Progress® Kemp® LoadMaster®

Selling Progress Kemp LoadMaster

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What is LoadMaster?

It is a Load Balancer that enhances application availability, security and performance.

- Applications are more resilient to server failure
- Applications run faster (SSL offloading, caching, compression)
- Protects applications with a Web Application Firewall (WAF)
- Can authenticate access to any web site or application

Value Proposition

- Very low TCO – easy to manage, high value features
- Outstanding support
- Proven in organizations of all sizes for wide range of applications
- Deploy as virtual, hardware or cloud and manage centrally

Solution Areas

Object Storage

- DELL EMC, NetApp, Cloudian, Scality

VDI (Virtual Desktop)

- Citrix – Drop in replace for Netscaler at lower TCO
- VMWare Horizon/Microsoft RDS/Parallels

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- Sitefinity/OpenEdge/MOVEit/DataDirect

Microsoft On-Premise

- Exchange/SharePoint/Active Directory
- Always-on VPN

Customer Pain Points

- Need to improve availability/performance to meet SLAs (Service Level Agreements)
- Protection of applications against hacking
- Migration of legacy applications to the cloud
- Legacy applications don't support modern standards (Authentication, SSL, HTTP/2)
- Cost Management – cloud is expensive/ unpredictable costs
- Budget – F5/Citrix support renewal is expensive
- Skills – Complexity of Cloud & on-prem Load balancer
- Automation – Poor APIs/too many APIs with other load balancers/cloud
- Management – I need to be able to monitor & control load balancers
- Cloud load balancers lack advanced features

Competition

- F5 - Big-IP
- Citrix – NetScaler
- Barracuda - ADC
- A10 – Thunder
- AWS – Elastic Load Balancer (ELB)
- Azure – Application Gateway
- OpenSource – HAProxy/NGinx

Competitive Positioning / Objection Handling

- Cloud costs are complex and unpredictable and require multiple different service subscriptions to meet feature level of the fixed cost LoadMaster
- F5/A10 are expensive & complex – expensive to buy, expensive to own and manage
- Opensource is free to buy but costly to maintain (high level skills) – who do you call when it breaks?

Objection Handling

I can get a load balancer for free/very little from my cloud provider
- Entry level LB in the could is very basic and once you try to do anything more advanced (traffic management/security/ auth) the costs start to increase

We are moving our app to the cloud and won't need a load balancer
- While cloud offers many benefits, you may still need a load balancer for resilience & security

I need feature 'XYZ' which LoadMaster does not have
- We can arrange a technical call to talk to our engineers to explore a solution to your requirement

I need a high level of automation
- All LM features are accessible via API

I use DNS for load balancing- it's cheap
- DNS load balancing works to a certain extent but can't match a load balancer for detection of outages, security and traffic management.

DISCOVERY QUESTIONS

- Do you use load balancers, and if so what vendor?
- Are the applications in cloud or on-premise
- Is this a new application or an existing deployment
- Do you have adequate security in-place/planned for the applications?
- Are you using containerized applications (Kubernetes)?

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