

F5 Networks' Channel Organization Recognized for Excellence

Feb 26, 2013 7:00 AM

Dean Darwin named CRN Channel Chief; F5 honored with Emerging Partner Award from solutions and services provider Softchoice

SEATTLE--(BUSINESS WIRE)-- [F5 Networks, Inc.](#) (NASDAQ:[FFIV](#)), the global leader in Application Delivery Networking, today announced that it has been recognized for outstanding channel leadership and programs. Dean Darwin, SVP of F5's Worldwide Partner Organization, has been honored as a CRN Channel Chief for the fifth time by UBM Tech Channel. In addition, F5 has been recognized by [Softchoice](#), a North America-focused provider of technology solutions and services, with an Emerging Partner Award for the strength of its offerings in the enterprise server, storage, and networking markets, as well as the company's compelling partner programs.

"These accolades represent the dedication and tenacity of F5's channel teams and partners worldwide," said Darwin. "F5's continued recognition signals that our technology is aligned with organizations' goals of optimizing application services to support evolving business needs. These honors are shared with the extended teams, and we remain focused on guiding the success of our innovative channel programs such as [UNITY](#) and [GUARDIAN](#)."

2013 CRN Channel Chiefs Recognition

Each year, UBM Tech Channel prepares a listing of the most influential and powerful leaders in the IT channel to recognize the executives directly responsible for driving channel sales and growth within their organization, and evangelizing the importance of the channel throughout the entire IT industry. Selections are made based on channel experience, program innovations, channel-driven revenue, and public support for the importance of IT channel sales. Selected by CRN's editorial staff, the 2013 Channel Chiefs list appears in the February 25 issue of CRN magazine and is featured online at www.crn.com.

"The 2013 Channel Chiefs list recognizes vendor executives dedicated to driving channel programs in the IT marketplace," said Kelley Damore, SVP, Editorial Director at CRN. "Our annual Channel Chiefs issue is a must-read for IT solution providers evaluating new vendors or looking to expand solution offerings. These are the people, the products, and the programs that savvy solution providers need to know. We congratulate this year's Channel Chiefs for their stellar record of business innovation and applaud them for their continued dedication to the partner community."

Darwin, who joined F5 in 2005, leads F5's strategy for the company's worldwide network of sales and channel partners. During his tenure at F5, Darwin has been the architect of many successful channel programs, including [UNITY](#)[™], [GUARDIAN](#)[®], and [VAULT](#)[™].

Softchoice Emerging Partner Award for Data Center Technologies

F5 channel partner Softchoice is an IT solutions and services provider based in North America. Within the Softchoice partnership ecosystem, F5 has distinguished itself with strong year-over-year growth based on collaborative engagement strategies. In particular, [F5's expertise with Microsoft solutions](#) such as Exchange, SharePoint, and Lync has proved a valuable complement to

Softchoice's offerings. To commend recent successes and the overall direction of the partnership, Softchoice has presented F5 with an Emerging Partner Award.

"In F5, we recognize a company with industry-leading Application Delivery Networking capabilities that mesh well with our team's IT expertise, particularly around Microsoft solutions," said Josh Greene, VP of Business Development at Softchoice. "Our goal is to help people realize the potential of technology by providing integrated solutions that simplify infrastructure complexity and provide valuable IT services. F5 has been a terrific partner in this regard, and we look forward to continued efforts with their team."

Additional Resources

- [The Global F5 Partner Network](#)
- [UNITY Partner Program Qualifications](#)
- [2013 CRN Channel Chief – Dean Darwin](#)

About UBM Tech Channel

UBM Tech Channel, a UBM company, is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, UBM Tech Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. To learn more about UBM Tech Channel, visit us at: www.ubmchannel.com.

About F5 Networks

F5 Networks ([NASDAQ: FFIV](#)) makes the connected world run better. F5 helps organizations meet the demands and embrace the opportunities that come with the relentless growth of voice, data, and video traffic, mobile workers, and applications—in the data center, the network, and the cloud. The world's largest businesses, service providers, government entities, and consumer brands rely on F5's intelligent services framework to deliver and protect their applications and services while ensuring people stay connected. Learn more at www.f5.com.

You can also follow [@f5networks](#) on Twitter or visit us on [Facebook](#) for more information about F5, its partners, and technology. For a complete listing of F5 community sites, please visit www.f5.com/news-press-events/web-media/community.html.

F5, GUARDIAN, UNITY, and VAULT are trademarks or service marks of F5 Networks, Inc., in the U.S. and other countries. All other product and company names herein may be trademarks of their respective owners.

This press release may contain forward-looking statements relating to future events or future financial performance that involve risks and uncertainties. Such statements can be identified by terminology such as "may," "will," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "potential," or "continue," or the negative of such terms or comparable terms. These statements are only predictions, and actual results could differ materially from those anticipated in these statements based upon a number of factors, including those identified in the company's filings with the SEC.



F5 Networks, Inc.
Alane Moran, 206-272-6850
a.moran@f5.com
or
Connect Public Relations
Holly Hagerman, 801-373-7888
hollyh@connectpr.com

Source: F5 Networks, Inc.