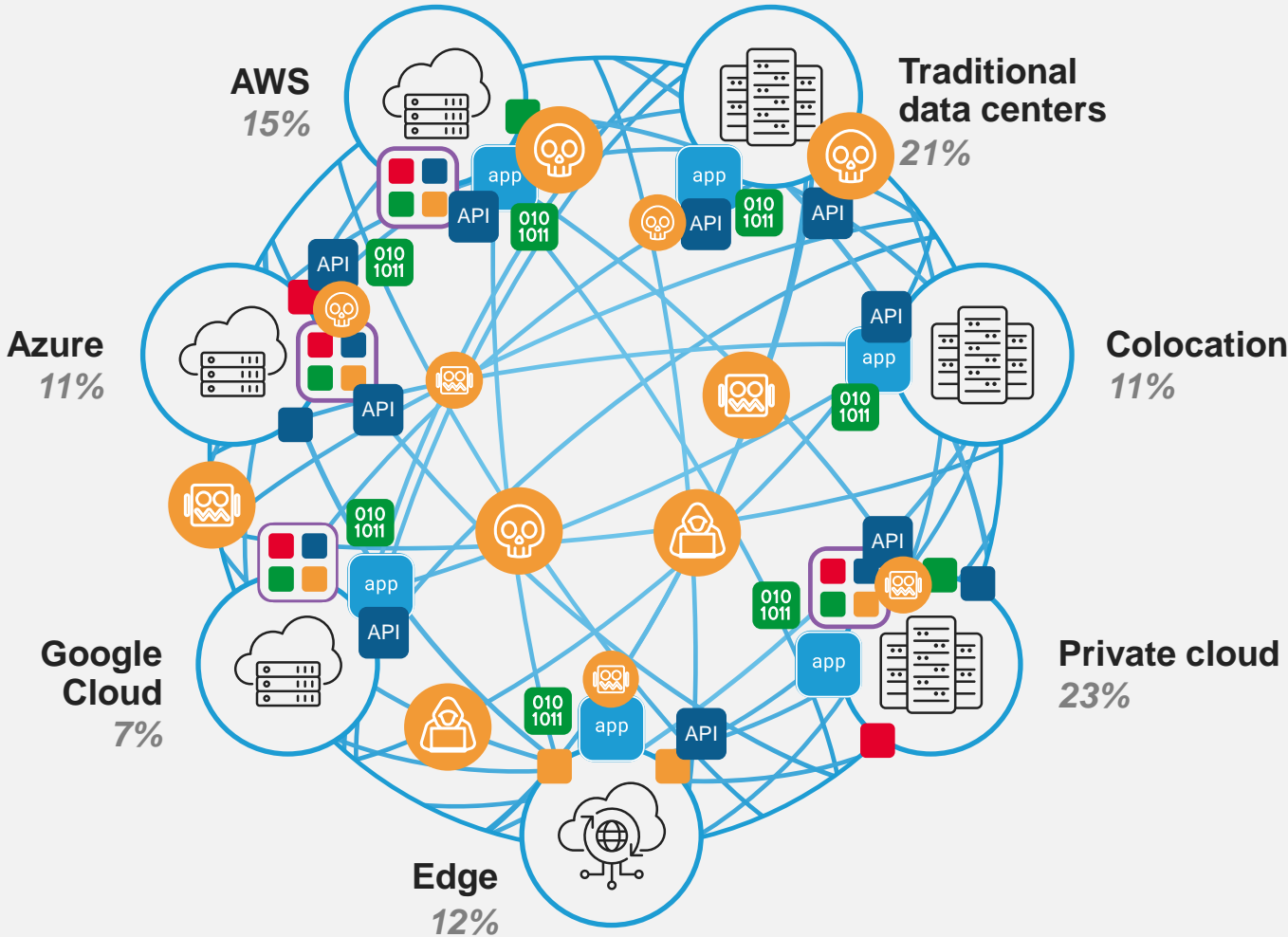
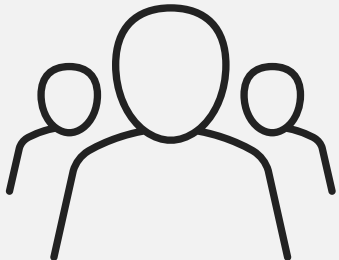
# APIs and app-to-app connections have increased complexity



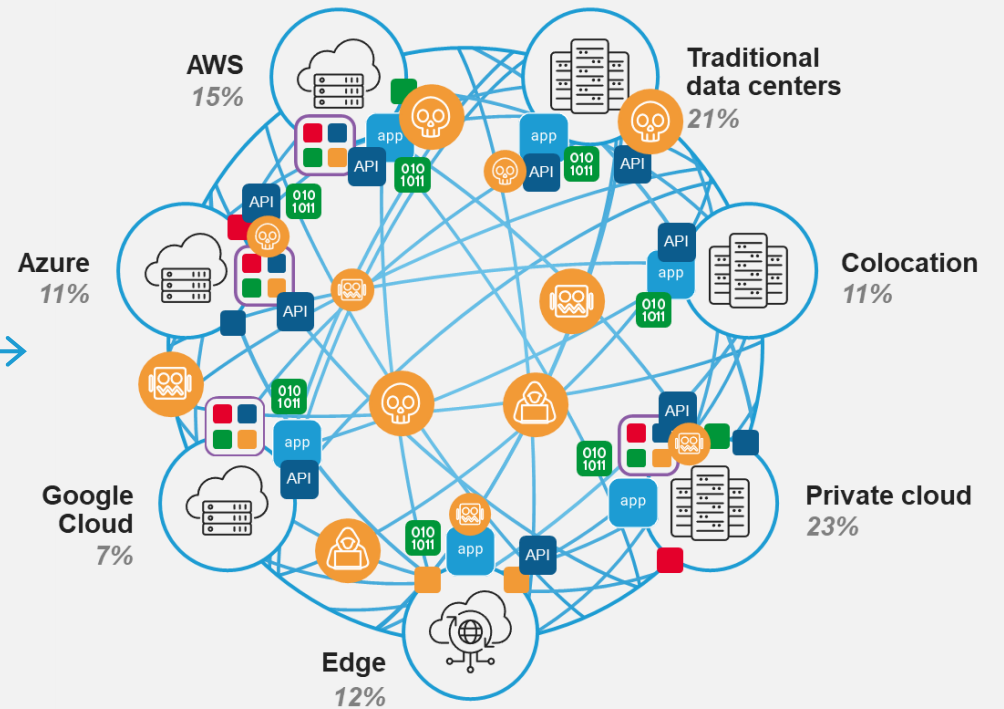
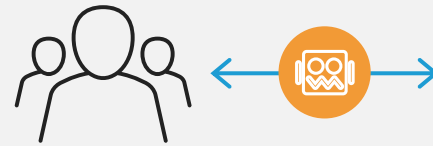
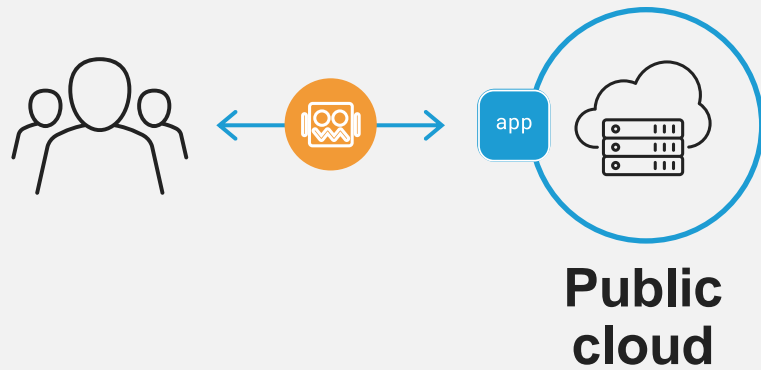
# Expanded attack surfaces and increased attacker sophistication have made security more difficult



