

 LOADBALANCER

Competitor Battlecards

VMware AVI Load Balancer versus
Loadbalancer Enterprise



Value prop comparison


1 Business model

Loadbalancer Enterprise

The load balancing experts; dedicated exclusively to eliminating downtime and perfecting application delivery.

VMware AVI Load Balancer

Broadcom's VMware acquisition in 2023 turned AVI into a small cog in a vast corporate machine, sparking customer friction with forced bundling, price spikes, and decline in specialized load balancing support.

 WHY WE WIN

*Loadbalancer's
load balancer
expertise*

VS.

*Broadcom's
bundled
commodity*


2 Ease of use

Loadbalancer Enterprise

Provides an intuitive, easy to use interface that can be set up in minutes, not days. Admins don't need to be load balancing experts to successfully deploy the solution.

VMware AVI Load Balancer

Built on a Controller-to-Service-Engine architecture which is notoriously complex to deploy, manage, & troubleshoot; requiring a specialist just to keep the platform running.

 WHY WE WIN

*Loadbalancer's
intuitive appliance*

VS.

*AVI's excessive
complexity*

3 Procurement model

Loadbalancer Enterprise

Offers a choice between perpetual and subscription licenses, with no artificial bottlenecks or per-gigabit surcharges as traffic grows.

VMware AVI Load Balancer

AVI's acquisition by Broadcom has triggered mandatory subscription shifts, eliminating perpetual licenses in favor of rigid, expensive bundles like VMware Cloud Foundation (VCF).

 WHY WE WIN

*Loadbalancer's
flexible
procurement
options*

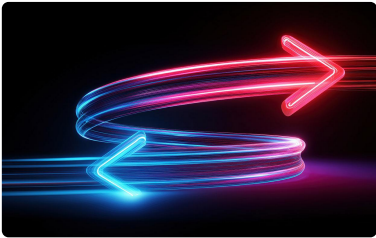
VS.

*Broadcom's
bundled lock-in*

Feature comparison

Feature	VMware AVI Load Balancer		Loadbalancer Enterprise	
L4/L7 load balancing	Heavy, resource-intensive architecture requiring SEs	✓	Robust, optimized LVS (L4) and HAProxy (L7) engines	✓
Global Server Load Balancing (GSLB)	Add-on license or a complex Controller configuration	\$ ✓	Integrated GSLB included straight out-of-the-box	✓
Web Application Firewall (WAF)	Integrated but can significantly impact cost	\$ ✓	Advanced ModSecurity/OWASP WAF, included straight out-of-the-box	✓
Throughput	Metered/throttled; capped by Service Units	✓	1Gbps > Unrestricted	✓
Scripting engine	Uses DataScripts (Lua-based) which are complex to write and debug	✓	Advanced ACL rules; simpler to configure	✓
Management API	Complex REST API focused on SDN controllers	✓	Fully documented REST API	✓

More information



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Why are customers switching from VMware NSX to dedicated application load balancers?

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Loadbalancer Enterprise vs VMware Avi Load Balancer comparison

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Loadbalancer.org vs. VMware Avi Load Balancer Comparison Chart

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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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