



# TOP 8 REASONS

to Choose A10 Networks

For Service Providers

**1 PREPARE FOR WHAT'S NEXT**  
Seamlessly manage legacy, cloud-native and cloud-ready applications. Deliver services across public, private and hybrid cloud environments to ensure consistent customer experiences meet performance and availability demands.

**2 REDUCE COSTS**  
Reduce infrastructure and management requirements to drive down CAPEX and OPEX and further monetize your network. It's a key strategy to increase your revenue per user (RPU) in a dynamic, data-driven market.

**3 BUILD CONSISTENCY**  
Employ a set of consistent services across both data centers and clouds that may be centrally managed and pre-developed to confidently offer customers the services and applications they want.

**4 EMPOWER CUSTOMERS**  
Implement or enhance self-service capabilities to give customers the freedom to tune services to meet their specific needs. This approach reduces support volume and increases customer satisfaction.

**5 HIT THE MARKET FAST**  
Agility isn't an accident. Integrate needed application delivery and security solutions with open-source standards and cloud-native DevOps systems to deliver your services to the market and customers on time. Every time.

**6 DEPLOY ON YOUR TERMS**  
Being flexible means technology should work for you, not against you. Offer elastic and agile service delivery – with appliances, bare metal and virtual machine (VM) options – that meet the needs of your internal teams and customers.

**7 FLEX YOUR PRICING PROWESS**  
And because your business is flexible, you're also able to give customers pay-as-you-go offerings to ensure they're only paying for what they need. It's a true and valuable differentiator in a dynamic market.

**8 STRENGTHEN SECURITY**  
Protect your network, services and applications from advanced and emerging threats, including massive DDoS attacks and malicious encrypted threats.



To discover first-hand how A10 Networks delivers innovative application delivery, networking and security solutions for the world's top service providers, contact us today.

Talk with A10.  
We're dedicated to service providers.

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