F5 Distributed Cloud WAAP Quick Reference Guide

VALUE PROPOSITION

- Key trends are changing the way apps are built and consumed
  - SaaS Delivery Model
  - API Economy
  - Agile Development
- Improved TCO
  - Accessible consumption-based SaaS pricing model
  - Reduction of unwanted traffic for reduced operating cost
  - Improved customer experience
- Minimise Risk
  - Ease of use means better coverage and reduced risk
  - Accessible to anyone / protect all apps
  - High security efficacy and reduced operating expenditure

TOP OUTCOMES MESSAGE FOR CUSTOMERS

Executive (CFO / CIO / VP of IT):

- Security agility that complements modern development practices
- Unified and uniform security for diverse and distributed apps
- Lower TCO through integrated services approach & SaaS delivery

Line of Business (LoB) Leaders / Business Owners:

- Machine Learning (ML) powered SaaS security you won't have to micromanage or tune
- Inheritable policy and controls that won't change from app to app
- Repeatable and predicable security across apps and clouds

SecOps:

- Advanced, practical ML powered security that alleviates
- Single WAAP platform for centralised visibility, reporting, and control
- Global threat intelligence and adaptive ML powered services

INCONSISTENT APP PROTECTION, COMPLEX OPERATIONS

1. Web App Protection : All apps need some form of protection against vulnerability exploitation, reconnaissance and data breaches.
2. Bot Protection : Unwanted automation carries a high cost – from fraud, intellectual property theft, phishing and brand misappropriation.
3. API Protection : APIs are the backbone of most modern apps, protecting them from abuse and exploitation is necessary to ensure the safety

PRODUCT OVERVIEW & FEATURES

SaaS-based F5 Distributed Cloud WAAP secures web apps and APIs deployed in multi-cloud and distributed environments, simplifying app security while increasing overall efficacy. Bringing together four key app security components:

WAF: Uses F5's powerful Advanced WAF technology, combining signature- and behavior-based protection for web applications, blocking and mitigating a broad spectrum of risks stemming from the OWASP Top 10, threat campaigns, malicious users and more.

API Security: with automatic API discovery that can identify and map API endpoints to any app—as well as provide support for a positive security model through API swagger import—organisations can easily observe, refine, and enforce proper API behavior

Bot Defense: manages and deflects malicious automation to prevent sophisticated, human-emulating attacks. It brings together unified telemetry, network intelligence and AI/ML with human analysis to identify and defend against automated threats.

DDoS Mitigation: organisations get multi-layered protection against attacks across layers 3–7, including network-level shielding from volumetric distributed denial-of-service (DDoS), DoS signatures, service policies including rate limiting, IP reputation, and advanced scrubbing with deep packet inspection.

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KEY MESSAGES

DevOps

- SaaS base approach to application delivery and security
- Mutli-cloud and on-prem support
- Message 3

SecOps

- High efficacy WAAP security
- Comprehensive protection for all apps and architectures
- Simplified management and uniform security across clouds

Line of Business App Owner

- Uniformity of security policy for trustworthy and predictable ops
- Full visibility of security events and logs
- Bot and automation defenses beyond WAF and zero-day

CUSTOMER REFERENCES

"We have been bringing our applications and IT services in-house over the last year and selected F5 as a key partner to help us secure and accelerate them. F5's Distributed Cloud WAAP service provides the exact combination we need - high efficacy to protect web properties and online banking applications, coupled with the agility and ease of operation of a SaaS-based offering."

Ryan Burgess, Director, Technology Infrastructure at BlueShore Financial

QUALIFYING QUESTIONS

How is your org handling high severity vulnerabilities like log4j, etc.?

- Determine if the customer has WAF/WAAP and if so who/what are they using. Are they able to rapidly respond to new vulnerabilities and zero-day risks?
- How many different app security solutions do they have today? Separate solutions for WAF, DDoS, API etc. or a unified solution across apps and environments.

Where are your apps/workloads deployed? Across which environments?

- Determine how distributed their apps/workloads are. If they are highly distributed across multiple environments, they would likely see value in Distributed Cloud WAAP

How concerned are you about fraud and abuse (bots and unwanted automation?

- Determine if customer is at risk for availability and brand tarnishing attacks that influence customer confidence and line-of-business application availability.

Have you invested in distributed application architectures/microservices? APIs?

- Evaluate development maturity and investment in application strategies that necessitate Bot Protection.

Who handles app security within your organisation?

- Is it shared across multiple teams or aggregated within one team? If multiple teams are engaged/play a role customers may benefit from Distributed Cloud WAAP

How is your organisation dealing with security staffing?

- Key in on organizations with tight budgets, where they don’t have dedicated security and teams are "wearing multiple hats" e.g. NetOps and/or IT are doing security as well, Developers/DevOps is off handling their own app security

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HANDLING OBJECTIONS

We already have apps in the cloud.

- Great! We don't need to change your existing architectures for you to start making use of our advanced WAAP security services. You can complement existing apps across any cloud.

We're using Akamai because we need CDN.

- Understandable, but caching needs shouldn't dictate your security policy. Many apps use CDN for the caching of static objects while the APIs and dynamic pages are protected separately – we can totally complement your existing CDN provider with WAAP security for apps .

We're only on one cloud, so we're not doing multi-cloud yet

- We see many customers who are in your same position with apps living in their data center and one public cloud –they are still struggling with maintaining effective security across both environments –how are you managing security at each site? Do you have a common set of controls? And simple management console across deployments?

COMPETITIVE LANDSCAPE & DIFFERENTIATION

Competitive landscape includes Cloudflare, Fastly (Signal Sciences), Imperva, Akamai etc.

F5's Secret Sauce Unique Business Value (Strengths)

1 **Deployment flexibility** to achieve a variety of security architectures, consistently enforcing security policies wherever your apps require (regional F5 PoPs, across any cloud, customers data center or customer's edge)

2 **Stronger Bot Defense** offering both signature based (included w/ WAF) and AI/ML driven bot detection identifies automated, non-human attacks that can flood digital infrastructure

3 **Common platform** delivering WAAP with rich multi-cloud app networking, edge compute capabilities along with a global network in a single offering

30 SECOND HOOK

- Deploy anywhere with flexible options: Distributed Cloud WAAP can be deployed natively in multi-cloud, data center, and edge environments. It's easy to deploy and manage.
- End-to-end visibility and policy control: Distributed Cloud WAAP allows for easy observation of network and application traffic and behavior centrally across all apps in a single dashboard to simplify management and increase efficacy.
- Use application networking and security together: With Distributed Cloud WAAP, organisations can unify their app security, multi-cloud networking, and app platform services on a single SaaS platform from F5, an industry leader in app security.

ADDITIONAL RESOURCES

Visit F5 Distributed Cloud WAAP landing page in Partner Central for training and sales enablement collateral

F5 WAAP Simulator

F5.com WAAP Product Page