



TIME Is Running Out
F5 Replacement Program Guide
Reseller ONLY – CONFIDENTIAL!



Valid till September 30th

OrderIn @ A10 Networks

The Opportunity

F5 BIG-IP v9 series was launched in September 2004 and reached end-of-sale (EoS) in August 2009.

End-of-Technical-Support and End of RMA will be 31st July 2016.

COMPELLING EVENT – due to end of support and RMA, customers will be forced to replace the Buffalo Jump platforms currently in production.



Your advantage

Grow your A10 business and capitalise on F5's aging BIG-IP series

Enjoy attractive rebates when you replace your customers' old F5 equipment – limited time offer

It's easy... Just use our Campaign in a Box

The requirements

Deal Registration

Orders must be placed until 30th September 2016



Why A10 ? – Customer voice

Your customers will enjoy improved performance, ease-of-use and superior ROI with A10



“Small business customer success online is largely influenced by the technology and support employed. Using A10, we are able to provide the same, top-level service our nearly 11 million customers have come to expect while improving reliability and keeping costs down. ”

Tim Parker, Director of Networking

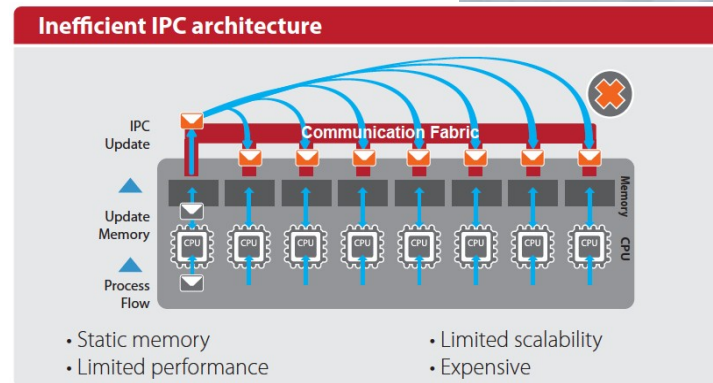
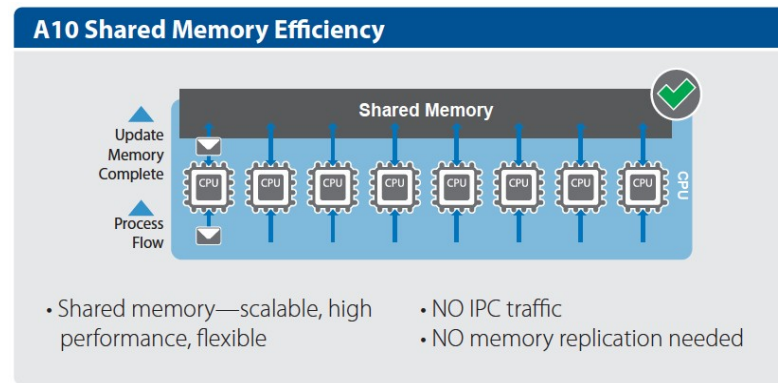
Evaluated A10 and multiple other vendors, selecting A10 ADCs for a large-scale Cisco ACE replacement.



Why A10?

Greater Performance, Scalability & Capacity

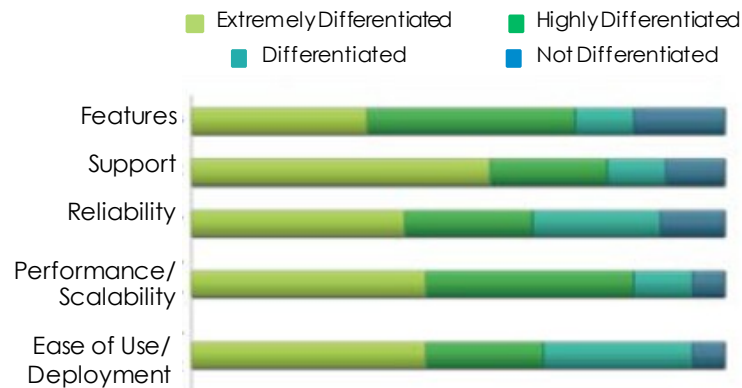
- Highest performance in the industry (HTTP, CPS, HTTP TPS and DDoS protection)
- Most mature 64-bit OS ensuring no performance degradation for concurrent sessions
- Scalable Symmetrical Multi-processing (SSMP) multi-core CPU and shared memory architecture for better scalability, performance and capacity
- Predictable capacity and performance to meet CIO needs to manage network cost.



