



WWT EA+

BUSINESS VALUE ACCELERATOR • 2020

Overview of WWT's EA+ Program for F5

EA+ offers a new way to think about enterprise license agreements. WWT has designed a program that provides our customers with the tools, strategies, expertise and services needed to maximize the ROI of their software investments.



Executive Summary

AS ENTERPRISE AGREEMENTS (EAS) MATURE TO BETTER SUPPORT DIGITAL TRANSFORMATION THEY ARE BECOMING A SOURCE OF COMPETITIVE DIFFERENTIATION, HELPING TO ALIGN TECHNOLOGY STRATEGY, INVESTMENT AND CONSUMPTION. WWT'S EA+ HELPS ORGANIZATIONS ACHIEVE SUCH ALIGNMENT THROUGH A PROVEN APPROACH THAT SUPPORTS EA EVALUATION, PROCUREMENT, IMPLEMENTATION AND MANAGEMENT.

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Since our founding in 1990, WWT has grown from a small product reseller into a technology solution provider with over \$12 billion in annual revenue and more than 6,000 employees. In 2019, WWT's global customer base spanned nearly all industries and we were a trusted technology provider to 67 organizations in the Fortune 100.

WWT'S EA+ APPROACH

WWT's EA+ approach derives from years studying the limitations and challenges of large technology manufacturers working directly with enterprise customers. OEMs and their customers typically can finalize commercial agreements that identify value but both sides tend to experience shortfalls in terms of expected results.

BUILDING CONFIDENCE IN ENTERPRISE AGREEMENTS

We have consistently observed several reasons associated with the failure of OEMs and their customers to realize expected value from EAs. These include conflicts in enterprise organizational processes, differing priorities that arise once an agreement is finalized, a lack of resources available to evaluate, select, architect and test new solutions and the constraints that large organizational size often creates on speed and agility. WWT addresses these gaps, helping OEMs and enterprise businesses feel confident their EAs are fully in the best interest of their organizations.

EA+ HELPS COMPANIES DRIVE INNOVATION AND REALIZE DESIRED BUSINESS OUTCOMES

EAs should not be viewed simply as pricing instruments. With effective management, EAs not only provide efficient pricing models but also lower costs by ensuring companies only pay for the licenses they use. By also factoring in services that support technology evaluation, design and adoption, WWT's EA+ helps companies reimagine EAs as strategic tools that can drive innovation by enabling IT teams to take advantage of today's rapid evolution of software-driven capabilities.

LEARNING FROM BEST PRACTICES

Through WWT's culture of innovation, hyper-focus on execution and extensive engineering expertise, EA+ now plays a key role in optimizing the technology investment strategies of hundreds of organizations, across all industries and sectors. This document will share examples of these successful engagements, demonstrating how WWT's customers have benefited from EA+ and creating opportunities to learn from resulting best practices.



WWT AND F5 PARTNERSHIP

WWT is an F5 Platinum Partner, the highest partner status attainable. Since becoming partners in 2006, WWT has grown to become F5's largest and most strategic partner globally, receiving recognition across the F5 product portfolio, geographic theaters and market segments.

PROVEN SUCCESS

WWT and F5 have a proven record of success in not only helping customers overcome obstacles to technology consumption, but in transforming those very models of consumption. As a result, our mutual customers spend less time focusing on the requirements of IT operations and more time using IT services to achieve business objectives.

WWT and F5 work side-by-side with our joint customers to quickly achieve desired business outcomes using DevOps principles and methodologies. F5 has been delivering world-class software development services for more than two decades. As an industry leader in agile expertise, F5's high-quality, easy-to-use software is the result of focusing on collaboration with our customers at every step of the journey.

