

# We're making it easy for our partners to renew and upsell Isn't that refreshing?

## Renewing and upselling your F5 r-Series business is crucial.

### Here's why.

Renewing on time is important. From protecting your initial investment to widening your footprint, there are so many reasons why renewal is crucial to your business growth!

### Protect

-  Protects your initial investment
-  Maintains robust security levels
-  Protects against threat landscape
-  Avoids costly data breaches
-  Reduces the chance of recurring attacks
-  Reduces the average time to identify a breach

### Expand

-  Opportunity to expand your account footprint
-  Allows you to re-engage with the customer
-  Delivers recurring and predictable spend
-  Builds trust with the customer

### Key reasons why a customer should move to the F5 r-Series:

-  Increased performance and capacity
-  Enhanced security features
-  New features and improvements
-  Optimisation for hybrid and multi-cloud environments
-  Service consolidation
-  Compliance and regulatory requirements
-  BIG-IP Next platform (operating system change required in the future)

### At Exclusive Networks, we make it EASY for you to grow your F5 business and expand your footprint with your F5 customers!

Use our checklist to make the most of your renewals:

**1. GET READY!** Use our checklist to gather the information needed to request a quote.

**2. STEADY!** Consider the renewal opportunity and explore potential upsell options using the checklist.

**3. GO!** Build your quote and register your deal.