Why A10?

Superior ROI

- No added feature license fees required. All ADC features as well as CGN included.
- Simultaneously run all modules with no limits on any platform, including entry level appliances.
- High Capacity and Lower TCO allows customers to replace and use for a reasonable depreciation cycle.
- Ready for the future demands eg, SSL, IPv6, SDDC,SDN, Security
- Less rack space and power consumption



Source: Survey of users of A10 Networks AX Series who previously use F5 Networks



Why A10?

Ease-of-use

- Simplified 'Cisco-like' management interface and same syntax as APIs
- Administrators have more granular access
- Lighter/faster GUI

Ease-of-migration

- Simple and quick migration from old to new
- Simple migration from TCL iRules scripts to A10's TCL aFlex



Research by  TechValidate

A10 is More Likely to Replace F5 Versus Any Other Vendor

19% of surveyed IT organizations replaced F5 Networks with AX Series. 

Source: Survey of 95 users of A10 Networks AX Series

www.techvalidate.com/product-research/a10networks-ax-series TVID: 182-1F2-2B5



Model Mapping

F5 BIG-IP v9



BIG-IP 1500



BIG-IP 3400



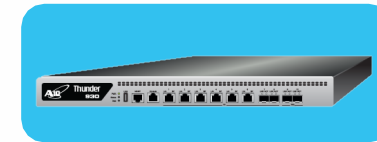
BIG-IP 6400/6800



BIG-IP 8400/8800



A10 Replacement



Thunder 930S



Thunder 1030S



Thunder 3030S

A10 Recommended Platforms to Replace v9 Series – Specifications

| F5 Platforms | Performance | License Limitation | Port Count | A10 Thunder | Performance | License Limitation | Port Count |
|--------------------|-----------------------------------|---|-----------------------------------|----------------|-----------------------------|--------------------|-----------------------------|
| 1500 (C36) | TP: 500Mbps, SSL TPS: 100+1900 | 1-2 modules, LTM/ GTM/LC only | 4 x GE, +2 x GF | TH930 | TP: 5Gbps, SSL TPS: 1900 | Full ADC | 6 x GE, 2 x GF, 2 x 10GF |
| 3400 (C62) | TP: 1Gbps, SSL TPS: 100+4900 | 2-3 modules, LTM/ GTM/LC only | 8 x GE, +2 x GF | TH1030s | TP: 10Gbps, SSL TPS: 25K | Full ADC | 6 x GE, 2 x GF, 2 x 10GF |
| 3410 (C100) | TP: 1Gbps, SSL TPS: 100+4900 | 2-3 modules, LTM/ GTM/LC only | 12 x GF | TH1030s | TP: 10Gbps, SSL TPS: 25K | Full ADC | 6 x GE, 2 x GF, 2 x 10GF |
| 6400 (D63) | TP: 2Gbps SSL TPS: 100+14900 | 3-6 modules, LTM/ GTM/LC/WAM/ ASM | 16 x GE, 2+2 x GF | TH3030s | TP: 30Gbps, SSL TPS: 47K | Full ADC | 6 x GE, 2 x GF, 4 x 10GF |
| 6800 (D68) | TP: 4Gbps SSL TPS: 100+14900 | 4-6 modules, LTM/ GTM/LC/WAM/ ASM | 16 x GE, 2+2 x GF | TH3030s | TP: 30Gbps, SSL TPS: 47K | Full ADC | 6 x GE, 2 x GF, 4 x 10GF |
| 8400 (D84) | TP: 10G SSL TPS: 100+34900 | 4-6 modules, LTM/ GTM/LC/WAM/ ASM | 12 x GE, 6+6 x GF +2 x 10GF | TH3030s | TP: 30Gbps, SSL TPS: 47K | Full ADC | 6 x GE, 2 x GF, 4 x 10GF |
| 8800 (D88) | 10G SSL TPS: 100+39900 | 4-6 modules, LTM/ GTM/LC/WAM/ ASM | 12 x GE, 6+6 x GF +2 x 10GF | TH3030s | TP: 30Gbps, SSL TPS: 47K | Full ADC | 6 x GE, 2 x GF, 4 x 10GF |

