

Loadbalancer's Channel Partner Program



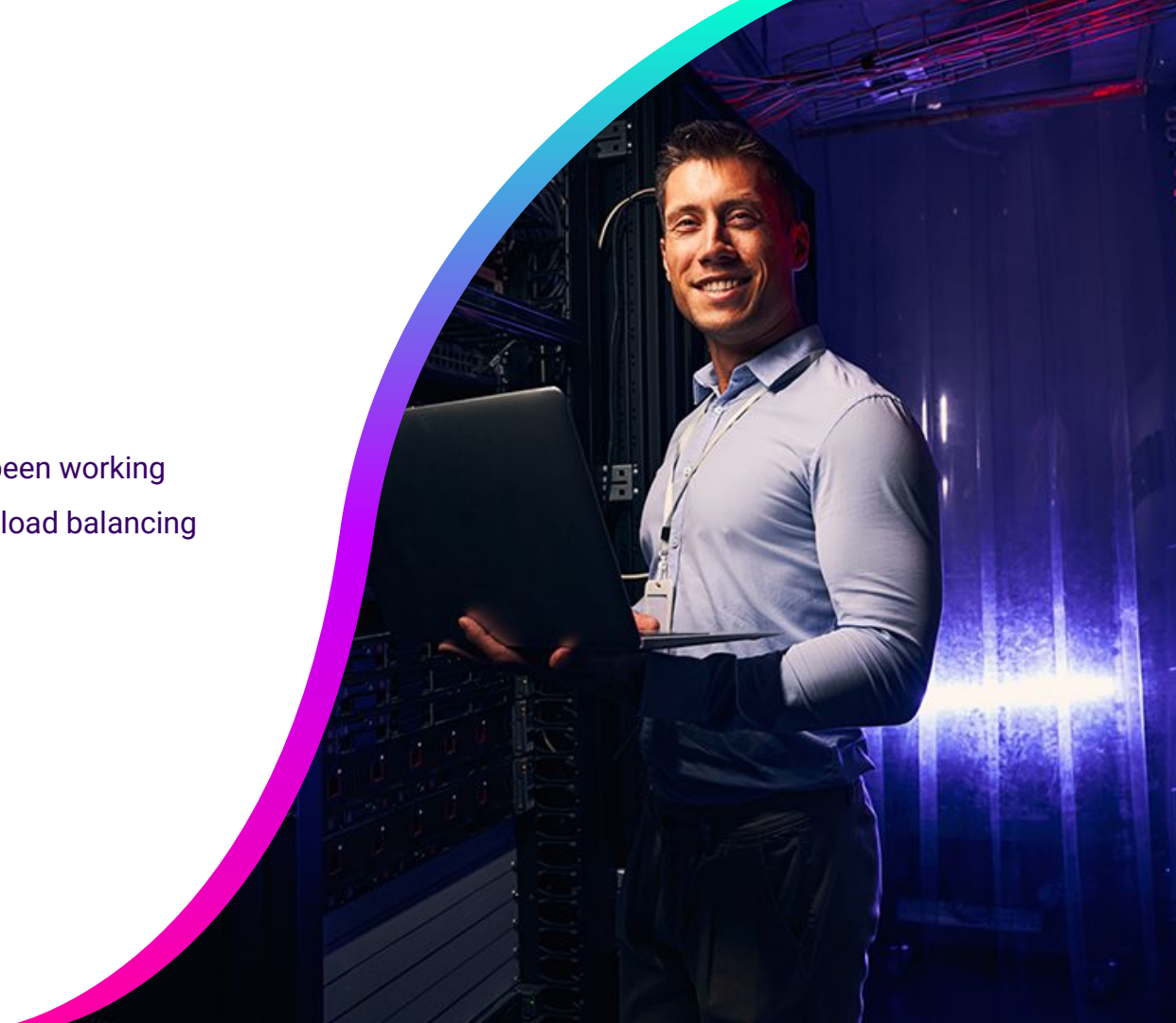
Contents

1. Who we are
2. What we sell
3. What we offer you



About us

For over two decades, Loadbalancer has been working with trusted partners worldwide to deliver load balancing solutions that power critical applications.



Business differentiators



Solution value



Product affordability



Ease of use



Seamless integration



Commercial flexibility

Track record Loved and trusted by...

Integrators & Cloud Service Providers



Technology and ISV Partners



Channel Partners (VARs, MSPs and Distributors)





What is a load balancer?

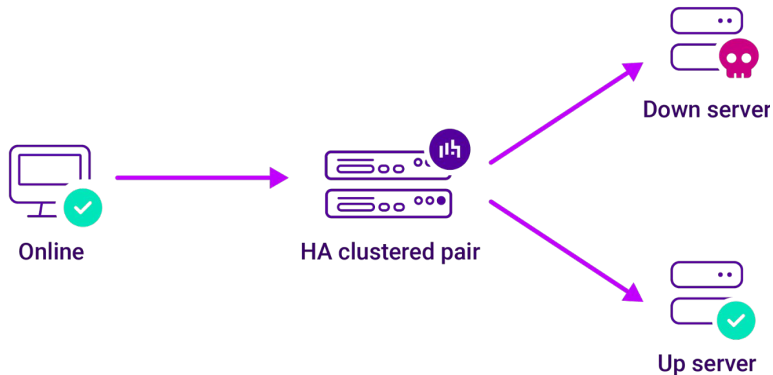
A load balancer is a piece of hardware or software that routes incoming user content requests or 'traffic' to healthy servers in a cluster, preventing a single server from becoming overloaded and ensuring uninterrupted application delivery.

No surprise then that a load balancer is also known as an Application Delivery Controller, or ADC.

How does a load balancer work?

