










Shifting IT Landscape Drives New Consumption Models

Cloud Adoption Demands More Purchasing Flexibility

Traditional Licensing models are not aligned with the current business demand, with both software and organisations changing faster than ever before. Flexibility is key- and that goes for licensing too, both from a time and from a finance perspective. Many of your customers want easy and fast procurement and deployment of services and they want to pay for what they use, granularly scaling up. Others might want to pay a once-off fee and be done with it. Or they might need to have a very predictable budget. But what F5 license is best for whom?

We'll help you figure it out.



		VE V+	ELA	VE Subscription	Utility / PAYG
 Commitment		Perpetual	3 Years (Annual Review)	1-3 Years (Auto-Renewal)	No Commitment
 Pricing		License + Maintenance	Annual Fee	Per Instance (Subscription)	PAYG (Marketplace) (Hour, Day, Month)
 Growth		Additional License	No Limitation	Subscribe as needed	No Limitation
 Consumption Visibility		N/A (One time Purchase)	Yes (Monthly Activity Report)	Yes (Monthly Activity Report & Billing Report)	Yes (Monthly Activity Report & Billing Report)
 Tech Support & Updates		Separate Agreement	Included	Included	Included
 Initial Investment		←			
 Cost		→			
 Budget Predictability		←			
 Best for		Customers looking for cost optimization of run-rate operations.	Large customers that are going through unpredictable architectural change (Cloud Migration, HW to SW, etc.) and need a predictable budget.	Customers with predictable needs or making steps toward architectural change (Cloud Migration, HW to SW etc.)	New workloads in Cloud Architecture with unpredictable capacity needs.