# F5 StrongBox Program

December 2010

**Improve Customer Satisfaction with F5 Strongbox Program**

With StrongBox, F5's hardware evaluation program for Advantage Partners, customers get a thorough test drive of F5 products before they buy. The StrongBox program gives you:

**More Leads**

As the principal means for placing an evaluation, local F5 representatives look to partners with StrongBoxes on hand to fulfil their evaluation opportunities.

**Complete Flexibility**

The units can be individually tailored for the evaluation to accommodate the unique needs of each customer. Once the evaluation is complete, the box can be and refreshed, relicensed, reused for the next customer opportunity.

**Low Cost**

Strongbox units are priced at F5's hardware cost, making them very affordable. A new customized software license key can be issued for each evaluation, based on the customer's needs. Each Strongbox comes with three years of free hardware and software maintenance.

**Great ROI**

Because you own every StrongBox unit you purchase and it can be reconfigured and reused, it provides a great return on investment. Providing evaluation units to your customer can also make you eligible for extra margins through Partner Value Discounts. Units often pay for themselves after just one sale.

---

## The StrongBox Sales Cycle

**Step 1** Partner purchases StrongBox unit(s) StrongBox units are inactive.

**Step 2** Partner completes online prospect evaluation request form at https://strongbox.f5.com , requesting a 30- or 45-day license.

**Step 3** Partner receives an evaluation key via email from the F5 license server.

**Step 4** Partner activates the StrongBox license at prospect's site. The 30- or 45-day time clock starts.

**Step 5** Evaluation cycle ends, and:

• Customer purchases F5 solution. Partner replaces the StrongBox with a live product.

• Customer does not purchase F5 solution. Partner removes the StrongBox and requests a new evaluation key for the next prospect.

• Partner requests an extension of the evaluation period. If the evaluation period is not extended, the StrongBox unit is inactive.

## FAQ's

**Q: How does the StrongBox unit work?**

A: When you purchase a StrongBox unit, it is inactive. When you are ready to place the unit with a customer, request a license key using the online form; https://secure.f5.com/strongbox/index.jsp the evaluation cycle begins when the unit is installed and activated with the license key.

**Q: What configurations can customers evaluate with StrongBox?**

A: The following configurations are possible for the hardware purchased: BIG-IP devices, FirePass, Enterprise Manager, and ARX.

**Q: What platform ships when I order a StrongBox?**

A: You select your platform from the Strongbox price list. Contact your local Channel Sales Manager for the most current price list.

**Q: How long is the StrongBox evaluation cycle?**

A: The license duration is 30 or 45 days and is selected by the partner when an evaluation key is requested. The evaluation license is good from the time the license is activated, not from the time the evaluation key is requested.

**Q: Can the evaluation cycle be extended?**

A: You can extend the evaluation, at the customer request, by requesting a new license key and reactivating the license. The license can be reactivated before the current evaluation license expires.

**Q: How is a unit prepared for the next evaluation?**

A: To set the StrongBox to factory default, reinstall the software after each evaluation. You can customize or upgrade the software versions as required. Regional F5 System Engineers are available to help you with this process.

**Q: Can I order a StrongBox from my distributor?**

A: Yes. Any authorized F5 distributor can sell or lease StrongBoxes. Loaner units are also available through distribution to help you fulfil the F5 Specialist Level partner requirements or for situations when the existing Strongbox pool is inadequate.

**Q: Do I need to place a separate purchase order for a StrongBox unit?**

A: Yes. StrongBox units require a separate PO sent directly to F5 at partners@f5.com . However, if purchased or leased through an authorized F5 distributor, please send PO directly to the distributor.

**Q: Is there a special agreement for me to sign?**

A: No. A separate PO is the only requirement.

**Q: Is support included in the price?**

A: Yes. Standard service (5 x 10 NBD) hardware and software support is included for three years from shipment date.