# Lastly, data about your apps sits everywhere, preventing easy use and diagnosis of issues



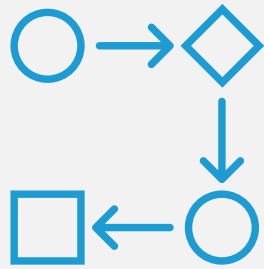
# This is where we thought we would be...



# and this is where we have ended up



# The gains we expected to see have not materialized



**Greater  
business agility**



**Improved TCO**



**Increased uptime**

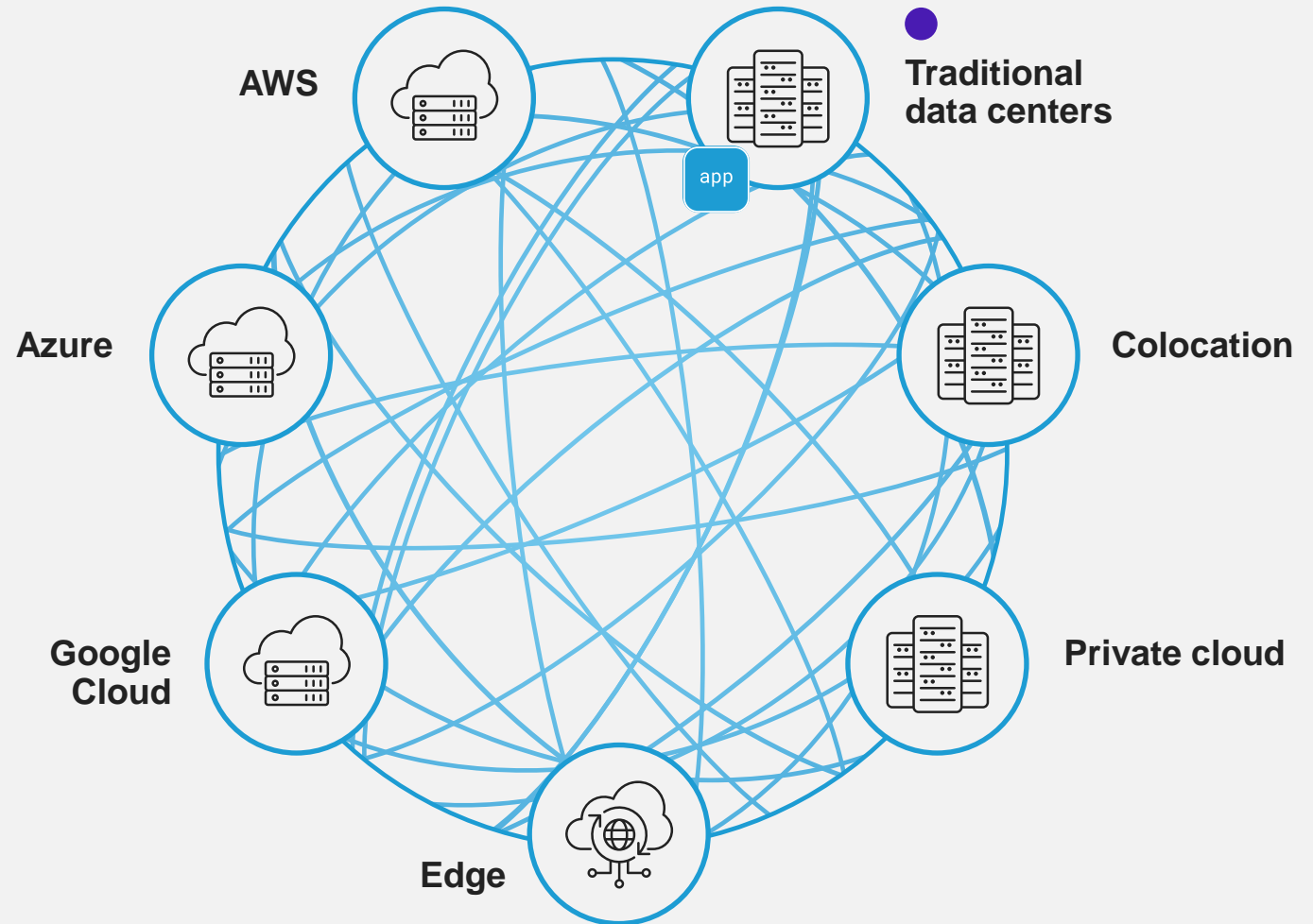
**“I thought F5 made load balancers.  
How can you help us with this challenge?”**

**Five years ago, F5 set out to make it possible for customers to use our technology to secure and deliver any app or API, anywhere.**

