

# Is the load balancer in your cloud infrastructure holding you back?

## PRODUCT INFOSHEET

Load balancers play a key role in cloud environments:

- **High Availability:** They manage the distribution of traffic and computing resources across virtual server pools.
- **Scalability:** They facilitate horizontal scalability by seamlessly integrating newly provisioned instances into the rotation.
- **Performance:** They evenly distribute traffic to maximize throughput and minimize latency.

But which load balancer do you use?

Many cloud providers offer their own, cloud-native, load balancer add-ons. But while these are convenient and easy to spin up, they often lack the depth required for complex, high-scale, or multi-cloud architectures.

"A simple, stable load balancer is vital for medical imaging systems, and that's what we get from Loadbalancer.org."



**Jason Bennett,**  
Service Delivery Manager, Fujifilm

## Why built-in isn't always better

### 1 Vendor lock-in and lack of portability

With cloud-native load balancers, moving to a different cloud or adopting a multi-cloud strategy is incredibly painful. You can't simply "lift and shift" your routing rules, security policies, or automation scripts because the load balancing architecture is unique to each cloud. This means you're forced to re-architect your traffic management layer every time you want to expand to a new environment.

### 2 Limited visibility and observability

Troubleshooting complex issues—like micro-bursts of traffic or specific API errors—can be difficult. You typically don't get deep packet inspection, detailed transaction logs, or the ability to trace a request's full journey through the load balancer in real-time without expensive add-ons. This results in a slower Mean Time to Resolution (MTTR) during outages and performance degradation.

### 3 The 80% Rule

You might find yourself missing critical capabilities like advanced WAF (Web Application Firewall) customization, complex traffic mirroring, sophisticated rate limiting logic, or support for legacy protocols. This places additional burdens on engineering teams, requiring them to build "workarounds" or disparate sidecar proxies to compensate for feature gaps, adding unnecessary complexity.

# Why choose an Enterprise cloud load balancer from Loadbalancer.org?

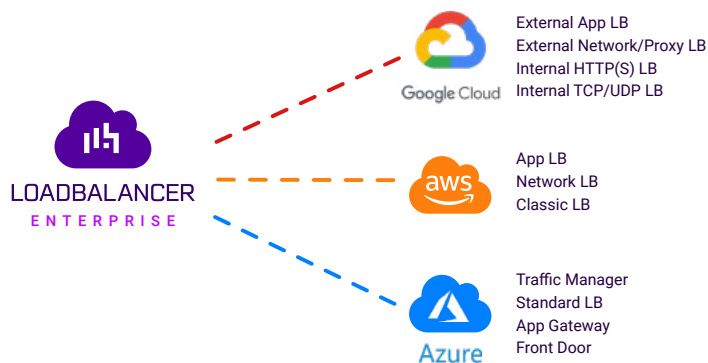
Optimize your cloud-based services with our fully-featured Enterprise cloud load balancer, perfect for high-performance hybrid and multi-cloud environments where a single technology and interface across all environments is desired.

## The Enterprise edge

### 1 The total package

#### One product, zero compromise

Harness all the functionality you need in a single product, reducing complexity and cost, without sacrificing capability.



### 2 Cloud-agnostic

#### Build a truly flexible foundation

Run your applications where they perform best so you can scale instantly without fear of vendor lock-in or technical limitations.

### 3 Consultative support

#### Here for you, 24/7

Get advice on anything, from the best config for your environment to deployment best practice, from our consultative support team.

### 4 Customizable ACLs

#### Customization for ultimate flexibility

Extend your ACL rules in any way you like, meaning you can build a solution that fits your business, not the other way around.

### 5 Centralized management

#### Greater visibility and control

Tame the sprawl and break down silos with our vendor-agnostic load balancer management platform, the ADC Portal.

## Unlimited throughput

Get unlimited throughput (dependent on the instance size) with our cloud payment options:

- **Hourly or annual billing:** Includes the appliance and technical support
- **BYOL:** Buy the license from Loadbalancer.org and deploy on any instance size you want

Our [Freedom License](#) also enables customers to move licenses between clouds and data centers at no additional cost — and comes with free migration assistance.

## Enterprise cloud features

Balance load between targets	✓	CloudWatch logging and metrics	✓	Multiple HTTPS domains	✓
Health checks	✓	Layer 4 (TCP)	✓	Source IP preservation	✓
High Availability	✓	Layer 4 (UDP) [SNAT/NAT]	✓	Sticky session cookies	✓
Round-robin load balancing	✓	Layer 7 (HTTP)	✓	Supports targets outside AWS	✓
Elastic load balancing	✓	Advanced routing	✓	Supports WebSockets	✓
TLS termination	✓	Static response capability	✓	Multi-port routing	✓
High-performance traffic routing	✓	User authentication	✓	Availability Zones	✓

