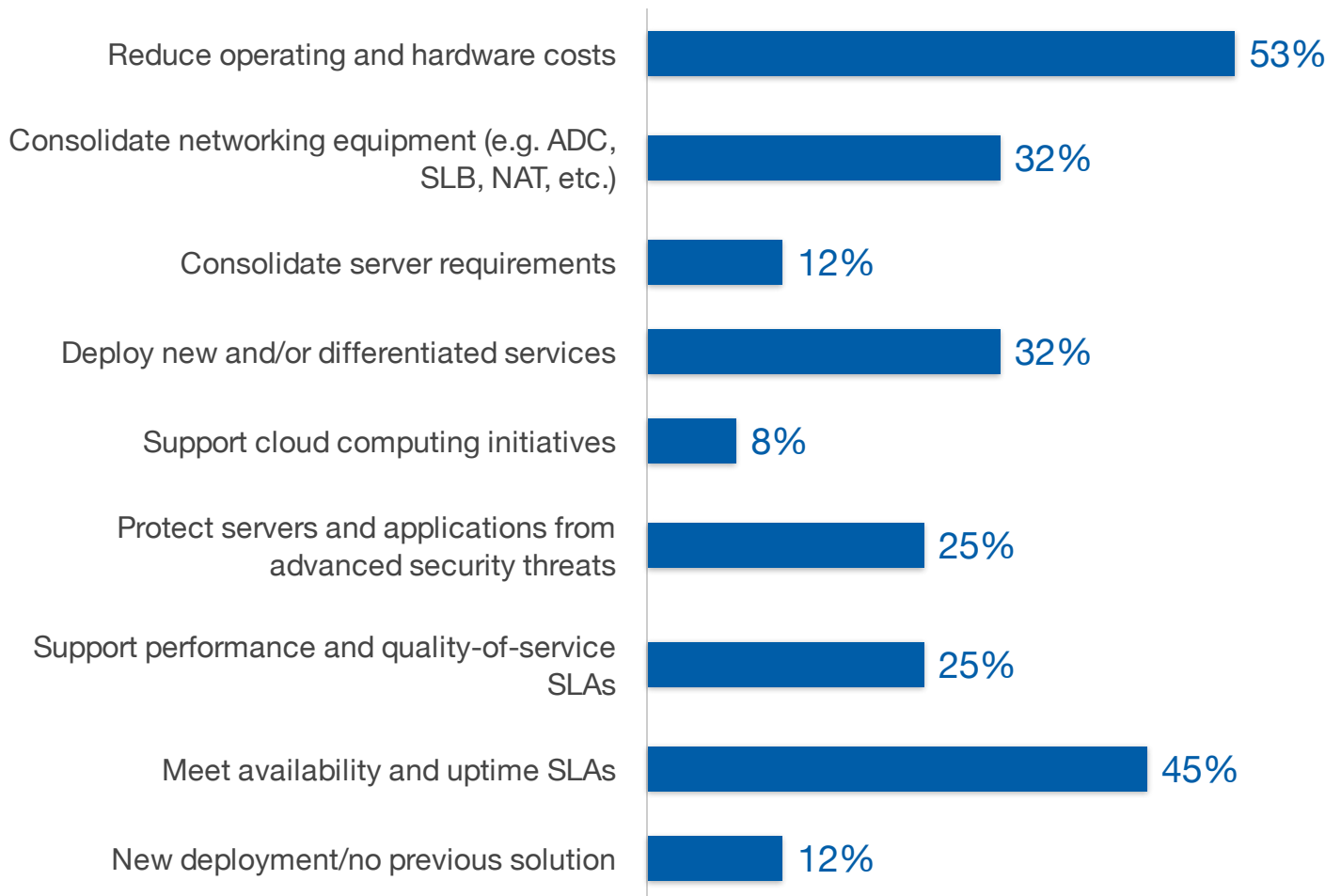# Reducing Costs, Consolidation, SLAs, and New Services are Key ADC Purchase Drivers

What were your primary reasons for purchasing products from A10 Networks?

Reason	Percentage
Reduce operating and hardware costs	53%
Consolidate networking equipment (e.g. ADC, SLB, NAT, etc.)	32%
Consolidate server requirements	12%
Deploy new and/or differentiated services	32%
Support cloud computing initiatives	8%
Protect servers and applications from advanced security threats	25%
Support performance and quality-of-service SLAs	25%
Meet availability and uptime SLAs	45%
New deployment/no previous solution	12%