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Press Release

F5 Cloud licensing available in Europe via ArrowSphere

London, 9th December 2016 – Arrow Electronics offers Managed Service Providers (MSPs) authorised distribution of F5 Networks cloud services following the registration to F5's Cloud Licensing Programme (CLP). The programme is accessible and offered in 26 EMEA countries.

The F5 Cloud Licensing Programme comprises the virtual versions of the F5 Big-IP appliances and their Good-Better-Best (GBB) simplified licensing model based on which MSPs can offer their customers complete cloud solutions.

MSPs who are providing their customers with As-You-Use Service models can now enjoy F5 solutions in the same manner. This means they no longer need to make upfront capital investments on behalf of their clients. They may either select those services required by their business model or utilise the entire F5 Cloud offering. With Bring-Your-Own Licence and special volume conditions (volume licensing subscription), the programme offers flexibility.

An app-centric strategy helps organisations maintain control over applications in the cloud. By extending the same availability, performance, and security services across environments – on-premise, public cloud, private cloud, or a mix (hybrid) – organisations can be confident their apps will provide the same user experience wherever they're deployed. The same policies that govern applications in the data centre can be applied in the cloud.

The F5 Cloud Licencing Programme is now available via ArrowSphere, Arrow's Cloud marketplace. ArrowSphere allows MSPs to create their own cloud services or to re-sell cloud services by leading vendors such as F5.

"We are excited to bring F5 Networks' Cloud Licensing Programme to Europe." said Steve Robinson, vice president for Arrow's global cloud business. "Arrow brings value-added cloud services on the ArrowSphere platform to channel partners with F5 solutions for traditional Value-Added Resellers and Managed Service Providers."

"I'm happy to see how Arrow embraces F5's Cloud Licensing Programme in ArrowSphere" said Jaak Cuppens, Channel Sales Cloud and MSP EMEA. "As such adding a new consumption model for EMEA cloud partners and subsequent extend the customer experience with F5 solutions on their journey to app-centric cloud strategy."



More information can be obtained through:

cloud.xsp.arrow.com

<https://f5.com/solutions/enterprise/cloud>

About Arrow

Arrow Electronics (www.arrow.com) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 100,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 460 locations serving over 85 countries.

Source: Arrow Electronics, Inc.

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