



F5 TAKE-OUT: SWITCH TO A10 – PARTNER QUICK REFERENCE GUIDE

A10 ELEVATOR PITCH

Use the following elevator pitches to help convince F5 BIG-IP customers that now is the time to switch to an A10 Networks Thunder Application Delivery Controller (ADC).

CIO - *“A10 solutions support your current requirements, save on budget, and improve operational efficiency. A10’s complete ADC product portfolio, including containers for microservices and flexible licensing, gets you ready for the multi-cloud challenge.”*

ARCHITECT - *“A10 solutions support your current investment on iRules with easy aFlex migration and provide 2X savings with all-inclusive license and industry-leading SSL performance. A10 Harmony Controller centrally manages automation and policy enforcement and delivers deeper visibility and actionable intelligence for operational efficiency.”*

THE A10 VALUE PROPOSITION

A10 Networks has the broadest portfolio of ADC solutions for any deployment, including hardware, virtual, bare metal, IaaS and private cloud. A10 Thunder ADC and Harmony Controller ensure business continuity, application acceleration and consistent security across all application environments.

KEY THUNDER ADC VALUE PROPOSITIONS

ANY APP, ANY CLOUD

A10 Thunder ADCs provide a converged application delivery & security for emerging micro-services & multi-cloud environments.

OPERATION EFFICIENCY

Thunder ADC can be centrally managed with A10’s Harmony Controller, helping organizations automate their ADC and gain deep visibility into daily operations.

SUPERIOR VALUE AND PERFORMANCE

All-inclusive license, industry leading SSL performance and security drive value over comparable F5 solutions.

FLEXIBLE LICENSING

Thunder ADC licenses are flexible and may be allocated across micro-services and multi-cloud implementations.

WHY UPGRADE FROM F5 BIG-IP TO A10 THUNDER ADC

A10 Thunder ADCs are the best upgrade option for current F5 BIG-IP users.

EASE OF MIGRATION



- Supports current F5 BIG-IP user requirements.
- Easily migrate TCL iRules to aFlex to Thunder ADC.



RETURN ON INVESTMENT

- 2X Savings vs. F5 BIG-IP.
- All-inclusive licensing.



OPERATIONS

- Operational efficiency with Harmony Controller.
- Per-app analytics for deep visibility and faster troubleshooting.



FUTURE-PROOF

- Ready for the multi-cloud challenge.
- Supports containers, bare metal and more.

CUSTOMER INSIGHTS

Get to know how customers rate A10 when asked:

“How would you rate your Thunder Series on the following capabilities when compared to competitive products?”

Features	95%
Performance/Scalability	96 %
Usability/Deployment Speed	93%
Reliability	93 %
Quality of Support	92 %

Ratings based on Superior/Much Better/Better or Same As responses.



To View the A10 Networks Switch to A10 Sales Play Visit:
<https://channel.a10networks.com/prm/English/c/sales-play-f5>



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F5 TAKE-OUT PROMOTIONAL BUNDLES Recommend superior solution bundles designed to help F5 customers switch to A10.

ENTRY LEVEL HARDWARE UPGRADE

Bundle detail

- Thunder 1040S
- Harmony Controller
- Gold Support (1 year)
- Prof. Services (8 hours) Training



F5 TARGET CUSTOMERS

- Organizations who have purchased expensive, underutilized F5 Best bundles.
- Organizations experiencing poor F5 support.

F5 BIG-IP TARGET SKU's

i4800	i2800	4200v
i4600	i2600	4000s

HARDWARE & SOFTWARE UPGRADE

Bundle detail

- Thunder 3350S
- FlexPool License (10G)
- Harmony Controller
- Gold Support (1 year)
- Prof. Services (8 hours) Training



F5 TARGET CUSTOMERS

- Organizations seeking additional virtualization and cloud capabilities.
- Organizations who have purchased expensive, underutilized F5 Best bundles.
- Organizations experiencing poor F5 support.

F5 BIG-IP TARGET SKU's

i4800	5250v	5050s
i4600	5200v	5000s

A10 ADVANTAGES

- Future proof hardware with 4+ years shelf life.
- FlexPool for flexible license allocation across on-premise & multi-cloud.
- 20% off A10 list price.

Supporting technical detail

- F5 5xxx series are End-of-Life (April 2018) and near End-of-Support (April 2020).
- A10 offers better hardware (CPU, Memory, network 1/10/25/40G ports).
- Highest performing SSL with TLS 1.3 support.

SOFTWARE UPGRADE

Bundle detail

- FlexPool License (10G)
- Harmony Controller
- Gold Support (1 year)
- Prof. Services (8 hours) Training



F5 TARGET CUSTOMERS

- Organizations upgrading to software and/or multi-cloud from hardware solutions.

F5 BIG-IP TARGET CATEGORIES

- Software
- Hardware

A10 ADVANTAGES

- FlexPool for flexible license allocation across micro-services & multi-cloud.
- 20% off A10 list price

Supporting technical detail

- Virtual, Bare Metal & Containers software options.
- A broad ecosystem of multi-cloud and SDN/NFV integrations.
- DevOps Support with Ansible, Terraform & SaltStack.