# We supported traditional apps with BIG-IP in customers' data centers

## ● BIG-IP

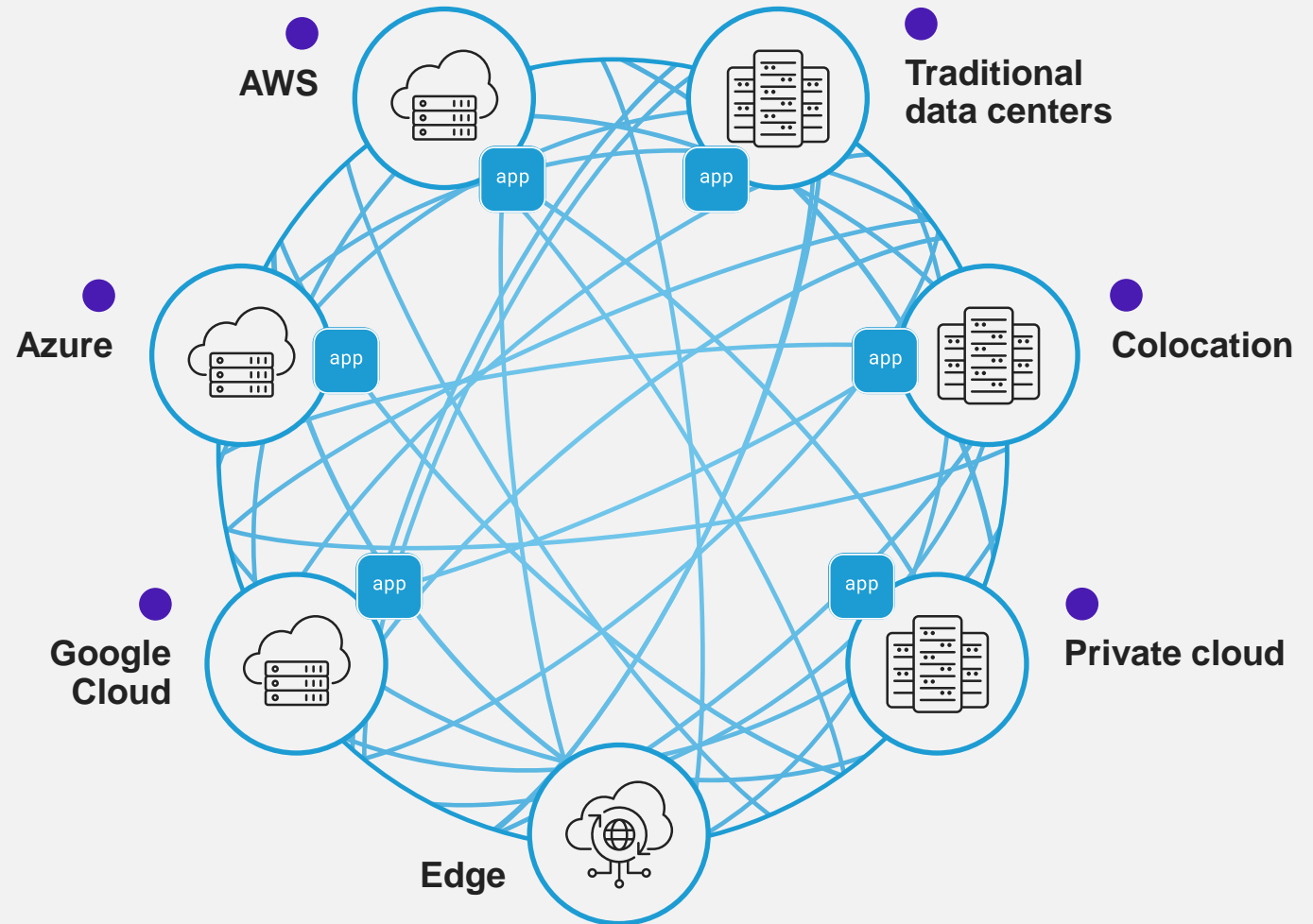
An enterprise-class application delivery controller that secures and delivers traditional applications in on-premises environments.



# We refactored BIG-IP for pure software and cloud environments

## ● BIG-IP

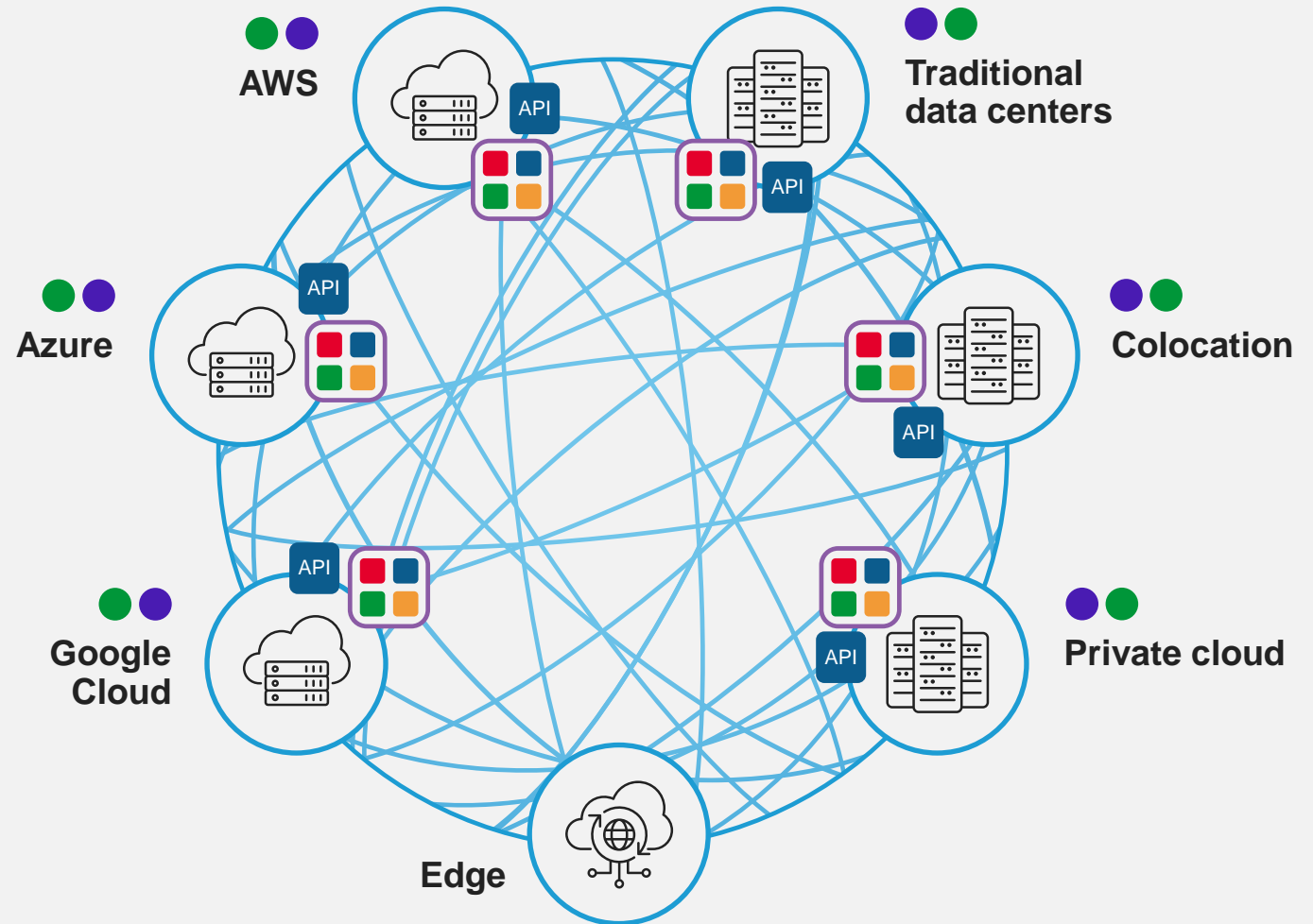
An enterprise-class application delivery controller that secures and delivers traditional applications in *on-premises, hybrid, and multi-cloud* environments.