End User Promo Pricing with Trade-in (example)

| Anzahl | SKU | Beschreibung | Discount Reseller | Discount Endkunde |
|--------|------------------------|---|-------------------|-------------------|
| 2 | TH1030-010-SSL-2PS | TH1030-010-SSL-2PS Thunder 1030S 1U 1xCPU 6xGoC 2xGF 2x10GF 8 GB SSD LOM H/W SSL Dual PS | 57,00% | 35,00% |
| 2 | TH1030-010-SSL-GS-S-1Y | TH1030-010-SSL Gold Tech Support 24x7 Adv Replacement (A10 HW or license only) - 1-Year | 45,00% | 35,00% |
| 8 | PS-HOURLY-ON | Profesional Service Hourly Onsite Consultant M-F | 100,00% | 100,00% |
| | | | | |

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| 8 | PS-HOURLY-ON | Profesional Service Hourly Onsite Consultant M-F | 100,00% | 100,00% |
| | | | | |

Marge Reseller 30 %

Special Trade-in Promotion for Customers



Special trade-in savings of up to 35%



Free installation and migration services up to 1 day – limited time only

Program Marketing Tools for Partners (Accessed via Affinity Portal)

Marketing Tools

- Co-branded emailer for customer - German
- Trade-in Program brochure - German
- Top 10 Checklist for ADC - German
- Co-branded online banner and landing page

Sales Tools

- A10 vs F5 Battle Card
- Customer presentation deck

Marketing Assets for Partners

Time is Running Out
Trade-In your aging BIG-IP.
Enjoy Improved performance,
ease-of-use and superior ROI.

[LEARN MORE](#)

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[LEARN MORE](#)

Banner ads

A10 NETWORKS
TRADE-IN PROGRAM

Es ist an der Zeit, Ihre BIG-IP auszutauschen.

Die F5 BIG-IP v9 Serie kam im September 2004 auf den Markt und ist end-of-sale (EoS) seit August 2009. End-of-Technical Support und End of RMA ist am 31. Juli 2016. Migrieren Sie jetzt zu einer robuster und sicherer Plattform und ersetzen Sie Ihre BIG-IP mit dem A10 Thunder ADC.

Warum Sie zum A10 Thunder ADC wechseln sollten?

Profitieren Sie von verbesserter Performance, einfacher Handhabung und herausragendem ROI mit A10.

Höhere Performance, Skalierbarkeit und Kapazität

- Höchste Performance in der Industry (HTTP, HTTPS, FTP, SIP, and DNS) protection
- Most robust and CI protected geoblocking solution for geo-targeted campaigns
- Skalierbare symmetrische Multi-processing (SMP) multi-core CPU and shared memory architecture for better scalability, Performance and Capacity
- Vorhersagbare Kapazität und Leistung entspricht den Anforderungen der CIO, die Höchstwertchen zu managen.

Plattform Vergleich

Herausragender ROI

- Keine zusätzlichen Lizenzgebühren erforderlich. Alle ADC Features ebenso wie CGI und Plug-Ins.
- Alle Module laufen ohne Einschränkung gleichzeitig auf jeder Plattform, einschließlich der Endanwender.
- Hohe Kapazität und geringer TCO ermöglicht dem Kunden den Tausch und die Nutzung zu einem angemessenen Abschreibungszyklus.
- Vorbereitet für zukünftige Anforderungen wie z.B. SSL, IPv6, SDCC, SDN, Security
- Weniger Ploits im Rack und geringer Stromverbrauch

A10 Networks Central Europe - info_eu@a10networks.com | Telefon 040 / 535 27 462 | www.a10networks.com

Customer brochure

A10 NETWORKS Partner Logo BusinessLogo

TIME Is Running Out
Enjoy improved performance, ease-of-use and superior ROI with A10.