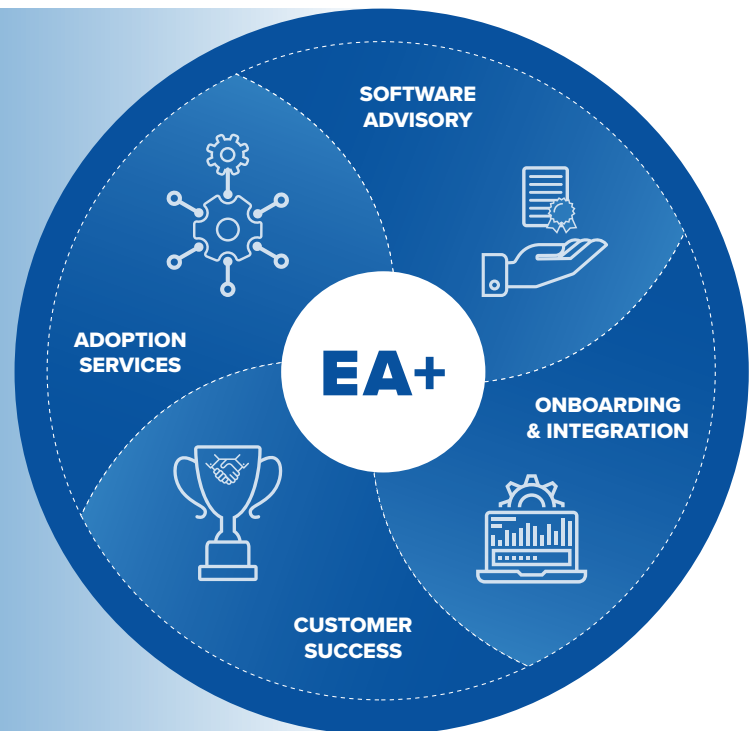
HIGHLIGHTS AND AWARDS

- F5's Largest Global Partner
- F5 Platinum Certified Partner
- Largest Enterprise Partner
- F5 Guardian Partner
 - Competencies
 - Installation Provider
 - Application Security Provider
 - Advanced Implementation Provider
 - Advanced Security Provider
- F5 Unity Partner
- 2018 North America Partner of the Year
- 2016 North America Partner of the Year
- 2015 Innovation Partner of the Year

EA+ Value Proposition

WWT HAS INVESTED IN RESOURCES TO SUPPORT EACH PHASE OF THE EA LIFECYCLE. THIS ENABLES US TO WORK HAND IN HAND WITH OUR CUSTOMERS AS THEY TACKLE ISSUES SUCH AS THE FINANCIAL IMPACT OF AN EA, CONCERNS FOR FEATURE DISRUPTION, THE COMPLEXITY OF EA TERMS AND CONDITIONS, FEARS ABOUT MULTI-YEAR COMMITMENTS AND TECHNOLOGY ADOPTION CHALLENGES.

EA+ maximizes ROI through EA alignment, management and value extraction



EA+ IS DESIGNED TO ADDRESS LICENSING CHALLENGES

EA related challenges encompass many areas of concern, ranging from a lack of visibility into new product features to unpredictable IT spending to the highly manual and time consuming manner in which many organizations often manage licenses. These concerns have been magnified in recent years by the growing need to concentrate IT teams on value creating initiatives, such as those associated with digital transformation, rather than having them focus primarily on operational activities, such as license management.

WWT'S INVESTMENT IN LIFECYCLE SOLUTIONS

WWT recognized long ago the importance of investing in the resources and capabilities necessary to deliver end-to-end solutions

that help customers solve challenges throughout the lifecycle of their technology investments. Our commitment to invest in lifecycle solutions includes creating a mature, accredited software and lifecycle practice.

ROADMAP FOR SUCCESS

With EA+, WWT helps customers embark on a lifecycle journey that ensures they maximize their software investments. From onboarding and integration services, to customer success and adoption services, we provide the resources to achieve desired business outcomes, creating a roadmap for success.

