VENDOR
VISION
2024

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IT & DATA MANAGEMENT RESEARCH,
INDUSTRY ANALYSIS & CONSULTING

Welcome to the 2024 RSAC edition of EMA's Vendor Vision!

We are finally back to attendance that matches the pre-pandemic levels...but that also means the efforts to gain the attention of over 40,000 attendees is more difficult than ever. With over 600 exhibitors, how does a company differentiate themselves from the masses of the exhibit floor? If you are an attendee, how do you focus your floor time to pay attention to those with the most interesting offerings?

Vendor Vision is an attempt to help fix that challenge. The EMA information security, risk, and compliance management team sent questionnaires to nearly every exhibitor on the show floor and selected 12 that are a "must see" while attending the conference. These "visionaries" all provide some of the best products and solutions in the industry.

There are literally hundreds of excellent vendors to chat with while at the conference, but the EMA Vendor Vision inclusions are some of the best we have seen. We hope these brief summaries and recommendations help streamline the conference for you.

See you at the show!

Christopher Steffen, CISSP, CISA
VP of Research

Ken Buckler, CASP
Research Director

F5

Solution Name(s): *F5 Distributed Cloud Web App and API Protection (WAAP)*

F5 secures every app and API. F5 is a multi-cloud application services and security company committed to bringing a better digital world to life. F5 partners with the world's largest, most advanced organizations to secure and optimize apps and APIs anywhere: on-premises, in the cloud, or at the edge. For over 25 years, F5 has protected, delivered, and optimized apps and APIs for the world's largest organizations, powering half the world's apps, protecting 4.5 billion web transactions daily, and mitigating 30 billion fraudulent transactions monthly. F5 is obsessed with making hybrid and multi-cloud environments easy. With F5, automation can be used to deploy, connect, secure, and maintain apps and APIs faster, smarter, and more cost-effectively. A comprehensive SaaS-based management console, robust troubleshooting tools, and insights from user and app behavior using AI allow F5 to bring distributed ecosystems into focus. F5 enables organizations to provide exceptional, secure digital experiences for their customers and continuously stay ahead of threats.

What Sets Them Apart

F5 is eliminating the need for customers to pay for and manage separate API security solutions by offering API discovery, testing, posture management, and runtime protection in a single platform. F5 delivers a single solution for both API discovery and enforcement of protocols, policies, and configurations from code to runtime. Vulnerability detection and observability are enabled in application development processes, ensuring risks are identified and policies implemented before APIs enter production. API code testing and telemetry analysis create the industry's most comprehensive and AI-ready API security solution.

F5's comprehensive API security includes real-time, AI-based detection and response through a risk-based engine to track user behavior with assignment of a risk score and threat level. The risk-based engine includes inputs from several security engines, including WAF, bot defense, API protection, DDoS, rate limiting, IP reputation, anomaly detection, etc., which leverage client-side and server-side signals. An auto-mitigation capability in the risk engine serves different types of challenges to the client based on the risk score and threat level, which decays over time if no malicious activity is detected.

One More Thing

F5 offers a comprehensive web application and API security solution, leveraging its unique position in the data path of numerous applications worldwide. Enhancing its Distributed Cloud WAAP solution, F5 consolidates and simplifies web app and API security tools. It integrates vulnerability detection and observability features earlier in the development process, including API code analysis, testing, compliance assessment, and threat evaluation. Additionally, F5 augments its Distributed Cloud services with automated reconnaissance and penetration testing, providing scanning and vulnerability discovery for web apps and APIs. These enhancements offer recommendations for WAF rules and remedial actions, enabling customers to automate vulnerability discovery and mitigation effectively. F5 aims to deliver the most comprehensive, AI-enabled API security solution, enhancing the security posture of web applications and APIs throughout their lifecycle.

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The EMA Perspective

Finally! After years of evangelizing about the importance of API security, the security vendors (as demonstrated by the number talking about API security here at RSA) are starting to develop and pay attention to this important security challenge. Maybe in a few years, they will finally be at the level where F5 has been for ages.

F5 invented API security. They developed it, evangelized it, improved upon it some more, and pushed the rest of the security world to pay attention to it. They are the leaders when it comes to cloud, application, and network security.

F5 has a wholistic approach to security and is one of the few vendors that has the experience, the portfolio, and the leadership to be able to effectively do it. While their strength is still in their networking appliances, their acquisitions over the past several years have made them one of the premier complete security solutions in the market. Anyone looking to implement API or network security should strongly consider looking into F5.