With a load balancer

If a server in the application cluster goes down for any reason, or is taken offline for maintenance, the load balancer immediately redirects traffic to the remaining healthy servers:



Without a load balancer

Critical services go offline:



Stronger apps, smarter spending

Some of the most flexible
commercials on the market.

HARDWARE



	Enterprise Prime	Enterprise Flex	Enterprise Max
Throughput	4Gbps	18-48Gbps	88Gbps
SSL TPS	10,306	19,584	30,059
Servers (VIPs/RIPs)	Unrestricted	Unrestricted	Unrestricted
Connectivity	1GbE	10/25GbE	25/100GbE
GSL	✓	✓	✓
WAF	✓	✓	✓

VIRTUAL



	Enterprise VA Basic	Enterprise VA Prime	Enterprise VA Max
Throughput	400Mbps	4Gbps	Unrestricted
SSL TPS	400	Unrestricted	Unrestricted
Servers (VIPs/RIPs)	Unrestricted	Unrestricted	Unrestricted
Connectivity	1GbE	10/25GbE	25/100GbE
GSL	Optional	✓	✓
WAF	Optional	✓	✓

CLOUD



	Enterprise AWS	Enterprise Azure	Enterprise GCP
Throughput	Unrestricted	Unrestricted	Unrestricted
SSL TPS	Unrestricted	Unrestricted	Unrestricted
Servers (VIPs/RIPs)	Unrestricted	Unrestricted	Unrestricted
GSL	✓	✓	✓
WAF	✓	✓	✓

Target markets/partners



Storage expertise

Storage applications that demands high availability, scalability, and performance.



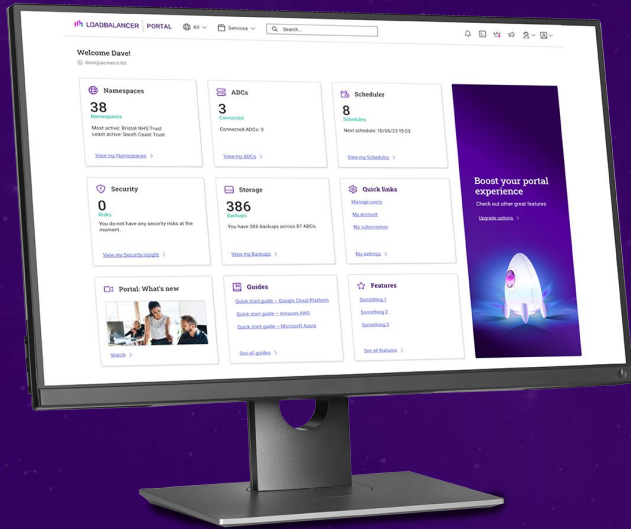
Healthcare expertise

Healthcare applications that demands high availability, scalability, and performance.



Competitor migrations

Loadbalancer's affordability, ease of use, and no End-of-Life policy are increasingly driving migrations from F5 and Citrix.



What is the ADC Portal?

An Application Delivery Platform for all your load balancers

Manage the load balancers you already have more efficiently with this intuitive vendor-agnostic solution.

Full observability, management, and automation of your ADCs for more effective application delivery across all your environments.

F5 BIG-IP, Citrix NetScaler, Progress Kemp LoadMaster, and Loadbalancer.org Enterprise all supported. More third-party vendors coming soon.



Channel partner benefits



Professional services

Maximize the value of your appliance and accelerate your project delivery with our end-to-end professional services.



Revenue

Some of the most flexible commercials on the market, including perpetual and subscription licensing.



Alternative design

You need someone who can think outside the box, suggest new ideas and solve real-world problems.



Development resources

First, we assess whether our off-the-shelf solution is a good fit - and if not, our developers can create a bespoke solution to suit your specific needs.



Proof of concept

Whatever solution you decide on, we make sure it works the way you want it, before we ask you to commit.



Performance testing

We stress-test your new architecture and optimize it for peak performance.



Documentation

We keep things simple with easy-to-follow, bespoke deployment documentation.



Pre-configured solutions

Need a quick start-up? We can create a customized solution that's ready to roll.



Migration tools

If you're already using another product, our custom migration tools will ensure a smooth transition.

How our solutions helped these customers drive growth

VAR

 **amanox**

“ ”

Great support, always happy to work with them.

Marc Sprenger, Head of Sales, Amanox

MSP/CSP



“ ”

We prefer partners that want to work with us rather than dictate to us what we have to do. Through our partnership with Loadbalancer.org, we benefit from a tailored billing model, excellent support, and incentives to deploy more Loadbalancer.org appliances, but we are not tied to targets.

James Bishop, Managing Director, Skye-Cloud

ISV Partner

HPE EZMERAL

“ ”

Loadbalancer's flexible subscription and unrestricted licensing model gives us the ability to scale our Ezmeral S3 on-demand without any fear of cost creep.

Kai Wai Leung, ISV Partner Alliance, HPE

Channel partner roadmap

A typical journey



Introduction



Discovery call



Validation



Commercials



Training



Ongoing dialog



Our Sales & Marketing team are here to support you every step of the way



Dedicated account manager



**Marketing toolkit (Battlecards,
social media assets etc)**



Free Certified Sales Training →



**Free Certified Engineer Training
Program →**



Step-by-step deployment guides →



How do I register an opportunity?

Email: sales@loadbalancer.org



What sales support does the program provide?

- Access to free trial with 24/7 support and proof of concept services
- Demos and workshops
- Certified partner training



What commercial benefits do I get as a Loadbalancer partner?

- Exclusive reseller discounts
- Sales and Marketing resources
- Event sponsorship opportunities

What next?

If you're interested in starting a conversation, get in touch today.



Tel: +1 888 387 0250



Email: sales@loadbalancer.org