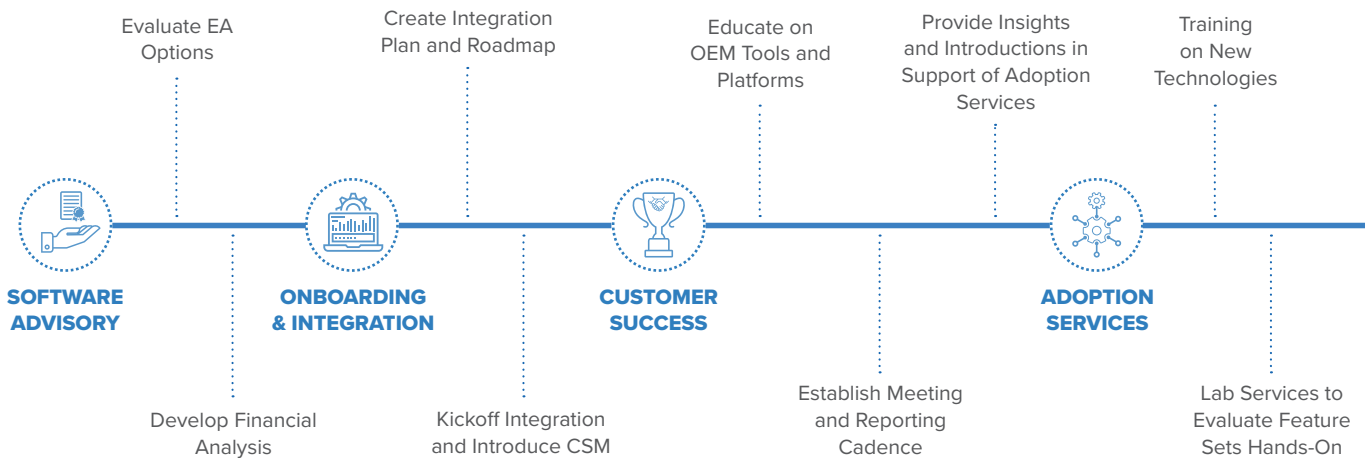
EA+ METHODOLOGY AND ACTIVITIES

When it comes to technology investments, businesses have grown increasingly savvy about the potential for gaps to develop between expectations and results. WWT's EA+ methodology was created to help our customers realize expected results. By focusing on both planning and execution, EA+ provides a framework for orchestrating the activities needed to support overall success.



F5 ENTERPRISE AGREEMENTS

- EA : Software Only
- H-ELA: HW and SW
- ECA (Enterprise Consumption Agreement)



ROADMAP TO BUSINESS VALUE

Creating a roadmap for success requires a business value focused conversation that works to align EA decision making with an organization's overall business strategy. In order for this conversation to be helpful, the participants must be educated on the numerous issues that will influence the organization's ability to gain maximum value from the EA.

EA+ constructs a lifecycle model that identifies key components of an EA engagement. WWT's EA+ teams can provide the right education across these components, helping our customers understand issues and considerations, as they plan their roadmap toward success. By leading with education, EA+ anticipates pain points that could arise and enables customers to avoid related problems through better planning.



WWT and F5 are working together to drive technical excellence for our customers.

WWT's Investment in F5

WWT ADDS VALUE TO F5 BY LEVERAGING OUR UNIQUE ABILITY TO SUPPORT SOLUTION DESIGN, DEPLOYMENT, ADOPTION AND MANAGEMENT.

AREAS OF INVESTMENT

WWT has worked to develop extensive internal F5 expertise in recent years. Our organization now includes team members with the following certifications.

- F5 Big-IP Administrator
- F5 Professional Certification
- F5 Technical Professional, Sales
- F5 Technology Specialist, LTM
- F5 Technology Specialist, APM
- F5 Technology Specialist, DNS
- F5 Solution Expert, Security
- F5 Solution Expert, Cloud
- F5 Technology Specialist, ASM

These certifications enable WWT to support a wide-range of F5 solutions, including those in the areas of automation, cloud and security.

TRAINING EXPERTISE

WWT offers training services in support of F5 solution focus areas, including the Application Security Module and Advanced Web Application Firewall. Training efforts support the successful deployment of these solutions, addressing the need for a cycle of policy development that minimizes false positives, while still maintaining an appropriate level of security. Our focus is on helping F5 administrators understand the policy development process, as well as the security tradeoffs that are required to protect applications.

COMMERCIAL INNOVATION

WWT's global capabilities, including our ability to source product in country and act as an importer/exporter in areas such as the UK/EU, Singapore, India, Hong Kong, China and Brazil, enable us to support customer F5 deployments in ways that are commercially innovative.

WWT'S EXTENSIVE SUPPLY CHAIN CAPABILITIES

WWT leverages supply chain and integration resources in the U.S., Europe, Singapore and Canada, maintaining more than two million square feet of distribution space around the globe. WWT fulfillment optimization services include:

- Quote Management
- Order Management
- Lead Time Management
- Shipping and Logistic Coordination
- Asset Information Capture
- Inventory and Storage

ADVANCED TECHNOLOGY CENTER (ATC)

The ATC is a physical campus of buildings and labs that are virtualized and accessible to customers, partners and employees around the world via a proprietary cloud portal.