# We acquired NGINX to power apps and APIs in containerized environments

- BIG-IP
- NGINX

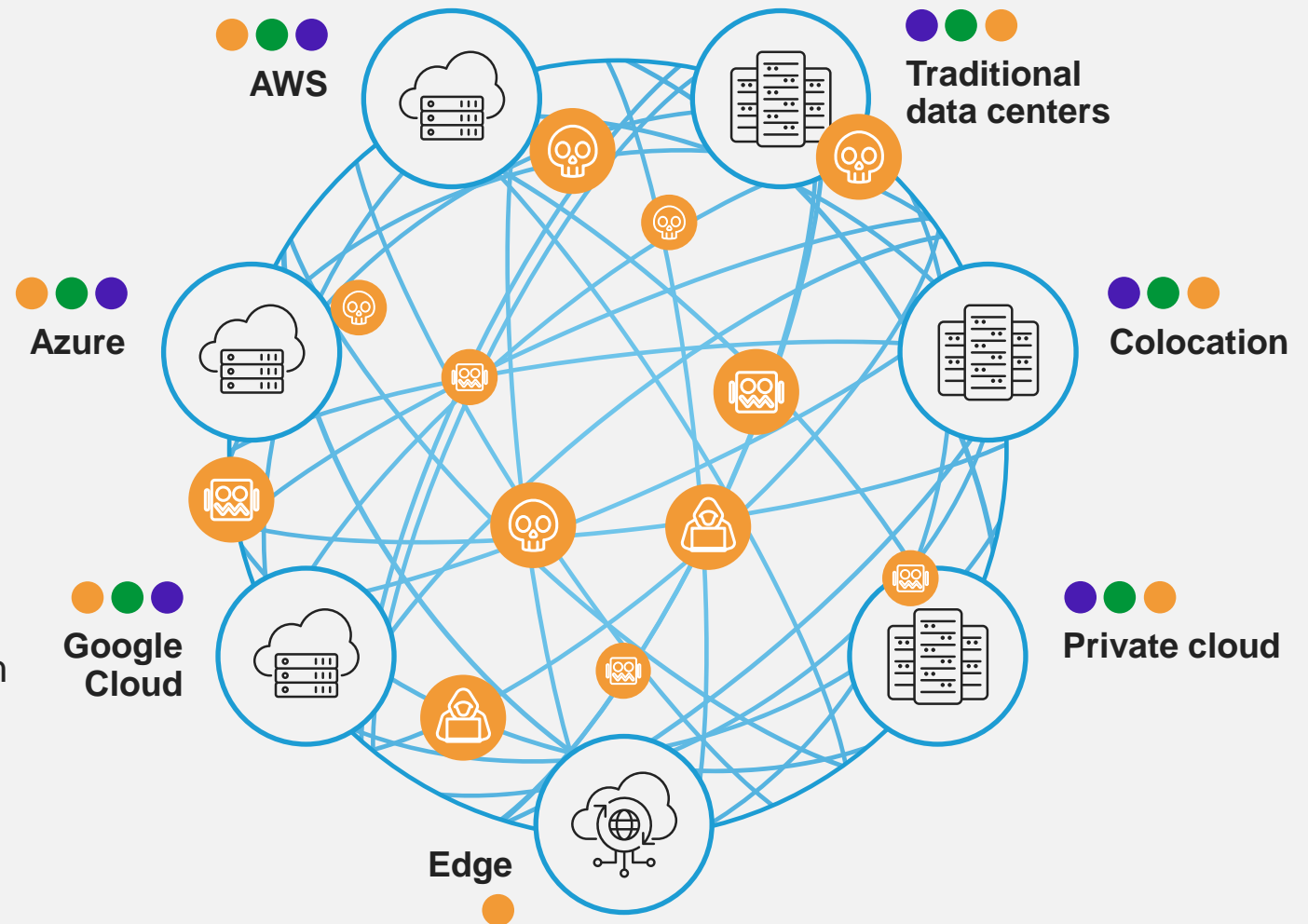
Cloud-native, Kubernetes-friendly open source and enterprise solutions that power mission-critical apps and APIs with scalability, visibility, security, and governance.