Time is Running Out On Your Aging BIG-IP

Dear (lead, First Name: default=Valued Customers),

Did you know your F5 BIG-IP v9 series needs to be replaced in 2016?
Migrate now to a more robust and secure platform while saving BIG-IP by simply trading in your BIG-IP for an A10 Thunder ADC.

Why move to A10 Thunder ADC?

- Special trade-in savings of up to 40%
- Free installation and migration services – limited time only
- Superior ROI – All inclusive model with no feature licensing fees
- Greater Performance, Scalability & Capacity
- Ease-of-use with simplified management interface and more granular access

A quick 20 minute call with us today can help your organisation stay ahead of increasing business demands and save BIG-IP! Contact us now.

[Talk to our Application Delivery specialists](#)

Get Started

Contact our Sales team

Phone:
Email:
Website:

LEARN MORE

- [2 page brochure](#) on our Trade-In program
- [Top 10 checklist](#) for Application Delivery Controllers
- [A10 ADC ROI Calculator](#)

HOW TO BUY 1-888-216-8300 (US-Free USA) 1-408-225-9616 (International)

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www.a10networks.com
Privacy Policy

Co-branded emailer

THE APPLICATION DELIVERY CONTROLLER TOP 10 CHECKLIST
MAKING YOUR APPLICATIONS MORE AVAILABLE, SECURE AND FASTER

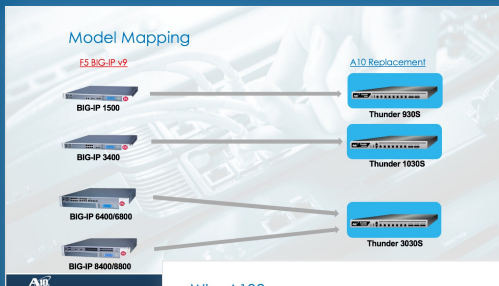
- Multi-Tenancy**
Delivers your ADC platform shared across multiple tenants and supports dynamic provisioning, dynamic scaling, and auto-healing.
- Advanced SSL Performance**
Unlocks SSL for commonly used protocols and enables high performance SSL processing. Great for applications like Citrix, SAP, and Oracle.
- SSL**
- Beyond Load Balancing**
Delivers advanced features like application acceleration, content optimization, and more.
- All-In-One Licensing**
New model for licensing that covers all features in a single license.
- Security Hardening**
Advanced security features like intrusion prevention, bot mitigation, and more.
- Works in the Cloud**
Delivers advanced features like cloud integration, multi-tenancy, and more.
- Superior Hardware Design**
Delivers advanced features like high performance, low power consumption, and more.
- Disaster Recovery Protection**
Delivers advanced features like backup, restore, and more.
- Easy to Use**
Delivers advanced features like simplified management, intuitive UI, and more.
- Superior Support**
Delivers advanced features like 24/7 support, expert advice, and more.

A10 NETWORKS

TOP 10 Checklist

Sales Assets for Partners

Customer presentation



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Go Daddy

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F5 ADC Battle Card

Platform Comparison

A10 Shared Memory Efficiency

- Shared memory – scalable, high performance, flexible
- ASIC traffic, NO memory replication needed

Refined IPC architecture

- Static memory
- Unlimited scalability
- Unlimited performance
- Unlimited capacity

Previous F5 Customers See Significant A10 Value

A10 Competitive Advantages

A10 v9

- 64-bit OS
- Multi-core CPU
- Shared memory
- High performance
- High capacity
- High availability
- High security
- High reliability
- High performance
- High capacity
- High availability
- High security
- High reliability

What Questions Should Be Asked?

- Which F5 product are you currently using? (For how long?)
- Are any applications being added in the near future?
- Do you have a supported vendor strategy for your existing F5 load balancers in the next 12 months?
- Do you have applications of network performance issues?
- Are you looking to add the next generation?
- Are you looking at the cost of ownership or total cost of ownership?
- How many users are you looking to support?
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Battlecard