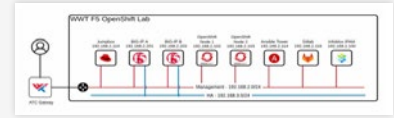
ATC LABS

The ATC helps customers accelerate value and innovation by supporting the product evaluation, testing and design phases of enterprise IT initiatives. With best-in-class testing tools, public cloud integration and hooks into major SaaS providers, the ATC has seen more than 10,000 customer engagements since opening in 2013.

WWT's ATC teams have extensive engineering experience and utilize lab testing best practices and rigorous methodologies to ensure sound decision making without compromising on project schedules and requirements.

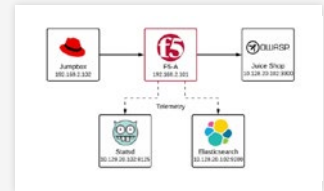
F5 RED HAT OPENSIFT LAB

Demonstrates how F5 Container Ingress Services integrated with Red Hat OpenShift can provide security, scalability and availability of containerized applications in an enterprise environment.



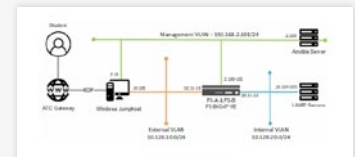
F5 SECURE CLOUD ARCHITECTURE – FINANCIAL SERVICES

SCA-FS is an architecture and immediately deployable set of cloud infrastructure and application components that demonstrate F5 BIG-IP's best-in-class cloud security capabilities.



F5 ANSIBLE AUTOMATION TRAINING LAB

Provides hands-on Ansible Automation Training labs to help customers learn how to get started using centralized automation tools to manage and deploy configurations.



F5 Case Studies

FINANCIAL MANAGEMENT COMPANY

With a five-year lease about to end, a financial management company needed to refresh their F5 hardware. WWT created a strategy that challenged the status quo, focusing on the integration of Cisco ACI with F5.

WWT proactively discussed the technical advantages of staying with F5 based on F5's superior integration with ACI. Then, we demonstrated the ease of integration between Cisco, F5 and Citrix via the WWT Advanced Technology Center. The customer renewed their investment and is now benefiting from higher performance and scalability, simplified automation and improved business continuity.

LARGE RETAILER

A major US-based retailer was encountering several challenges when planning the migration of their dot-com workloads to the public cloud. WWT automation experts worked closely with F5 and the retailer's networking and security teams to identify and prioritize challenges and objectives, as well as establish solution groundwork.

Within a couple of weeks, WWT and the F5 team delivered a solution for targeted application environments to scale on demand. The retailer can now deliver hyperscale services in the cloud while maintaining consistent security policies across their multicloud environment. They also can easily provision underlying infrastructure using their F5 ELA and third-party automation tools to manage configurations across all environments.

Software Advisory Services

EA+ USES SOFTWARE ADVISORY SERVICES TO HELP CUSTOMERS MAKE INFORMED DECISIONS BY CREATING A MODEL FOR EA EVALUATION THAT CONSIDERS BUSINESS GOALS AND STRATEGY, CURRENT CHALLENGES, PLANNED TECHNOLOGY INITIATIVES AND FINANCIAL IMPLICATIONS. THIS MODEL THEN HELPS CREATE AN EA PROPOSAL THAT PROVIDES THE BEST OVERALL SOLUTION FOR THE CUSTOMER.

EXTENDING SOFTWARE STRATEGIES TO ADDRESS TRADITIONALLY HARDWARE FOCUSED TECHNOLOGIES

While many organizations have teams tasked with developing and executing software licensing strategies, they may not be considering OEMs that have been traditionally hardware focused. Software Advisors have deep expertise with such OEMs, and can augment our customer's strategies by addressing EA-related considerations.

TRUSTED ADVISOR APPROACH

Providing Software Advisory Services in support of EA offerings from traditionally hardware-focused OEMs exemplifies WWT's commitment to function as a trusted advisor to our customers, helping to enable insights and improve decision making. WWT understands that our value as a trusted advisor relies heavily on our ability to provide vendor agnostic support. As such, we strive to balance our OEM expertise with a commitment to support our customers as an independent third party in all engagements.

HOLISTIC VIEW OF EA BENEFITS

While most organizations understand that EAs can be utilized to lower costs associated with software that's currently in use or for "run rate" purchases, this approach often fails to consider how an EA's structure aligns with growth plans, budgets and strategic goals. The price, strategic value and potential savings of an EA often encourage agreement evaluation and negotiations to be taken up by sourcing departments, CIOs and CFOs, who may have limited awareness of overall software packaging and consumption options.

