LOADBALANCER

Take your unique solution to the next level with tailored load balancing

The most flexible, made-to-measure ADC on the market

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Take your solution to the next level

As a technology and/or software provider you've created an outstanding, market-leading product. But, in today's competitive market, that's not enough.

You need to constantly differentiate yourself from the competition, whilst delivering the high availability customers' now insist upon.

Harness a disruptive new load balancing approach that's taken the market by storm

Discover a new way to elevate your success, and skyrocket your solution into orbit.

A new way for a new frontier...

Where do you want to go next?

Playing catch-up with your competitors?

Want to win more deals?

Need to differentiate?

Bigger margins proving elusive?

Optimizing your product a priority?

Need to make more money on every project you sell?

Want to make more customers happy?

Ready to fast track your sales cycle?

Increasing your NPS score a priority?

Fewer customer tickets a KPI?

Beyond downtime

Need a partner? Our unique new tailored load balancing approach means our load balancer appliance can be tailored and adapted to meet your exact needs, as well as those of your user base!!!

Want to protect your product from downtime?

Of course you do. It's fundamental to your success.

But what else?!!

There's a whole world of possibilities out there…

Take your success to the next level!

Beyond downtime

Yes, load balancing can help you avoid downtime. But there's a whole host of other problems a tailored load balancer can help you with.

COMMERCIAL
Want to accelerate customer buy-in?

TECHNICAL
Want performance optimization?

SUPPORT
Want easy to deploy, simple to maintain?

COMMERCIAL
Want roadmap alignment?

TECHNICAL
Want flexible features?

SUPPORT
Want clever, not complex?

COMMERCIAL
Want white labelling?

TECHNICAL
Want centralized management?

SUPPORT
Want flexible support options?

COMMERCIAL
Want to increase your margins?

TECHNICAL
Want seamless integration?

SUPPORT
Want to reduce deployment overheads?

COMMERCIAL
Want flexible billing and licensing agreements?

TECHNICAL
Want future-proofed scalability?

SUPPORT
Want to eliminate security vulnerabilities?

Beyond customization

Tailored load balancing goes beyond mere 'customization'.

Customization is great if you want a templated solution.

But tailoring starts and ends with the ins-and-outs of your specific challenges, your desired go-to-market strategy, and end goals.

Tailoring means:

- More deals won

- Bigger margins

- More money made on every project

- Faster sales cycle

- Higher NPS scores

- More happy customers

- Fewer support tickets

- Product optimization

- Differentiation

- Staying one step ahead of the competition

Beyond limits

What might tailoring look like in practice?

Feature addition and removal

Synchronized software release schedules

Optimize performance with tailored deployments for high throughputs

A customized WAF to protect Enterprise App Services from attack

Fully flexible branding/white labelling

Deploy, control, and monitor instances at scale with automation and templates

Tailored support options and 24/7 technical engineers

Increase operational efficiency for those managing end user load balancers with vendor-agnostic centralized management

Scenarios our partners were grappling with

"Downtime isn't our problem!"

👍 Pro

Downtime isn't your fault.

👎 Con

Your customers will still blame you.

"Use this high-end ADC with our product"

👍 Pro

It's down to the customer to deploy.

👎 Con

Getting customers to buy/deploy/update/ patch a complicated ADC themselves can undermine your own solution.

Tailored load balancing

"We'll supply a high-end ADC with our product"

👍 Pro

You ensure a consistent, dedicated approach.

👎 Con

A high-end ADC is a burden for your support staff, and the cost is likely to eat into your own margins.

"Let's build our own DIY ADC!"

👍 Pro

You have complete control over functionality and deployment.

👎 Con

This can't be supported at scale, and is difficult to maintain and secure so is unlikely to be a viable commercial option.

Engagement you control

Choose the right entry point for your specific needs with our simple, multi-level process.

Validation

Ask us to validate our load balancers with your solution, and provide you with bespoke technical documentation to assist with your deployments.

Recommendation

Pair our product with your technology to ensure standardization for seamless deployment.

Reseller/channel

Liaise with us in the channel for commercial incentives, education and training about our products can integrate with your technology.

Full OEM

Integrate our tailored load balancers with your technology to take your success to achieve the full benefits.

Discover more about our unique, tailored approach for technology and software providers

www.loadbalancer.org/tailored-load-balancing

Tailored partnerships

We tailored our ADC appliance to meet the unique needs of each of these technology providers and their user base.

Tailored technology

Using our fully-featured enterprise-grade ADC appliance as the core we selectively pruned any superfluous features and services, while conversely, enhancing and adding functionality where required.

Tailored commercial agreements

We also tailored our commercial agreements for each technology provider. From basic bulk discount and rebate deals, to more complex subscription and rental agreements.

Tailored support

Some of these partners needed us to provide first and subsequent-level support for all ADC-related end-user queries, while others preferred to engage as first-line support and escalate to us only as required.

About the company

Our mission is to ensure your business is never interrupted by downtime — using tailored, high availability solutions to optimize application delivery.

Bringing decades of experience to your deployment, we're here to get to the heart of what matters to you, delivering uptime you measure in years, not months.

Find out if our clever, not complex, Application Delivery Controllers (ADCs) and exceptional, personalized support are the right fit for your application stack.

www.loadbalancer.org

SMART · FLEXIBLE · UNBREAKABLE

LOADBALANCER