

Dynamic Service Management – F5’s goal for SDN



Nathan Pearce, 2012-24-09

Last week [Dell made interesting comments](#) that Software Defined Networking wouldn't have an impact on cost savings for another three to five years, as most SDN models are currently deployed on hybrid set-ups using legacy technology. The market knows that it will take a number of years for SDN to be fully realised, but it doesn't hurt to hear a sobering message in the midst of so much [excitement following VMworld in the US](#).

At F5 we find SDN exciting because it aligns with our long-term goals for Dynamic Services. We've been developing our approach for Dynamic Network Architecture for some time and SDN plays directly into that. Our customers are looking for more control, more agile implementation of their networks that will result in increased efficiencies and, of course, a reduction in cost.

The separation of the logical network topology from the physical is a process that will take considerable time and thought to manage successfully. Once the process is complete though it will need powerful tools to oversee and control the new architecture. That's where F5 and BIG-IP come in, solutions that will give you that management ability.

Our solutions have to be compliant with SDN technologies. For example our BIG-IP products provide a strategic point of control for application layer decisions across the data, management and control plain. We're focused on delivering in real-time security and performance across the network. We've addressed the dynamic conditions that exist within networks, servers and applications that mean services can be delivered successfully.

At a more fundamental level we've been seeking to develop products and services that understand data intelligence, the protocols on how it's delivered and managed. This is vital in an increasingly virtualised space as it means F5 can coordinate your existing applications and seamlessly integrate additional vendor solutions and technologies.

Whether the process takes place over two years or twelve, change is coming to the network, F5 wants to make sure you're best placed to dynamically maximise its potential.

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