Software Advisors help establish licensing scenarios that inform EA decision making. These scenarios create a holistic view of EA benefits, enabling organizations to avoid entering an agreement that provides too much or too little, paying more for add-ons or failing to pool software needs across departments to improve purchasing power.



DEVELOPING A BUSINESS CASE FOR F5 ENTERPRISE AGREEMENTS

Software Advisors help develop an EA business case and then identify strategies that best support it. Factors that can influence the business case include the organization's current commitments within the technology category and historical approach to procuring assets, as well as its roadmap of technology initiatives and projects that will likely impact consumption. Based on these factors, WWT's Software Advisors work to build a business case and support it with financial analysis.

ASSESSMENT OF CURRENT STRATEGY

A key activity of Software Advisors is to assess the customer's current software strategy and related procurement processes, including how the customer approached purchases historically. Typically, this process includes a review of the prior spend over a three-year period, as well as any renewals that took place. The assessment helps to establish a business as usual (BAU) baseline to compare a prospective EA against.

ALIGNMENT WITH TECHNOLOGY ROADMAP

Understanding the organization's technology roadmap is critical to developing an effective business case. This process often requires input from the members of IT leadership involved in planning the deployment of technology initiatives and projects. Software Advisors discuss the roadmap in an effort to understand expected consumption and to identify the potential for unexpected growth in consumption. This may occur when a planned feature set of an OEM product turns out to be of great utility upon release and deployment into production.

FINANCIAL CONSIDERATIONS AND ANALYSIS

The business case for an EA is supported by financial analysis that models the licensing costs, along with any dependencies associated with the EA, to determine TCO. With this analysis the customer can compare EA pricing to the organization's BAU approach. By factoring in the EA's entitlements and benefits, the customer can more accurately predict ROI.



PLANNING FOR THE FUTURE

Software Advisors consider an organization's future plans in order to better understand predictable and incremental cost factors. For example, if an organization is planning to deploy 2,000 licenses over the next two years, but is only going to deploy 1,000 in the first year, it would not benefit them to start their EA with 2,000 licenses.

Onboarding and Integration

EA+ ONBOARDING HELPS CUSTOMERS MOVE FROM EXECUTING AN EA TO SUCCESSFULLY CONSUMING AN EA BY OPERATIONALIZING THE APPROPRIATE PEOPLE, PROCESSES AND TOOLS TO SUPPORT THE EA BUSINESS CASE. WWT OFFERS A WIDE RANGE OF RESOURCES AND CAPABILITIES TO HELP CUSTOMERS OVERCOME CONSTRAINTS ON EA CONSUMPTION. ONBOARDING BEGINS TO ALIGN THESE RESOURCES AND CAPABILITIES THROUGH THE EFFORTS OF A CLIENT INTEGRATION MANAGER.

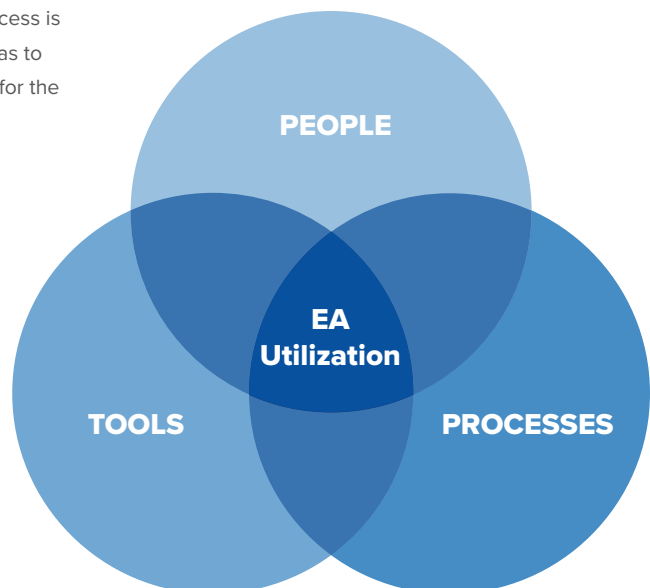


CREATING A FOUNDATION OF SUCCESS

Customers unfamiliar with EA+ will be introduced to OEM tools, provisioning resources, reporting capabilities, internal quote support, supply chain fulfillment models and maintenance optimization techniques. The onboarding process is designed to cover core topics related to consumption success, as well as to surface custom requests. The goal is to create a successful foundation for the client as they move into the Customer Success framework of EA+.