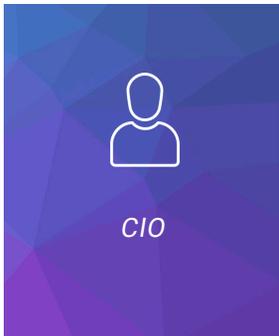


WHAT QUESTIONS SHOULD BE ASKED?

Ask the right qualifying question during your sales engagements to learn more about your prospects and to tailor your sales pitch.



- What current F5 platform are you using? What set of features have you currently enabled on your F5 platform?
- Are you getting the value you expected out of your F5 investment?
- Are you using advanced PFS/ECC ciphers and need higher performance?
- What is your application deployment plan in the next few years? Data center? Multi-cloud?



- What is your application deployment plan in the next few years? Data center? Multi-cloud?
- How do you manage application security and consistent policy control across multiple locations?
- How much visibility do you have into network/app traffic? Do you need a single pane of glass view for all your applications?

WHAT OBJECTIONS MAY BE RAISED?

Know how to respond when asked challenging sales questions during your next customer engagement.

IS A10 CLOUD READY?

Response: A10 offers industry leading solutions which are deployed in large service providers and enterprises, across multiple private and public clouds. A10 offers feature parity between hardware and software solutions, it also provides performance acceleration capabilities in software. Unlike F5 that lacks central controller for NGINX and BIG-IP VE, A10's Harmony Controller can centrally manage all ADC form factors across on-premise, and multi-cloud deployments for consistent security and visibility.

WHAT ABOUT NGINX?

Response: Organizations need a unified and complete solution. Even with F5's recent acquisition of NGINX to enter into the multi-cloud market, it will still take some time to develop a true controller for their now disparate ADC product lines. A10 is the only vendor that has a unified solution.

DOES F5 HAS BETTER RELIABILITY & PERFORMANCE?

Response: A10 offers best performance to price ratio. A10's rich feature set, industry-leading SSL performance, and all-inclusive licensing, allows customers to plan and grow with one clear total cost of ownership (TCO) expectation. A10's world-class technical support service offers immediate assistance and easy escalation paths to resolve any customer issues.

I USE VCMP; WHERE IS YOUR SOLUTION?

Response: Each vCMP guest instance requires dedicated resources (CPU/memory) which cannot be shared between instances even when available. A10 Thunder ADC offers 32-1023 Application Delivery Partitions (ADPs). Unlike vCMP, all resources in Thunder ADC are shared between partitions which allow the optimal use of system resources.

I AM USING IRULES. CAN THEY BE MIGRATED TO A10?

Response: A10's aFlex is also a TCL-based scripting language just like iRules so the migration from iRules to aFlex can easily be done.



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COMPETITIVE PRODUCT OVERVIEW

A10 Thunder ADC provide superior solutions compared to F5s BIG-IP.

OVER 2X TLS/SSL PERFORMANCE



A10 Thunder ADCs provide twice the Transport Security Layer and Secure Socket Layer performance at approximately 1/8 the price.
A10 - \$1.73 per transaction (10x)
vs.
F5 - \$12.89 per transaction (10x)



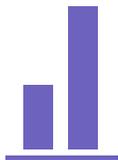
65% LESS COST

An \$83,793 F5 BIG-IP i4600 refresh can be beaten or matched with a Thunder ADC solution at \$25,995; a (65% savings).



ALL-INCLUSIVE ADC LICENSE

F5 BIG-IP customers who switch to A10 will replace complex, expansive and inflexible F5 licenses with a predictable, all-inclusive Thunder ADC licenses that lowers their total cost of ownership.



SSL TPS

A10 Thunder's 1040 QAT delivers 130% greater transactions per second than F5's BIG-IP i4600 ('Best') solution.

QUESTIONS?

Please contact us via
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phone: +1 888 A10-6363 (North America Sales)
or visit the A10 Affinity Partner Portal at <https://channel.a10networks.com/English/>

	BIG-IP	THUNDER ADC
BEST-IN CLASS PERFORMANCE WITH LOWEST TCO	✗	✓
ALL-INCLUSIVE LICENSE	✗	✓
TLS 1.3 SUPPORT	✓	✓
4TH GEN TLS/SSL FOR HIGHEST PERFORMANCE IN-CLASS	✗	✓
FLEXIBLE LICENSE CONSUMPTION (FLEXPOOL)	✗	✓
BARE METAL SUPPORT	✗	✓
CLOUD APP SUPPORT (CONTAINERS/KUBERNETES)	Limited	✓
CENTRAL CONTROLLER, VISIBILITY AND ANALYTICS FOR MULTI-CLOUD MANAGEMENT INCLUDING CLOUD NATIVE APPS	✗	✓
ULTRA HIGH-DENSITY PARTITIONING	✗	✓
AUTOMATION AND SELF-SERVICE	✗	✓