



# Competitor Battlecards

Progress Kemp LoadMaster versus  
Loadbalancer Enterprise



# Value prop comparison


## 1 Business model

### Loadbalancer Enterprise

Built by engineers, for engineers. Focus on architectural transparency and the elimination of proprietary black boxes.

### Progress Kemp LoadMaster

Since the acquisition of Kemp by Progress, customers and partners have identified several pain points; including an aggressive account shift, additional complexity, support dilution, and price hikes.

 WHY WE WIN

*Loadbalancer's customer-oriented approach* **VS.** *Kemp's corporate control*


## 2 Support

### Loadbalancer Enterprise

Most vendors stop at the box; Loadbalancer starts there. Tierless and engineer-led support means they solve the problems others ignore. 50%+ of tickets resolve external network/3rd-party issues.

### Progress Kemp LoadMaster

Their helpdesk is strictly limited to load balancer functionality; often requiring multiple escalations to reach an expert.

 WHY WE WIN

*Loadbalancer's problem-focused support* **VS.** *Kemp's tiered, product-only support*

## 3 Lifecycle policy

### Loadbalancer Enterprise

A 'No EOL' policy that avoids forced upgrades, meaning customers decide when to upgrade.















### Progress Kemp LoadMaster

Follows a 5-year EOL cycle, frequently retiring products to compel customers into expensive, unnecessary migrations.

 WHY WE WIN

*Loadbalancer's no EOL policy* **VS.** *Kemp's forced upgrades*

# Feature comparison

Feature	Progress Kemp LoadMaster		Loadbalancer Enterprise	
L4/L7 load balancing	L4/L7 engine with application-specific templates		Robust, optimized LVS (L4) and HAProxy (L7) engines	
Global Server Load Balancing (GSLB)	Available as a paid add-on; included in higher-tier licenses only	 	Integrated GSLB included straight out-of-the-box	
Web Application Firewall (WAF)	Available as a paid add-on; requires AFP subscription	 	Advanced ModSecurity/OWASP WAF, included straight out-of-the-box	
Throughput licensing	Tiered (e.g., 500Mbps, 3Gbps, up to Unrestricted)		Tiered (e.g. 400Mbps, 4Gbps, 1Gbps, up to Unrestricted)	
Scripting	Proprietary (Regex) content rules		Powerful, open standard HAProxy flexibility	
Management API	RESTful API (LMAPI) via XML or JSON		Fully documented REST API	

# More information



## BLOG

How do F5, Kemp, and Loadbalancer.org ADCs compare?

Read



## CASE STUDY

University of Bath migrates to better value load balancing

Explore



## BLOG

Kemp vs Citrix vs Loadbalancer:  
Who cares about the price?

Learn



## BLOG

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

Discover