CLIENT INTEGRATION MANAGER

Following contract execution, the Client Integration Manager assists with the onboarding process and schedules an EA integration kickoff, which will result in a success roadmap based upon customer-defined success criteria and desired business outcomes.



Customer Success

FOLLOWING EA+ ONBOARDING, CUSTOMER TEAMS ARE READY TO LAUNCH THEIR CONSUMPTION PROGRAMS BY WORKING DIRECTLY WITH A CUSTOMER SUCCESS MANAGER (CSM). CSMs FOCUS ON SPECIFIC TECHNOLOGY DOMAINS AND SERVE AS A SINGLE POINT OF CONTACT FOR CUSTOMERS IN SUPPORT OF ALL EA PROGRAM ACTIVITIES.

CUSTOMER SUCCESS MANAGEMENT

EA+ success roadmaps leverage WWT and OEM resources and capabilities in support of their customized EA success plans. WWT's CSMs map these resources and capabilities to customer initiatives, sharing best practices, insights and guidance throughout the EA+ journey. CSMs provide access to the ATC platform, help customers leverage WWT's Adoption Services and establish contacts with the architectural and engineering teams.

TECHNOLOGY LIFECYCLE SUPPORT

While customers employ EAs to simplify, accelerate and innovate their technology consumption, agreements are typically developed in support of specific technology initiatives and programs. EA+ helps customers apply a technology lifecycle model for their initiatives



EA+ Customer Success Managers help companies address rapid technology changes, growth and new program options.



and programs. By utilizing a lifecycle approach, customers generate savings and realize benefits due to gains in efficiency that result from coordinating related services.

ADOPTION SERVICES AND ATC LABS

CSMs help customers plan for technology adoption related activities, including training and the development of resources such as on-demand tutorials and other educational and marketing materials. CSMs also coordinate support for specific customer end users and engineers who are critical to project success. A key resource is WWT's ATC, which can be utilized to provide hands-on training and demos, ensuring customer teams fully understand the features and functionality of their organizations' technology investments.

REPORTING

CSMs track and regularly report on customer hardware and software investments associated with their EAs, from purchase to renewal. This process can include Quarterly Business Reviews (QBR) in alignment with WWT's License and Maintenance operations team.

F5 Customer Success Example: Automation Program

WWT PROVIDES ARCHITECTURE, ENGINEERING, MANAGEMENT AND BUSINESS INNOVATION RESOURCES TO HELP CUSTOMERS DEFINE REQUIREMENTS AND BUILD AUTOMATION WORKFLOWS THAT MEET THEIR STATED OBJECTIVES.



WWT'S APPROACH

A degree of automation maturity can be achieved through tactical and piecemeal efforts, however the pace of maturity is slowed by such an approach. This is primarily because of process inefficiencies that produce outcomes such as delays in current state discovery and future state definition, a lack of rigorous use case definition and fragmented efforts to facilitate training and skills development.

WWT's approach achieves results while maintaining velocity by combining strategy, enablement and execution. This enables IT operations to take on a strategic role in the enterprise, eventually leveraging advanced automation solutions.

METHODOLOGY

WWT's methodology is comprised of four areas of focus, aimed at accelerating customer success.

AUTOMATION STRATEGY WORKSHOP

Customers need to develop specific strategies as to how they will automate existing infrastructure workloads. This process begins by discussing a customer's current state and desired future state. The goal is to understand workstreams and define automation solutions. WWT uses the workshop process to accomplish these goals and tailor an enablement plan.

WEEKLY AUTOMATION MENTORING PROGRAM

Typically, the mentoring process involves customers engaging in weekly working sessions with a WWT Subject Matter Expert (SME), leveraging a custom virtual development environment. Example code and enablement labs are utilized to achieve skills development.

F5 AUTOMATION HANDS-ON TRAINING CLASS

Training plays a key role in WWT's methodology. We employ hands-on and live automation training activities, leveraging the resources of our ATC labs. Some of these resources include Ansible, Terraform, F5VE, Infoblox and Git. Customers can also access self-paced lab resources 24/7, following training classes.

CUSTOM SANDBOX ENGAGEMENTS

As described nearby, WWT provides customers with custom automation sandbox resources, utilizing the extensive capabilities of our ATC platform and OEM library. These environments include resources from F5, Ansible, Terraform, public cloud, Jenkins and others.



