

Loadbalancer.org, Scality, and HPE team up to take the object storage market by storm.

With the ability to seamlessly integrate with its partners, Loadbalancer.org was able to offer Scality and HPE the commercial flexibility and expertise needed to optimize their deployment and go-to-market strategies.

This OEM collaboration resulted in optimized application performance, reduced downtime, and an improved customer experience.



**Hewlett Packard
Enterprise**



With our flexible licensing, billing and support frameworks, we were able to offer Scality and HPE a unique, tailored opportunity to advance their go-to-market strategy.”

Malcolm Turnbull,
Co-Founder,
Loadbalancer.org

Challenge

- Need for a load balancing vendor with extensive storage expertise

Solution

- Tailored partnership with Loadbalancer.org
- Flexible commercial terms
- Supported high availability

Partnership Benefits

- Optimized deployments
- More resilient storage infrastructure

Challenge

Since 2014, Scality and HPE Greenlake have deployed over 260+ enterprise solutions together, representing a storage footprint of well over an exabyte. However, from a commercial perspective, they needed a load balancing vendor. One that could not only tailor their technology and commercials to optimize the success of their go-to-market strategy, but also one flexible enough to integrate seamlessly into their pre-existing partnership, as well as a vendor with extensive object storage expertise.

Solution

With over 15,000+ deployments to end-users worldwide, Loadbalancer.org were subject matter experts in object storage. Their load balancers were already fully tested and validated with Scality's S3 object storage solution, RING, and had been the 'go to' ADC for Scality S3 RING deployments for many years. As such, the three parties met to discuss an engagement strategy.



Having decided that a full partnership with Loadbalancer would be the most beneficial, a framework was put in place with Scality and HPE Greenlake that precisely complimented their pre-existing partnership agreement. The result was that for all Scality and HPE opportunities, the Loadbalancer ISO image was deployed on the recommended HPE hardware, and bundled with Scality's solutions for its customers.

From an end user perspective, not only did Loadbalancer's storage experience add value to the HPE Greenlake and Scality deployments, but its unique cross-vertical expertise for design validation and architecture consultation, was able to further enhance the overall end user experience. This meant the integrity and resilience of the overarching storage infrastructure could be fully enhanced, with high availability and easy scalability achieved.

Benefits

For Scality and HPE Greenlake, the commercial benefits of meeting Loadbalancer in the channel were numerous. Not only was Loadbalancer's solution pre-validated and standardized, but with a proven track record on OEM hardware and specifications, flexible contracts, and a

dedicated team of technical consultants on hand to discuss specific requests, they were able to integrate seamlessly into the Scality and HPE partnership.



Loadbalancer was able to tailor its provision to the specific needs of these partners."

Furthermore, with flexible licensing, billing, and support frameworks designed specifically for Scality and HPE opportunities, Loadbalancer was able to tailor its provision to the specific needs of these partners. This accelerated their time to market. As such, commercially, organized frameworks are now in place within HPE Greenlake to approach Loadbalancer for all high availability requirements for Scality RING S3 opportunities.

Loadbalancer had a suite of licenses specifically tailor made, with Scality product codes. They were able to provide CapEx and OpEx billing for Scality deals, along with customized support terms. For example, if a customer wanted a 6 or 7 year support contract, Loadbalancer was able to adjust the term, and bill them accordingly.

In addition, Loadbalancer was able to offer pre-defined discounts for HPE and Scality deals that were much lower than their retail price. This allowed HPE and Scality to maximize their margins, and position themselves well ahead of the competition.

The partnership also brought benefits to the end user. Loadbalancer was able to optimize Scality RING deployments with high availability architecture, and critical systems across multiple locations were able to achieve maximum uptime with Global Server Load Balancing (GSLB).

The simplicity and fully-supported nature of Loadbalancer's deployments made for quick return on investment for its customers, and reduced the chances of introducing unwanted complexity or errors during deployment.

About Loadbalancer.org

Loadbalancer.org's mission is to ensure that its clients' businesses are never interrupted. The load balancer experts ask the right questions to get to the heart of what matters, bringing a depth of understanding to each deployment. Experience enables Loadbalancer.org engineers to design less complex, unbreakable solutions - and to provide exceptional personalized support.

