

 LOADBALANCER

# Competitor Battlecards

A10 Thunder versus  
Loadbalancer Enterprise



# Value prop comparison


## 1 Business model

### Loadbalancer Enterprise

The load balancing specialists; focused on eliminating downtime and optimizing application delivery.

### A10 Thunder

Position themselves as a security product with a load balancer add-on. They aim to own the customer's entire security stack, which often leads to feature bloat and higher costs for capabilities customers never actually use.

 WHY WE WIN

*Loadbalancer  
the load balancer  
specialist*

**VS.**

*A10  
the security  
generalist*


## 2 Ease of use

### Loadbalancer Enterprise

A clever, not complex, load balancing solution with superior task-technology fit. Built by engineers, for engineers, to be intuitive and agile.

### A10 Thunder

A steep learning curve tied to a one-size-fits-all security platform. Their heavy, carrier-grade CLI and fragmented UI prioritize consolidation over admin simplicity.

 WHY WE WIN

*Loadbalancer's  
intuitive solution*

**VS.**

*A10's steep  
learning curve*

## 3 Affordability

### Loadbalancer Enterprise

Straightforward, transparent and all-inclusive pricing with no hidden licensing fees for high-performance features. Their value lies in a low TCO and a lean model that ensures customers only pay for what they need.

### A10 Thunder

Their pricing model bundles expensive security and carrier-grade licenses into the core cost, leading to inflated CapEx and OpEx prices.















 WHY WE WIN

*Loadbalancer's  
lower TCO*

**VS.**

*A10's premium  
pricing model*

# Feature comparison

Feature	A10 Thunder	Loadbalancer Enterprise
L4/L7 load balancing	Advanced Core OS) with hardware acceleration 	Robust, optimized LVS (L4) and HAProxy (L7) engines 
Global Server Load Balancing (GSLB)	Premium licensed add-on or specific GSLB module  	Integrated GSLB included straight out-of-the-box 
Web Application Firewall (WAF)	Integrated WAF via A10 Harmony requiring separate license  	Advanced ModSecurity/OWASP WAF, included straight out-of-the-box 
Throughput	Scalable from 5Gbps up to 370Gbps+ 	1Gbps > Unrestricted 
Scripting engine	aFlex (based on Tcl); powerful but complex 	Advanced ACL rules; simpler to configure 
Management API	Heavy telemetry: aXAPI (REST-based) for massive automated ecosystems 	Developer-friendly: Fully documented REST API for seamless, rapid integration 

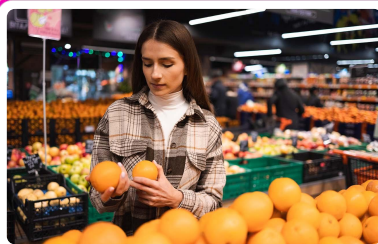
# More information



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A10 Networks Thunder ADC vs  
Loadbalancer Enterprise  
comparison

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A10 Networks alternatives

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Compare A10 Defend Threat  
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What load balancer? Compare  
F5, Citrix, A10, Radware, NGINX,  
HAProxy Enterprise, AVI  
Networks, Kemp, and  
Loadbalancer.org

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