

Objection Pitch

As infrastructure evolves, different platforms become essential to address new business needs. Organisations should avoid locking themselves into a single way of working, which could lead to increasing costs as they are required to repurchase capacity they already own.

With A10 FlexPool, licences are stored in a central repository and can be deployed, transferred, or reclaimed across all platforms (physical, virtual, cloud). Licences This enables organisations to right-size their deployment licences according to needs while ensuring readiness for future changes.

Licences can be reallocated in seconds, allowing swift response to application demands without purchasing new or different.

Key Differentiators

- Flexibly allocate capacity across multiple clouds and data centres.
- Protect investment and eliminate capacity over-provisioning.
- Improve time-to-market by maintaining a safe buffer capacity that is ready for use when required.
- Centralise operations into a single capacity pool instead of multiple licence instances.
- Facilitate on-demand access to application services from a shared, scalable capacity pool.
- Achieve comprehensive visibility through a dashboard that offers usage monitoring and analytics.
- Keep capacity ahead of demand with regular monitoring – with the ability to easily increase as needed.
- More closely align capacity investment with capacity demand and minimise upfront CAPEX costs.
- Buy fixed capacity based on business needs, with the option to grow capacity as requirements change.
- Simplify consumption of secure application delivery and other services across multiple environments.
- Simplify management of multiple licences across environments.

Objection Handling

Objection: “Would this type of consumption-based licensing have fluctuating costs that are difficult to predict or control?”

Response: FlexPool is packaged as a capacity pooled licence, available in multiple bandwidths. Organisations procure pools in combination with these bandwidths or in a customised quantity to suit their needs.

Objection: “Would the transition from traditional licensing models to a consumption-based model be difficult to manage?”

Response: FlexPool software subscription model gives customers ultimate choice and flexibility. Organisations can dynamically and flexibly allocate capacity and share the pool as needed – anywhere, anytime. Everyone has a common set of tools across both on-premises and cloud environments.

Objection: “I don’t have any current capacity management or licensing challenges.”

Response: Most organisations are transitioning their workloads and apps, and your infrastructure is likely to change over time. With FlexPool you are not locking yourself into doing things one way. You have the flexibility and agility you need to not restrict operations.

Objection: “How would I budget when costs vary based on usage, making it harder to plan financial allocations?”

Response: There are a variety of deployment options that you can buy and budget for:

SINGLE POOL: An enterprise-wide single pool to consume networking and security services. Capacity is enforced at the user and application level.

MULTI-POOL: A dedicated pool for each site. Capacity can be enforced at the pool level.

INSTANCE POOL: An enterprise-wide single pool for businesses to consume networking and security services and that want to deploy a floating pool of fixed size instances.

Objection: “Would I need to constantly monitor to ensure capacity matches demand?”

Response: FlexPool delivers operational simplicity. You gain full visibility via a dashboard that provides usage monitoring and analytics

Questions To Ask Your Customers/Prospects

- Are you having trouble allocating licences efficiently?
- Is it difficult to manage services and licences across on-premises and cloud environments?
- Does modifying instance capacity necessitate an extended procurement process?
- Are you in need of a centralised management tool that can automate the licensing and initiation of software instances as required?
- Are you overprovisioning IT to ensure resource availability?
- Are you underestimating your future needs and risking service outages?
- When you do look at provisioning, are you encountering long procurement cycles and significant capital outlays

Maintaining Compliance

The EU is forging ahead in tackling systemic risk in critical digital systems with two new regulations, DORA and NIS2. These regulations seek to raise cyber risk management standards and build greater operational resilience.

FlexPool allows organisations to flexibly allocate and re-distribute capacity across applications, multiple clouds and for data security enabling operational resilience, business continuity and regulatory compliance.

Supported Environments

FlexPool enables secure application services to be allocated across multiple environments from private to public cloud.

This includes VMware ESXi, Microsoft Hyper-V and KVM hypervisors. FlexPool also supports private clouds using OpenStack, VMware vRO and public clouds like AWS, Azure, Google Cloud and Oracle Cloud Infrastructure (OCI).

FlexPool – Greater Business Value

A10's strategy allows customers to manage capacity and software licenses flexibly in secure application services.

FlexPool offers business value, license portability, and innovation, enabling efficient management of software-based and hybrid environments. It also provides visibility of planning capacity and license expenses for future infrastructure needs.

Travelex Case Study

Customer Challenge: Travelex's digital transformation significantly increased website traffic, exposing limitations in its F5 load balancers. Seeking better scalability, flexibility, and support, Travelex began looking for a more advanced and cost-effective ADC solution.

Solution: A10 Thunder ADC and vThunder ADC with FlexPool allows Travelex to flexibly allocate and redistribute capacity across applications, multiple clouds and for data security as it transitions from an on-premises to cloud environment.

What the customer says: Travelex has enhanced performance and scalability, resulting in stable applications with minimal downtime. The FlexPool licensing allows flexible resource allocation and a substantial reduction in costs compared to their previous supplier.

“ We needed the flexibility to deploy both on premises and in the cloud. FlexPool licensing enables dynamic allocation and redistribution of capacity as required.

— Terry Johnson
Network SME, Travelex

FlexPool Advantages Versus Competitor – FlexPool and Save

Customer Requirements – Application Availability and Security (DORA), ADC, DNS and DDoS

- Three locations with 25 Mbps throughput per location
- Three-year term

Competitive Solution Vendor B Offering

- 6 x 25 Mbps fixed throughput licences
- Three-year term
- Advanced licensing that includes ADC, DNS and DDoS services
- **Costs: \$9,719 x 6 = \$58,314**

A10 Networks' Solution

- A10 Networks Converged Firewall with FlexPool
- 1 Gbps of flexible throughput
- Advanced licences that include ADC, DNS, DDoS, IAM, web filtering, threat intelligence
- Three-year term
- **Costs: 1 x \$35,815**

The A10 Advantage

- 6x throughput means customers can run more projects across hybrid IT
- One common set of tools across the application estate
- Greater security, more features for less budget – meaning more for partners