**Q: Is support included in the price for partners who have an F5 Authorized Training Centre?**

A: No. Support is not available for partners who have an F5 Authorized Training Centre. Support is available separately and covers one year.

**Q: Can all partners participate?**

A: Only Gold or Silver Unity Partners can purchase a StrongBox unit.

**Q: What happens if my StrongBox unit requires RMA service?**

A: F5 will replace it with the same platform from our refurbished equipment pool.

**Q: How do I get my StrongBox unit replaced if I'm having technical problems?**

A: You need to call into support and they will determine if your unit is eligible for an RMA replacement

**Q: What happens if someone tries to reset or manipulate the license key?**

A: Any attempt to manipulate the evaluation parameters will cause the unit to cease functioning. The unit can only be restarted by F5. Abuse of evaluation units may result in termination of the evaluation.

**Q: Can I resell the StrongBox?**

A: No, since the StrongBox is an evaluation unit, the license requested via the StrongBox website is issued for each specific customer evaluation. Only Advantage Partners are allowed to be setup as an authorized user to request licenses.

**Q: How often should the StrongBox be replaced?**

A: We recommend the units be replaced approximately every three years or when a new platform is available.

**Q: What if a license I need is not listed on the website?**

A: Contact your local F5 representative.

# Ordering Your StrongBox

Send a completed Purchase Order to an F5 Distributor, including the "ship to" address and contact information (full name, physical address, phone number, and email) of each individual who will be requesting license keys for this StrongBox.* on the purchase order, please list the standard support at zero dollars, quantity three.

* If you do not know the contact information of these individuals at time of sending in the purchase order, you can send in the contact information at a later date to partners@f5.com. For reference purposes, please also include your contact information and the serial number of the unit in the email as well.

## StrongBox Program Rules

**Availability**
StrongBox units are available for Expert, Specialist, Qualified, and Global Advantage Partners only. Partners may purchase as many systems as they need based on product availability.

**What's Included**
Purchased Strongbox includes hardware and cables. Strongbox units are shipped without license keys and can be activated online.

**StrongBox Authorized Users**
Each StrongBox unit purchased is tied to a specific partner location ("ship to" address listed on the PO). The StrongBox program requires you to submit the individual's full name, phone number, email address, as well as serial number(s) of the StrongBox(es) for which they will be authorized to request an evaluation registration key. Only authorized individuals will be able to request license keys from the Strongbox licensing site.

**StrongBox Activation**
• Complete the online evaluation form at: https://strongbox.f5.com.
• Choose the software modules to evaluate.
• Choose an evaluation time-out period of 30 or 45 days.
• An evaluation license key will be sent to the email address specified.
• At the end of the evaluation period, the unit will deactivate.

**Support**
• F5 Field Sales Engineers will address your StrongBox questions. Please use the F5 FSEs before calling support.
• Support is available for three years from the shipment date. Only certified partner SEs can receive support. However, for F5 Authorized Training Centres, Support must be purchased with the StrongBox on the same PO. Premium Support is recommended.
• Standard service includes three-year access to 5x10 technical support, Ask F5, software updates, and advance overnight hardware replacement. When service expires, email the serial number to strongbox@f5.com for an extension.

**Manipulating the Evaluation Process**
• StrongBox units are tracked based on their most recent license status (active evaluation/inactive).
• Attempts to manipulate the evaluation process will result in loss of StrongBox functionality. Tampered might result in a termination of the evaluation. Units can only be reset by F5.

**Upgrade and Trade-in Policy**
When software upgrades are made on an existing StrongBox platform, you can obtain an upgrade through the F5 Partner Resource centre (PRC) at www.f5.com/partners (an active PRC membership is required).

If F5 releases a new hardware platform, you cannot return or trade-in your existing StrongBox as units are sold at cost. Because a single sale from a StrongBox implementation provides instant ROI, you will not lose revenue if a platform is end-of-lifed. If you have questions about upcoming platform changes, please email partners@f5.com .

EMEA PARTNER
f5 UNITY
PROGRAM