

HOSTING Adopts LineRate Platform to Deliver New Virtualized Cloud Services

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Premier cloud provider can now offer differentiated, enterprise-level services with flexible pricing in customizable, virtualized environments

SEATTLE--(BUSINESS WIRE)-- [F5 Networks](#) (NASDAQ:FFIV) today announced that Denver-based [HOSTING](#), the leading managed cloud provider for mid-sized enterprises, has adopted the F5® [LineRate](#)® application proxy software for its new virtualized cloud services offerings. Using LineRate, HOSTING can now offer customized enterprise-class cloud traffic management services, differentiated by higher service level agreements, the ability to scale elastically, and more customer control over IT budgets via LineRate's convenient pay-as-you-use model.

“LineRate allows us to set our business apart by offering superior customer service,” said Darrell Hyde, HOSTING's Chief Technology Officer. “With LineRate, we can give customers a dedicated environment where they are empowered with full control. They can easily manage traffic with the added benefit of deeper insights into their IT spend.”

Before initiating the project with LineRate, HOSTING found some customers stuck between multi-tenant solutions that lacked control and flexibility, and single-tenant models requiring significant investments in infrastructure and management. By basing its offerings on LineRate, HOSTING is able to deliver a highly customized, single-tenant cloud solution in a virtualized environment, with a subscription pricing model that helps mid-sized companies better manage their IT budget.

Working directly with LineRate, HOSTING leveraged the native REST API to build out the rich feature set its customers require, delivered as part of LineRate's secure, fault-tolerant, and reliable software architecture. LineRate's technology seamlessly integrates with the HOSTING Customer Portal™ and dashboard. Within the portal, customers can monitor traffic, add and remove servers, as well as reroute users intelligently to perform maintenance and upgrades—all with zero downtime.

Eric Pfleckl, Vice President of Technical Services at [Natural Insight](#), a HOSTING customer providing outsourced workforce management services, said, “We needed visibility into our throughput and load balancing environments. The HOSTING solution allows us to see the applications, create test and stage environments, and reduce downtime. We also no longer worry about the specific infrastructure and investments involved. Our new LineRate-based solution will give us the performance and headroom we need as our business grows.”

For additional information on LineRate's work with HOSTING please read our [case study](#).

LineRate is available as part of HOSTING's enterprise public cloud offerings (www.hosting.com). If you'd like to run LineRate in your own infrastructure, you can also try LineRate for free and purchase higher performance tiers at linerate.f5.com/buy.

About LineRate

Recognizing the importance of the DevOps movement to its customers, [F5 acquired LineRate in February 2013](#). The LineRate application proxy software is the first product to be delivered post-acquisition. LineRate helps DevOps teams simplify the deployment and management of network services, enabling them to spend less time on infrastructure so they can focus on creating and improving their most critical and revenue-generating applications. For more information, please visit linerate.f5.com and follow us on Twitter at [@LineRateSystems](#).

Additional details and features on LineRate 2.4.0, including new and expanded security benefits, are available on the [LineRate news page](#).

About F5

F5 ([NASDAQ: FFIV](#)) provides solutions for an application world. F5 helps organizations seamlessly scale cloud, data center, and software defined networking (SDN) deployments to successfully deliver applications to anyone, anywhere, at any time. F5 solutions broaden the reach of IT through an open, extensible framework and a rich partner ecosystem of leading technology and data center orchestration vendors. This approach lets customers pursue the infrastructure model that best fits their needs over time. The world's largest businesses, service providers, government entities, and consumer brands rely on F5 to stay ahead of cloud, security, and mobility trends. For more information, go to f5.com.

You can also follow [@f5networks](#) on Twitter or visit us on [Facebook](#) for more information about F5, its partners, and technologies.

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About HOSTING

HOSTING helps organizations design, build, migrate, manage and protect their cloud-based environments. Leveraging enterprise-class networking and connectivity technologies, HOSTING provides the highest levels of compliance, availability, recovery, security and performance. HOSTING owns and operates six geographically dispersed data centers under an ITIL-based control environment validated for compliance against HIPAA, PCI DSS and SOC (formerly SAS 70) frameworks. The company's 3,000 global customers represent a variety of industries including software, healthcare, retail, media and entertainment, financial services, technology and government.

HOSTING's cloud-enabled solutions have been repeatedly recognized by Gartner Group, placing in the Top 10 in the Managed Hosting Magic Quadrant in both "ability to execute" and "completeness of vision" in 2012, 2013 and 2014.

For more information, please visit www.HOSTING.com.

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