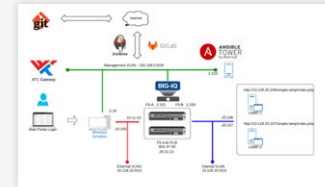
AUTOMATION MATURITY

IT operations is emerging as a strategic function within the enterprise. WWT helps IT operations organizations leverage automation to improve their efficiency and add value to their increasingly strategic role.

Automation capabilities can be understood as part of an organization's overall automation maturity. Less maturity is represented by an organization using automation to produce limited and often isolated improvements. As frameworks are implemented and silos broken down, automation capabilities become more integrated, paving the way for autonomous operations and eventually providing a framework for advanced initiatives, such as AIOps.

ATC AUTOMATION SANDBOX

WWT offers numerous lab-based demos and other on-demand resources that enable engineers to engage technologies hands-on. Additionally, WWT builds customized ATC sandboxes that are available on-demand by customer-specific engineering teams in support of pre-defined engagements. The Automation Sandbox proposed in the WWT Automation Program represents such a resource.



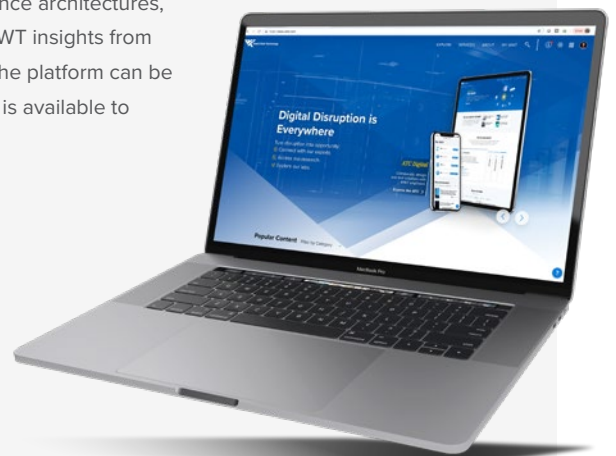
*Automation Development
Lab Topology*

LAB RESOURCES FOR AUTOMATION DEVELOPMENT

Customers often lack lab settings that reflect the components of their production environments, as well as the capabilities needed to develop automation workstreams. By leveraging a customized automation sandbox, engineers can overcome this challenge, enabling them to access a 100% virtual environment that can be reset and torn down at a moment's notice. This flexibility adeptly supports testing and training processes.

ATC INNOVATION PLATFORM

A key resource of our ATC ecosystem is the Innovation Platform, which provides a world-class personalized digital experience. The platform enables access to technology expertise at any time, from anywhere, including labs, demos, sandboxes, reference architectures, workshops, videos and WWT insights from past ATC engagements. The platform can be accessed at wwt.com and is available to all registered users.