# We enhanced our app security portfolio by acquiring Silverline, Shape, and Threat Stack

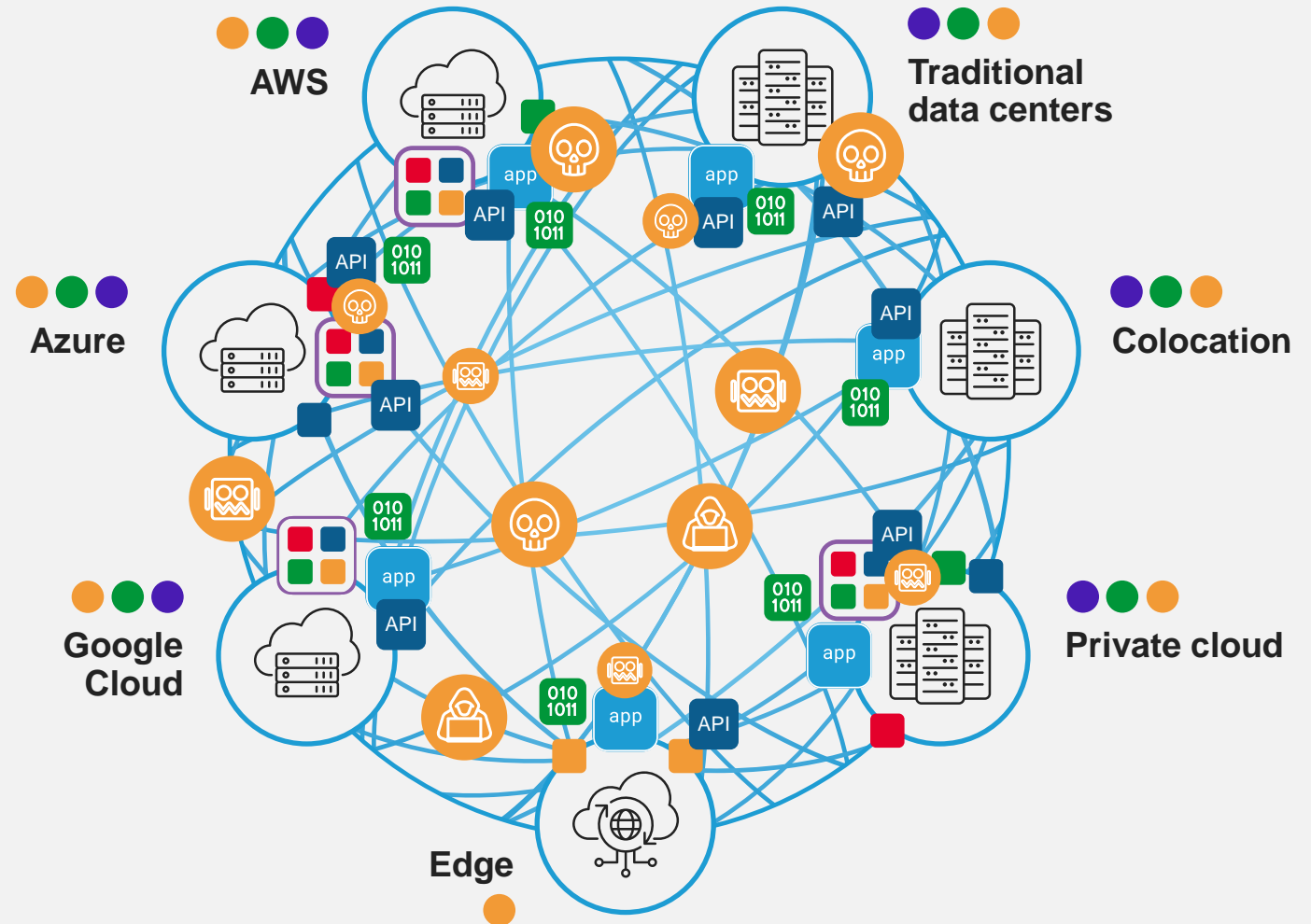
- BIG-IP
- NGINX
- Enhanced App Security

Multiple layers of security controls for modern and legacy apps. Industry-leading WAF and DDoS protection augmented with highly efficacious mitigation of bot attacks and digital fraud, as well as protection of app infrastructure through advanced telemetry and behavioral analysis.