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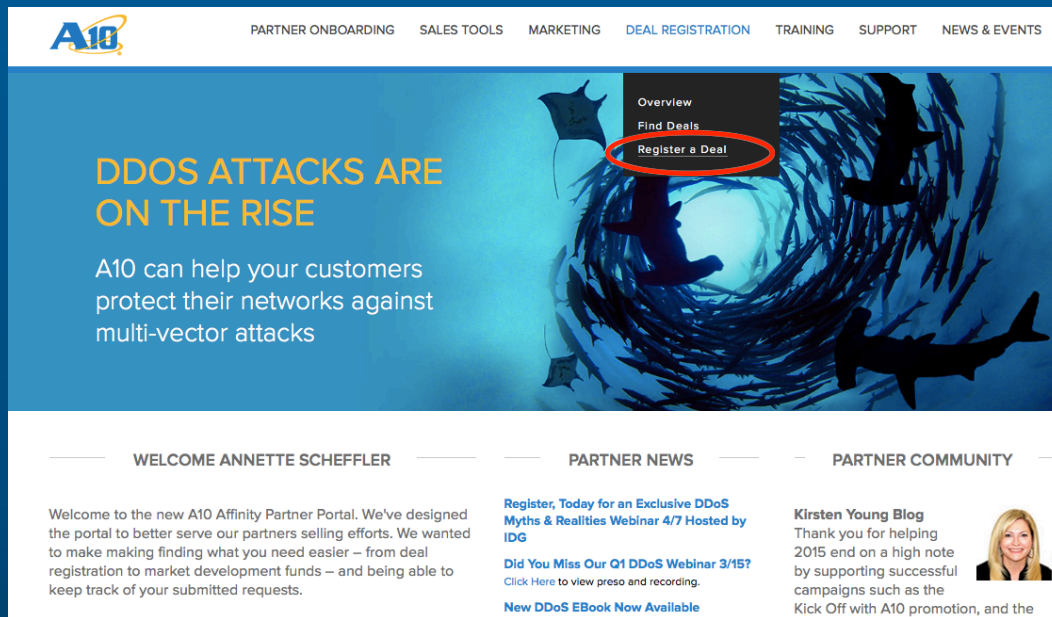
Source: Survey of 95 users of A10 Networks AX Series

www.techanalyst.com/research/techanalyst-survey

TNA-10-15-001



Deal Registration Instructions



The screenshot shows the A10 Affinity Portal website. The top navigation bar includes the A10 logo and links for PARTNER ONBOARDING, SALES TOOLS, MARKETING, DEAL REGISTRATION, TRAINING, SUPPORT, and NEWS & EVENTS. The main content area features a large blue banner with the headline "DDOS ATTACKS ARE ON THE RISE" and a sub-headline "A10 can help your customers protect their networks against multi-vector attacks". A dropdown menu is open under "DEAL REGISTRATION", with the "Register a Deal" option circled in red. Below the banner, there are three columns of content: "WELCOME ANNETTE SCHEFFLER" with a welcome message, "PARTNER NEWS" with links to webinars and an eBook, and "PARTNER COMMUNITY" with a blog post by Kirsten Young.

Submit DEAL REG via Affinity Portal (click [here](#))

- Login onto Affinity Portal
- On the top menu bar, select "Register a Deal" under Deal Registration

Deal Registration Instructions

The screenshot shows a web form titled "DEAL INFORMATION". The form contains several fields: "Project Name:" (text input, circled in red), "Project Description:" (text area), "Estimated Budget:" (text input), "Expected Close Date:" (calendar icon), "Expected POC Date:" (calendar icon), "Trade-In Program:" (dropdown menu, circled in red, showing "Competitive Trade-In"), "Value Proposition:" (dropdown menu, showing "- Select One -"), and "Incumbent:" (dropdown menu, circled in red, showing a list of vendors with "F5 Networks" selected). Below the Incumbent dropdown is a "PRODUCT DETAILS" section with checkboxes for "TH Series" and "aCloud".

At Deal Information:

- "Project Description" to include campaign code:

EMEA_2016_Q2_F5replacement_CE

- Select "**Competitive Trade-In**" under Trade-In Programs
- Select "**F5 Networks**" under Incumbent

At Opportunity conversion (A10 sales):

- Please verify that "Project Name" field includes Campaign code. MANDATORY



Alexander Kreutz
Channel Sales Manager Central Europe
+49 151 29805740
akreutz@a10networks.com
kreutza10@skype