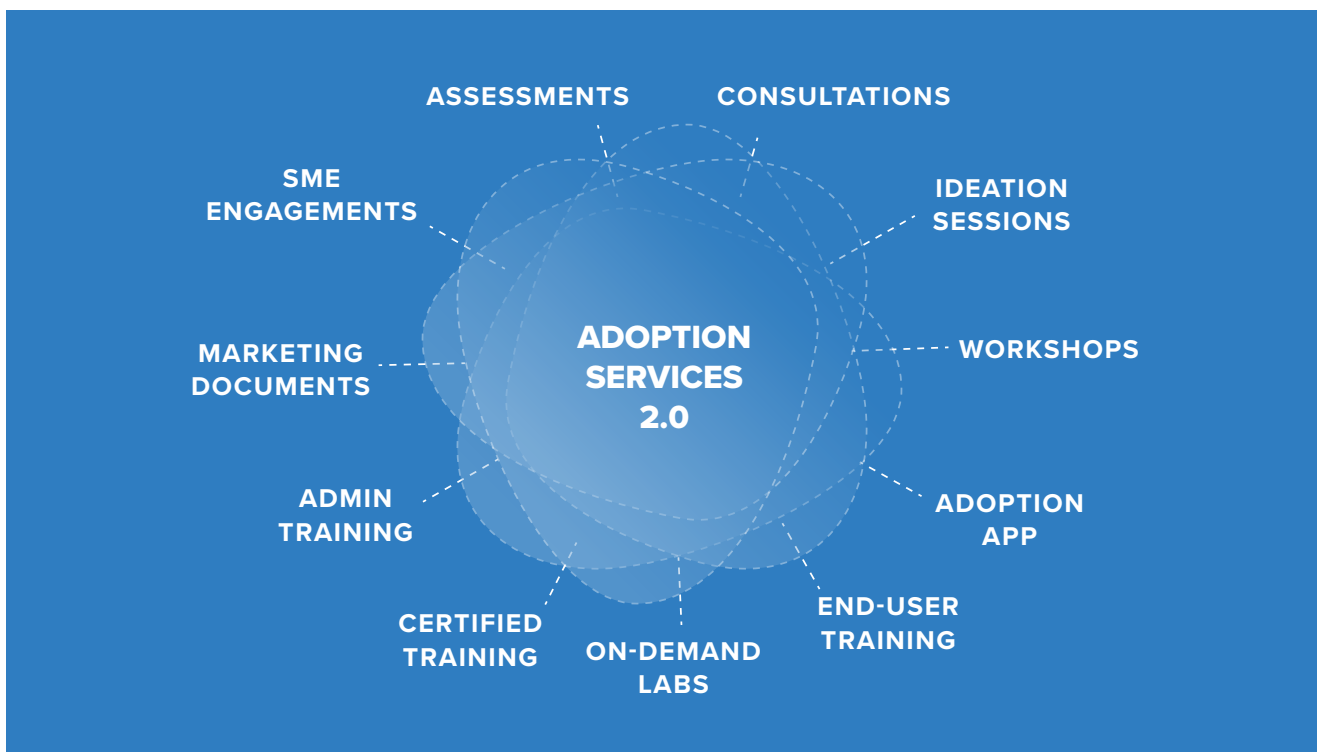


Adoption Services

TECHNOLOGY ADOPTION IS CRITICAL TO ACHIEVE RETURN ON INVESTMENT. WWT PROVIDES A RANGE OF SERVICES, INCLUDING WORKSHOPS, SURVEYS, TECHNOLOGY EVALUATION AND TRAINING, THAT FOCUS ON IMPROVING THE MANY WAYS IN WHICH CUSTOMERS ADOPT TECHNOLOGY.

BARRIERS TO ADOPTION

The goal of Adoption Services is to accelerate the effective use of the features and capabilities of new technology products, both from an engineering and end-user standpoint. Barriers to adoption typically manifest after product implementation, with teams and users unable to consume new technology in efficient and innovative ways. These gaps in knowledge can arise relative to architecture, deployment maintenance and feature utilization.



KEY FOCUS AREA: TRAINING

Every organization has a different approach to training employees on new products and content. WWT offers a variety of flexible training options, including our ATC, global engineering talent, media production expertise and highly-skilled field trainers. Our mission is to ensure your new solution is successfully consumed by everyone who needs it.

MENTORSHIP

WWT provides mentoring to customers, helping them define their strategies for technology consumption, reviewing current state, future state, required workstreams and possible solutions. These services are tailored to enable customer success.

CREATING ADOPTION VELOCITY

EA+ puts education at the center of each phase of the customer success roadmap. Technology adoption, which significantly influences an organization's ability to gain maximum value from its EA, depends heavily on education. WWT helps customers educate their teams on all aspects of their new technology, thereby creating adoption velocity and accelerating consumption.

WWT'S APPROACH

WWT's Advanced and End-User Adoption consultants help customers plan and scale training on new technologies across their organizations. We conduct on-site or virtual training sessions with pilot groups to determine user behavior and ensure training maps to specific needs. Leveraging our ATC Platform and insight from customer project teams, we make sure your end users and engineers know how to incorporate the full feature sets of new technologies into their workflows with on-demand tutorials and other educational materials.

ON-GOING SUPPORT FOR ENGINEERS

In addition to initial, hands-on training programs, engineers can take refresh training anytime online and revisit ATC lab resources as needed. Even if engineering resources change, the rate of entitlement consumption will not. New hires can quickly get up to speed through WWT's EA+ resources.



The value of any technology investment can only be realized after implementation and adoption.

DELIVERING **BUSINESS** AND **TECHNOLOGY** OUTCOMES

OUTCOMES



TECHNOLOGY

CHIEF DIGITAL ADVISORS

APP DEV

ENTERPRISE ARCHITECTURE & SEGMENTATION

DEVOPS

CHIEF TECHNOLOGY ADVISORS