# We have made substantial progress, but securing and delivering apps is still very complex

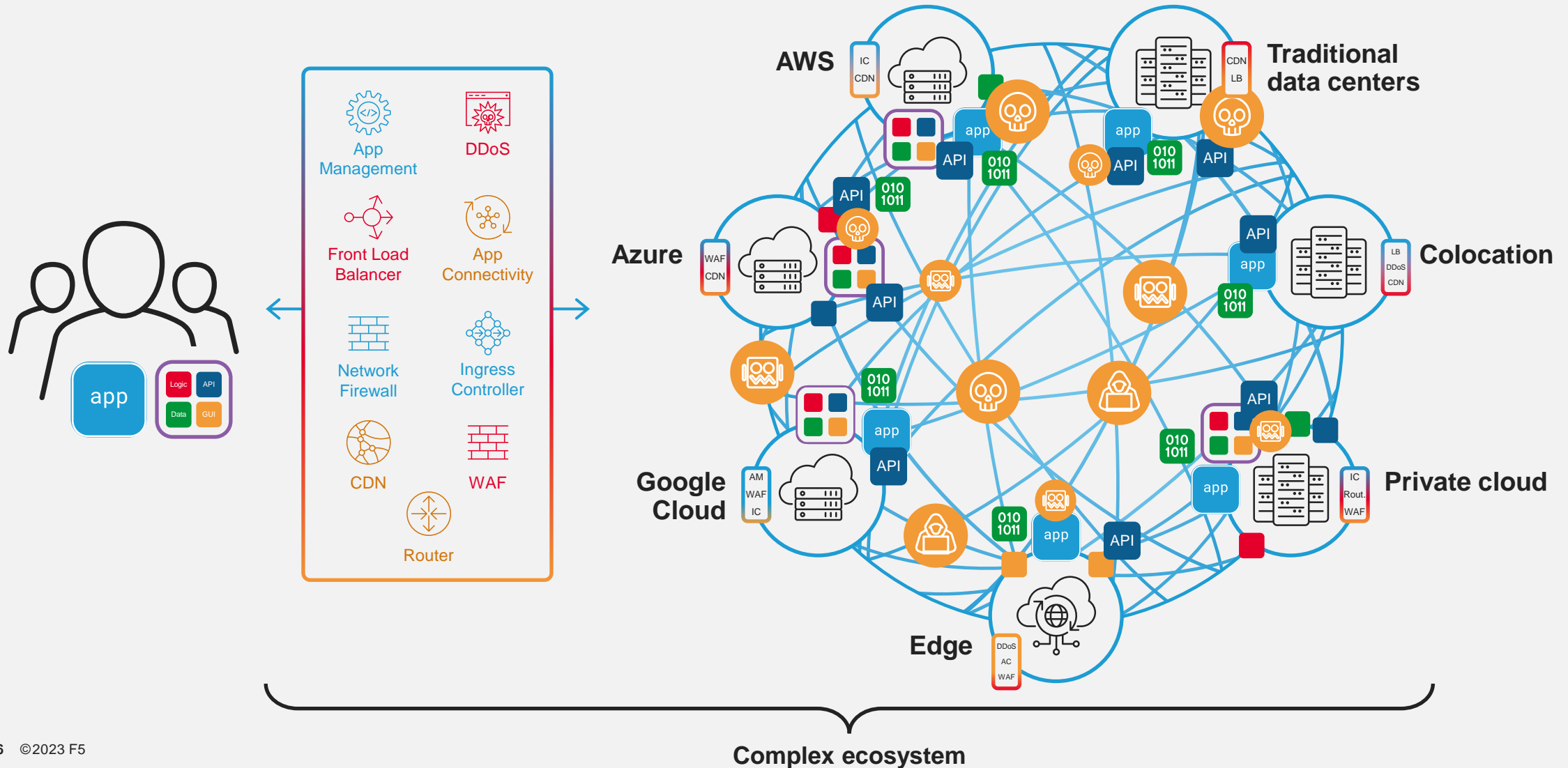
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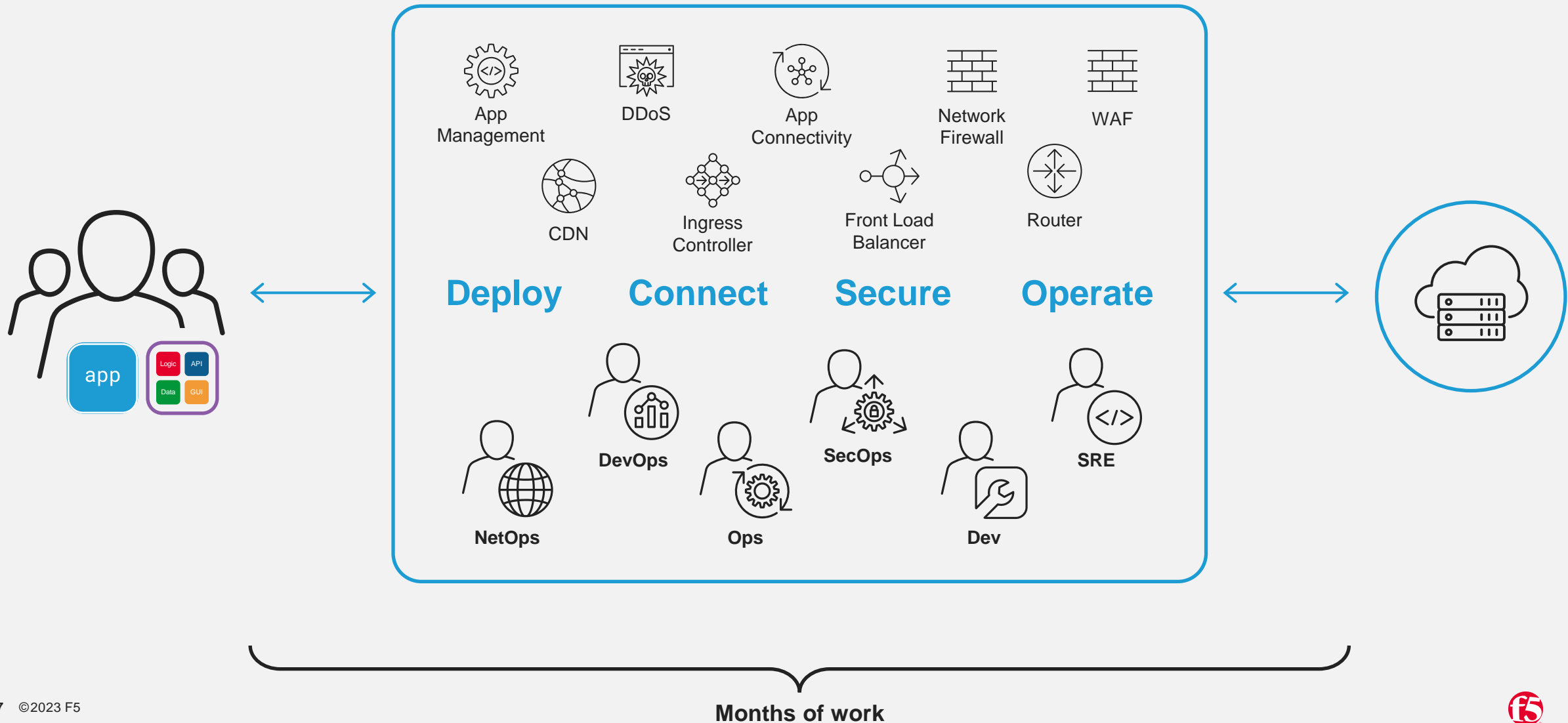


**In 2022, F5 embarked on a mission  
to make securing, delivering, and  
optimizing apps **ridiculously easy****

# Today, getting an app to your customers involves a multitude of products, services, and vendors



# In addition, a single app requires stringing together services and many different skillsets across many different teams

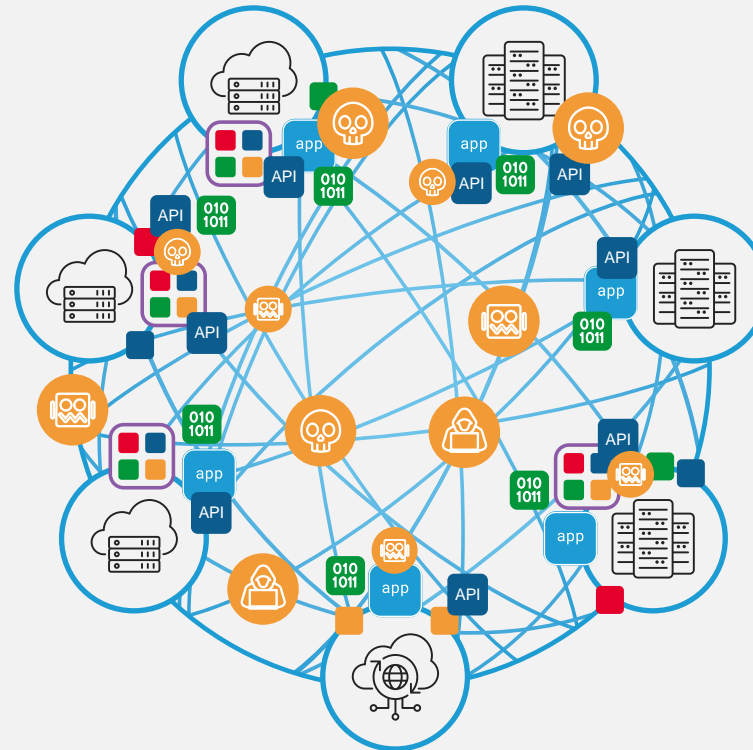


**What if you had a simpler way  
to do all of that?**

F5 Distributed Cloud Services is a **single platform** for all of your application delivery and security services across **any environment**.



