

 LOADBALANCER

Competitor Battlecards

F5 BIG-IP versus
Loadbalancer Enterprise



Value prop comparison


1 Load balancing expertise

Loadbalancer Enterprise

Stayed true to its core mission as the load balancing experts.

F5 BIG-IP

Chasing platform diversity, abandoning its core mission as a load balancing vendor. They've traded simplicity for bloat, forcing customers to manage—and pay for—a complex stack that extends far beyond actual requirements.

 WHY WE WIN

The load balancing experts **VS.** *F5's everything and the kitchen sink*


2 Ease of use

Loadbalancer Enterprise

Their intuitive appliance is built by engineers, for engineers, making it the smarter choice for busy users wanting to accelerate their workflows and reduce complexity.

F5 BIG-IP

This stands in stark contrast to F5, which demands expensive, certified specialists just for routine management.

 WHY WE WIN

Loadbalancer's clever, not complex, appliance **VS.** *F5's bells and whistles*

3 Affordability

Loadbalancer Enterprise

Could help customers save thousands, without sacrificing reliability.

F5 BIG-IP

One of the most expensive load balancers on the market today. x10 more expensive than a Loadbalancer Enterprise appliance.

 WHY WE WIN

Load balancing without the enterprise tax **VS.** *F5's inflated price point*

Feature comparison

Feature	F5 BIG-IP		Loadbalancer Enterprise	
L4/L7 load balancing	Industry-standard with granular control	✓	Robust, optimized LVS (L4) and HAProxy (L7) engines	✓
Global Server Load Balancing (GSLB)	F5 DNS sold separately	\$ ✓	Integrated GSLB included straight out-of-the-box	✓
Web Application Firewall (WAF)	Advanced WAF, sold separately	\$ ✓	Advanced ModSecurity/OWASP WAF, included straight out-of-the-box	✓
Throughput	1 Gbps > Unrestricted	✓	1Gbps > Unrestricted	✓
Scripting engine	iRules; requiring specialist expertise	✓	Advanced ACL rules; simpler to configure	✓
Management API	iControl REST	✓	Fully documented REST API	✓
Deployment timeline	Weeks/months	✓	Days/weeks	✓

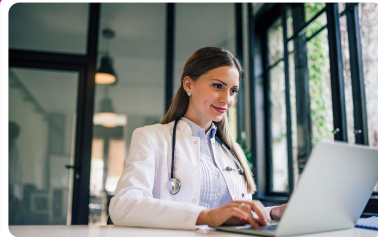
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INFOSHEET

Seamless migration from F5
BIG-IP to Loadbalancer
Enterprise

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