

F5 Launches Unity+ Channel Partner Program

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Investment in partner success aims to create growth in software and services

SEATTLE--(BUSINESS WIRE)-- [F5 Networks](#), the leading provider of application delivery and security services, (NASDAQ: [FFIV](#)) today announced the launch of F5 Unity+, an innovative channel program designed to create long-term profitable partner growth. Unity+ enhances partner opportunities and incentives, captures new revenue streams, and drives tighter collaboration to help customers through technology transformation. Recognizing the importance of partners to F5's growth strategy, the program builds on the long-term success of F5's industry-leading and trusted channel-first program by offering partners new routes to accelerated profitability with greater flexibility through joint go-to-market activities.

"Digital transformation is touching every one of our customers and this is changing how they want to purchase and consume technology. In this environment, partners are critical to delivering a superior customer experience," said Colleen McMillan, Vice President of Global Channels at F5. "Unity+ is built to be flexible, simple, and profitable, offering the differentiation and benefits partners need to grow their business with our expanding portfolio of application solutions and services."

Unity+ has been specifically designed to address the evolution of the market, F5, and partner business models. The program aims to drive increased partner profitability, expanding beyond traditional booked revenue incentives and rewarding partners for investing in new strategic focus areas, while building on F5's investment in field sales alignment, new partner tools, and flexible training and enablement opportunities.

"We are excited by the way F5 is embracing simplicity and flexibility in addressing the realities of how our business model is changing," said Brian Ortvals, Vice President of Advanced Technologies, WWT. "We look forward to working closely together through Unity+, jointly driving great value for our customers and mutually growing our business."

The Unity+ partner program gives current and new partners a clear path to success in serving their customers with F5's best in class portfolio of products. Partners have the flexibility to sell F5 solutions in the way that best meets the needs of their customers, while also allowing them to align with the transaction model that fits their core business. Partners in the Unity+ program will continue to enjoy industry-leading benefits, such as margin-rich incentives and rebates, access to market development funds, and alignment with in-field channel sales teams and support services.

"Our partners are core to everything we do and a critical part of F5's overall growth strategy," continued McMillan. "Unity+ demonstrates our commitment to the channel. This is not a one-time investment but a sustained effort to ensure mutual success through uniquely collaborative relationships and the best partner experience that drives greater global customer adoption."

Unity+ updates will begin to take effect in 2020, evolving over the next several years as F5 and its partners develop new routes to market and deploy new sales and marketing tools. Partners will carry

over their status from fiscal year 2019 but will begin to earn qualification for the fiscal year 2021 based on the new Unity+ requirements.

Additional Resources

- [Unity+ introduction blog and video with Colleen McMillan](#)
- [More information for partners](#)

About F5

F5 (NASDAQ: FFIV) gives the world's largest businesses, service providers, governments, and consumer brands the freedom to securely deliver every app, anywhere—with confidence. F5 delivers cloud and security application services that enable organizations to embrace the infrastructure they choose without sacrificing speed and control. For more information, go to [f5.com](https://www.f5.com). You can also follow [@f5networks](#) on Twitter or visit us on [LinkedIn](#) and [Facebook](#) for more information about F5, its partners, and technologies.

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