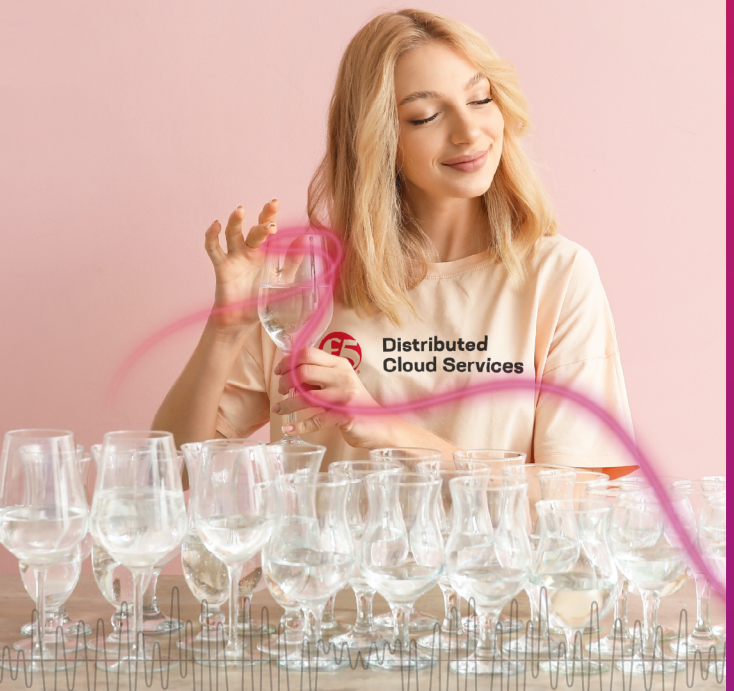
END USER CAMPAIGN GUIDE

F5 DISTRIBUTED CLOUD SERVICES.

THE PLATFORM FOR TODAY'S APPLICATION-DRIVEN ENTERPRISE



EMAIL NURTURE CAMPAIGN OVERVIEW (X3)

This marketing campaign can be leveraged to support customers' application security challenges with a solution that enables them to stay ahead of threats, integrate security into their modern development frameworks, and get their apps to market faster.

TARGET AUDIENCES:

NGINX Plus Customers, DevOps, DevSecOps, SecOps, Customers/Prospects using or considering NGINX and ModSecurity, Application and Cloud Architects, AppDevs, Technical Decision Makers

NOTES ON EMAILS

The nurture emails include copy that establishes the problem, sets the stage for F5 solutions, and introduces a specific call to action. As you personalize the emails and add your own details, we encourage you to keep it concise. If that means trimming the copy provided, please feel free to do so. We always aim to be brief and respect customers' time.

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USE-CASE OVERVIEW

Security and risk management leaders need to defend the business by protecting apps and APIs while operating at the speed of business. Friction, manual tuning, and time-consuming remediation needs to be minimized and customer experience optimized.

As a result, more organizations are considering cloud-delivered, as-a-service solutions to help manage the complexity of securing digital experiences. Namely, Web App and API Protection, or WAAP, now available through F5 Distributed Cloud.

Some organizations prefer to augment their in-house resources and decrease operational expenses with a managed service that's focused on business outcomes. F5 Silverline Managed WAF is deployed and maintained by certified experts and continuously monitored by a 24x7x365 Security Operations Center (SOC).

Other organizations will prefer the flexibility and control of self-managed WAF solutions such as NGINX App Protect and Advanced WAF Protect to protect applications as they see fit while leveraging a robust set of security defenses.

AppDev and DevOps teams automate everything from code build to service deployment. Attackers also use automation to launch attacks. Security must be integrated into the app development lifecycle across architectures, clouds, and frameworks.

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TARGET AUDIENCE

- NGINX Plus Customers
- DevOps, DevSecOps, SecOps,
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- Application and Cloud Architects, AppDevs

TARGET BUYERS

The target buyer is a Technical Decision Maker.

Budget for NGINX App Protect will likely come from the CIO/CISO organization. It may also be budgeted through the specific line of business.

Key influencers on the buying decision will come from the DevOps and SecOps teams.

TARGET JOB TITLES/ROLE FUNCTIONS

- Senior IT Decision Maker
- Security Ops Roles
- CISO – Security Officer
- Security Manager
- DevOps Engineer
- Security Manager Director of Security
- IT Security
- Security Architect
- Security Developer
- Security Engineer
- Security Manager
- Cloud Architect

TARGET INDUSTRIES/VERTICALS

This solution is broadly relevant to all industries and verticals