Secure all apps and APIs everywhere



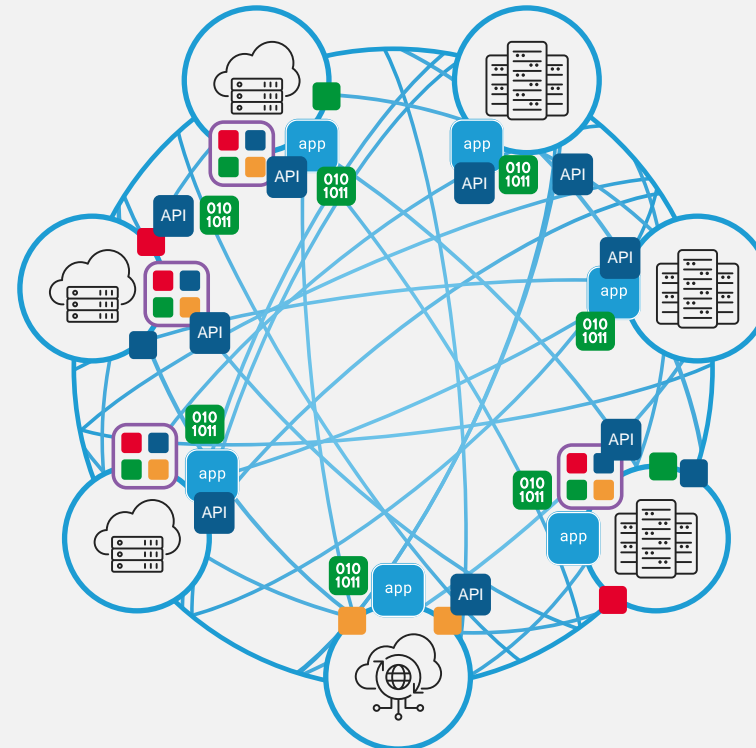
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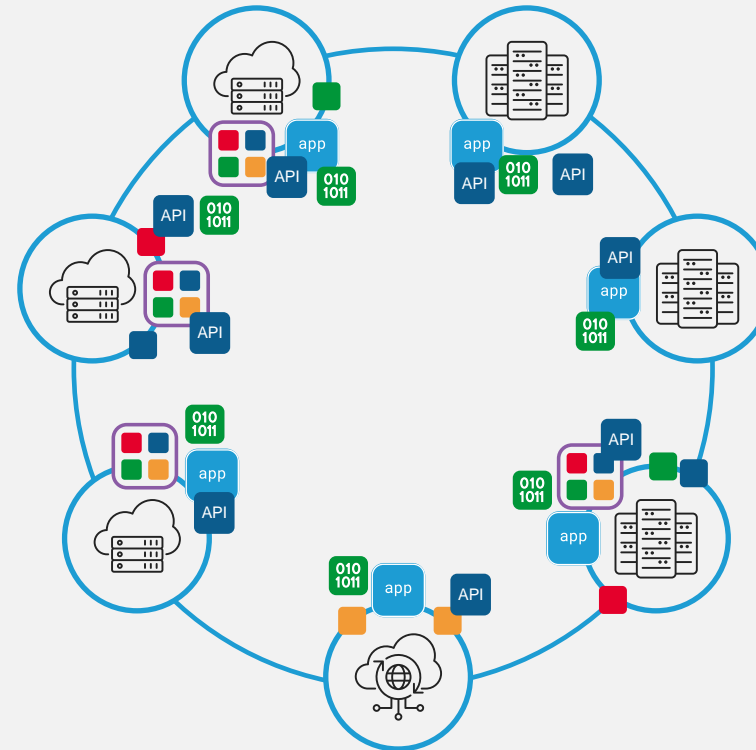
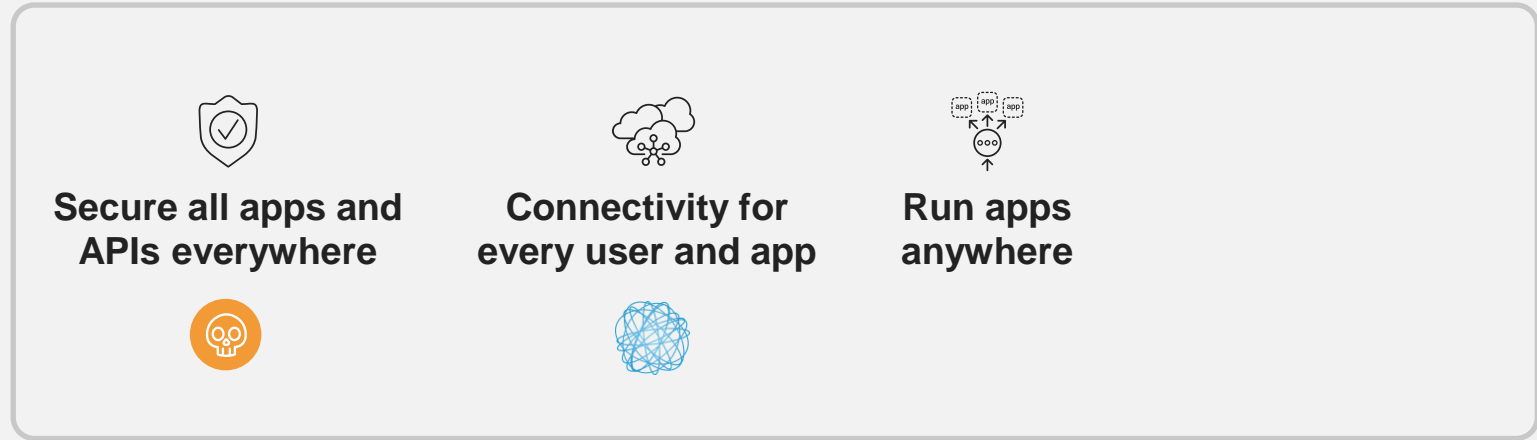
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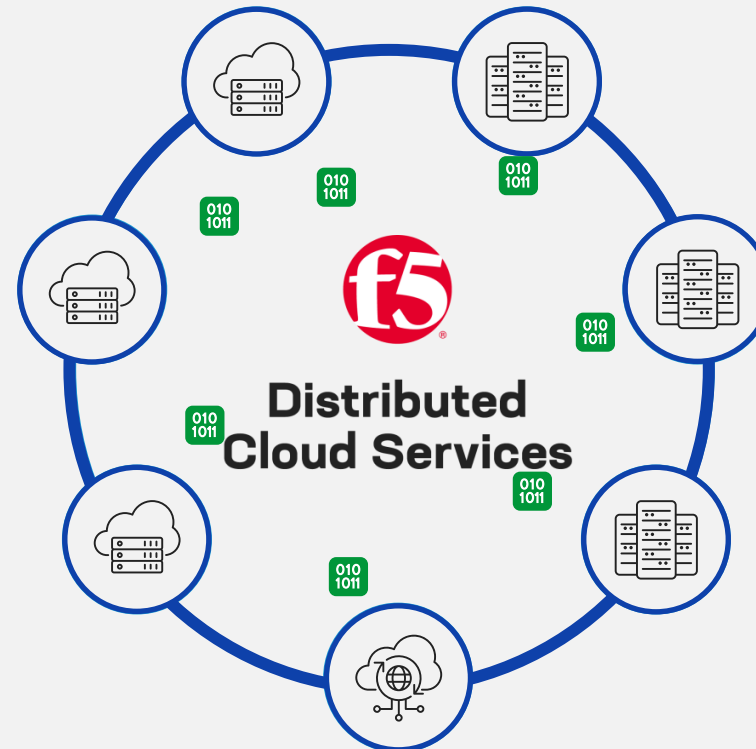
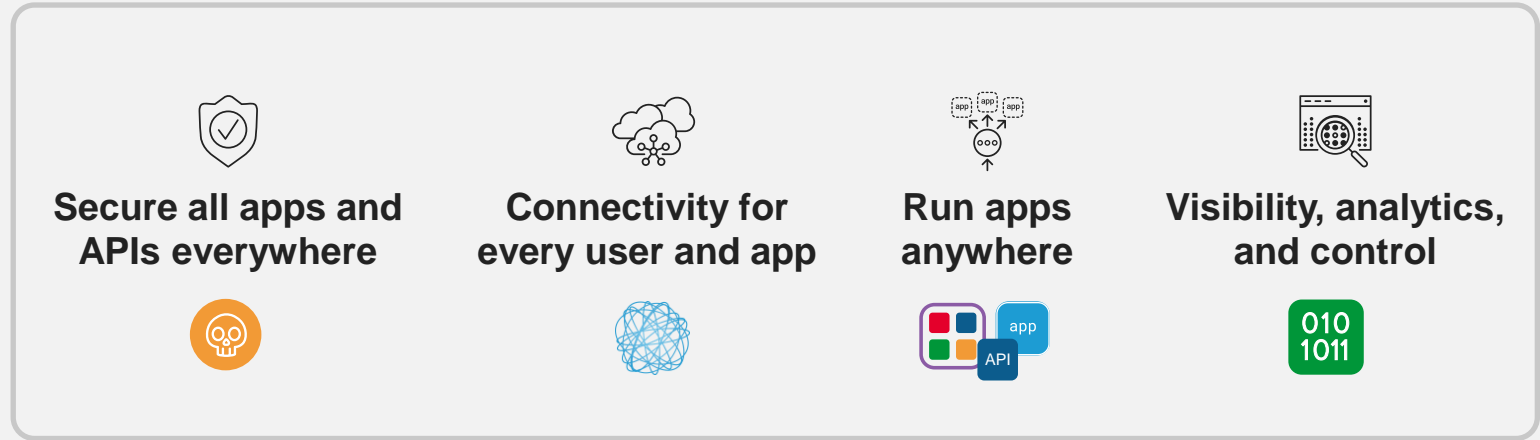
Connectivity for every user and app



