# F5 and the Cloud

**Lori MacVittie, 2009-26-05**

There's apparently been a bit of confusion over what, exactly, F5 thinks of cloud computing as an organization based on a recent blog post. I thought I've been fairly clear on where F5 stands in terms of cloud computing but I may be suffering what's known as the "curse of knowledge", which means I am so deeply entrenched in F5's view of cloud that I forget that other people don't have the luxury of that knowledge.

So I'd like to take this opportunity to clear up any misconceptions that may be floating around and just set the record straight concerning F5 and cloud computing.

## THE APPLICATION IS THE DATA CENTER'S CROWNING GLORY

Every data center – whether it's hosted, whether it's in the cloud, whether it's SOA or legacy, whether it's old or new – is really concerned with delivering applications. Whether those applications are for business use, personal use, communication, collaboration, custom, packaged, integrated, stand-alone, used by governments, individuals, corporations, or non-profits is relevant to F5 in that we have to support certain features and capabilities that are necessary to ensure those applications are delivered in a way that meets the unique needs of the organization and end-users.

F5 is, and has been since I've been involved (back before application delivery was even a term used in the industry), concerned with delivering applications. The technologies used to accomplish that goal have changed and evolved over the years but at the heart of all the technological innovations and changes have remained applications.

Where those applications are physically delivered from is not our decision. That's up to the application owner to decide. Maybe it lives in a hosted data center, or on-premise, or of late in a cloud in a provider's data center. It is the goal of F5 and its solutions to enable application owners to deploy the applications upon which their business relies in any environment, and using any model – cloud or traditional.

F5 recognizes that organizations are going to make choices for application deployment based on what's best for their business, and understands that some organizations are going to adopt cloud computing with a passion and will depend on cloud vendors to ensure that applications residing in their clouds are secure, fast, and available. And to that end F5 has worked with a significant number of cloud vendors to build out implementations based on F5 technology that does just that.

F5 also recognizes that some organizations are going to build cloud environments in their own data centers, and continues to expand its application partnerships with leading innovators in virtualization and network infrastructure to ensure that ***those*** organizations can also architect a cloud computing model. We also recognize that there will continue to be "traditional" and "legacy" architectures out there, some of them in the same data centers where cloud models will be implemented, that will need those same features and technology to ensure that a heterogeneous environment is as operationally efficient as possible.

In fact, F5's vision is one that recognizes the need to understand that location is just one more aspect of an application. That the location of the application and the user are relevant in the decisions regarding how best to secure, accelerate, and make available that application. We call it context-aware networking, and we are acutely aware that the "location" piece of context may be a cloud or a local data center and that it may change from one day to the next, or even one minute to the next.

F5 Networks, Inc. | 401 Elliot Avenue West, Seattle, WA 98119 | 888-882-4447 | f5.com

F5 Networks, Inc.
Corporate Headquarters
info@f5.com

F5 Networks
Asia-Pacific
apacinfo@f5.com

F5 Networks Ltd.
Europe/Middle-East/Africa
emeainfo@f5.com

F5 Networks
Japan K.K.
f5j-info@f5.com

©2016 F5 Networks, Inc. All rights reserved. F5, F5 Networks, and the F5 logo are trademarks of F5 Networks, Inc. in the U.S. and in certain other countries. Other F5 trademarks are identified at f5.com. Any other products, services, or company names referenced herein may be trademarks of their respective owners with no endorsement or affiliation, express or implied, claimed by F5. CS04-00015 0113