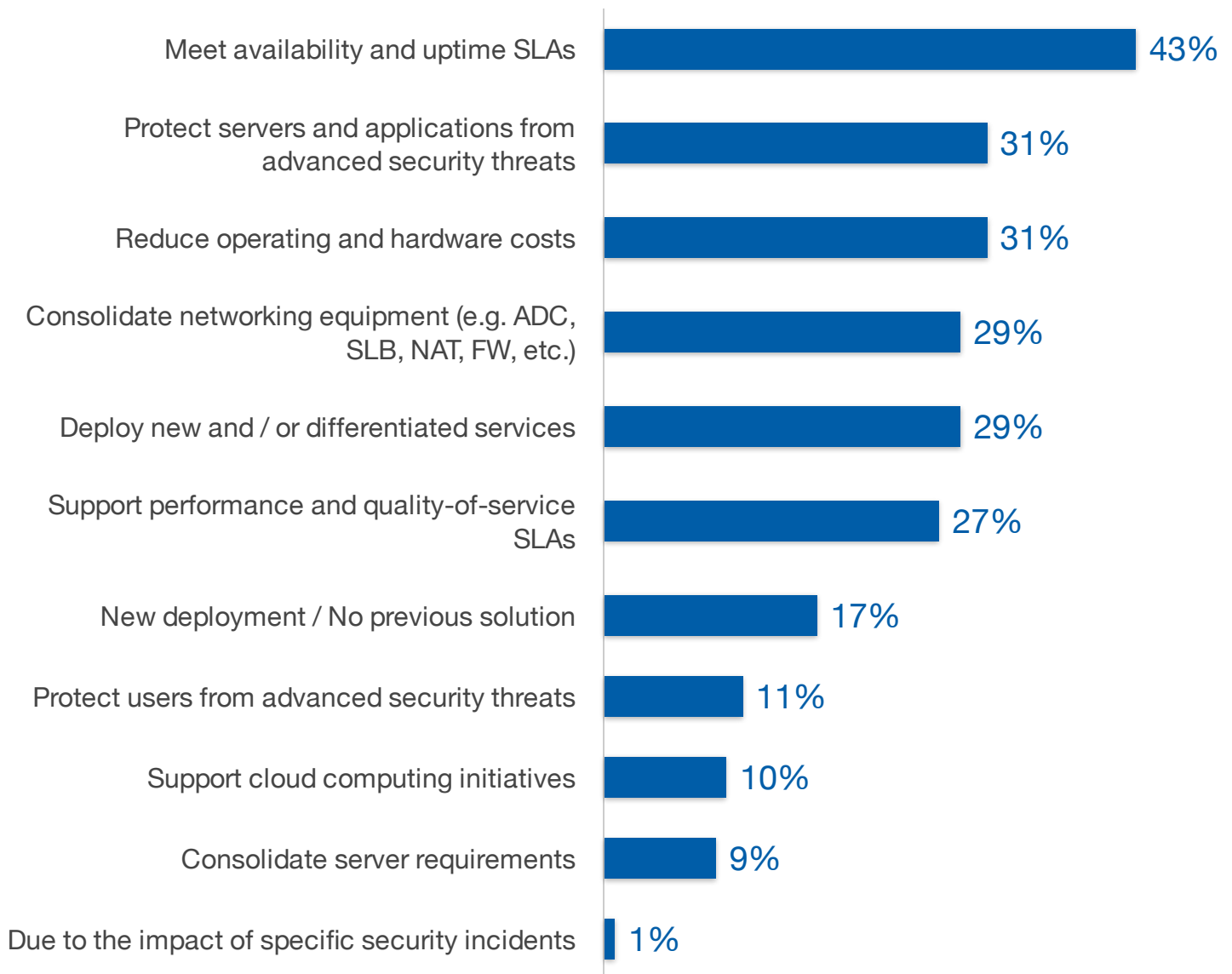# Meeting SLAs, Security Threat Protection, and Cost Reductions are Key ADC Purchase Drivers

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

| Reason | Percentage |
|---|---|
| Meet availability and uptime SLAs | 43% |
| Protect servers and applications from advanced security threats | 31% |
| Reduce operating and hardware costs | 31% |
| Consolidate networking equipment (e.g. ADC, SLB, NAT, FW, etc.) | 29% |
| Deploy new and / or differentiated services | 29% |
| Support performance and quality-of-service SLAs | 27% |
| New deployment / No previous solution | 17% |
| Protect users from advanced security threats | 11% |
| Support cloud computing initiatives | 10% |
| Consolidate server requirements | 9% |
| Due to the impact of specific security incidents | 1% |

**A10** | TechValidate by SurveyMonkey

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