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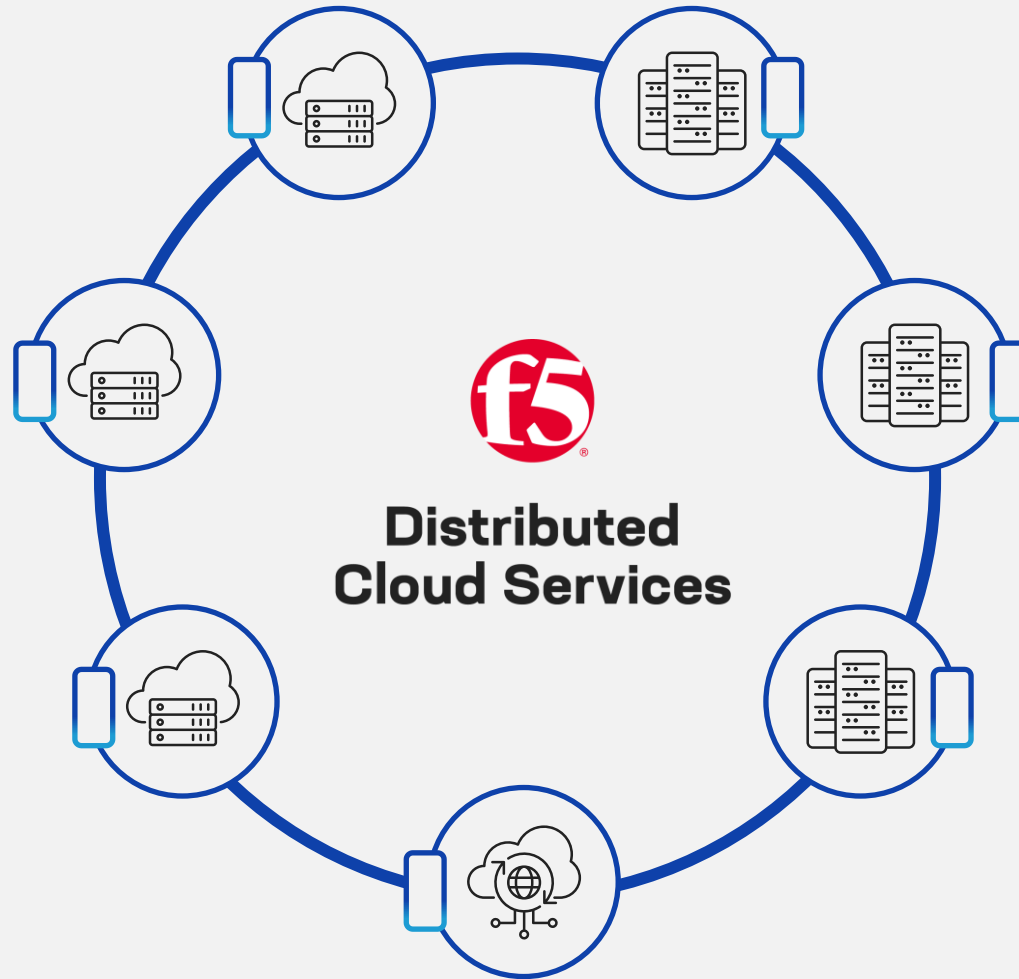




# That's how F5 helps you deliver a new app in minutes, not months



Less than 1 hour of work





**A force for a better digital world**