Application Experience (AX)
Why is Kemp trusted by 25,000 + global customers?

Kemp powers always-on application experience (AX) for enterprises and service providers. Leveraging an agile per-app ADC/load balancing consumption model, predictive analytics, and automated issue resolution, Kemp is radically simplifying how customers optimize, analyze and secure their applications across private and multi-cloud environments.

First with Per-App Load Balancing Options
Say “goodbye” to consolidating multiple apps on a single load balancer. We reduce the application blast radius by giving you a dedicated load balancer/ADC for each app or microservice across cloud and container environments.

A Revolutionary Consumption Model
Eliminate the guesswork and over-provisioning of load balancers with pay-as-you-go metered licensing. With Kemp, you can deploy unlimited load balancing instances with unlimited throughput, and only pay for what you use!

4X the Throughput per $ Compared to F5/Citrix
When it comes to virtual and hardware load balancers, Kemp stands above the rest. The Kemp LoadMaster X15 delivers four times the throughput for every dollar spent compared to F5 and Citrix.

No Cloud or Vendor Lock-In
Kemp is first to provide management and visibility into third-party load balancers, including F5, NGiNX and AWS, and our robust cloud-native offerings and centralized multi-platform support mean you are never locked into any one public cloud provider.

Predictive Self-Healing Keeps Apps Running
Utilizing a shared database of past application issues from across all customer deployments, Kemp applies that learning to your environment for faster detection and resolution of application issues.

What business problems does Kemp solve?

Kemp application experience fabric enables agility, analytics and automation.

IT agility and velocity require new load balancing architectures. Combining Kemp 360 with usage-based consumption, enables enterprises to create a scale-in/scale-out, per-app ADC architecture. This allows for rapid infrastructure change, greatly expanded deployments, a broader range of use cases and reduced blast radius of issues and outages across services and applications.

Context-relevant insight into application user experience is key to delivering services that satisfy customers. Kemp load balancers are positioned in the flow between users and their applications. Kemp 360 provides insight into network, server, and application related issues that impact positive user experience and app delivery SLAs. Kemp 360 provides multi-cloud visibility and control of load balancers from Kemp, F5, AWS, NGiNX, & HAProxy.

Automation increases operational efficiency, optimizes resources and shortens time to market of new applications. Launching new services and scaling traditional load balancers is manual, error-prone and time-consuming. Kemp 360 automation allows for zero-touch provisioning. Preemptive detection and resolution of app delivery issues are simplified with automated incident response. Cloud migration is de-risked with active traffic steering based on business logic.
Kemp 360 is our application experience (AX) fabric. It enables deployment of elastic, infinitely scalable per-application ADC architecture across multi-cloud. Kemp 360 consists of:

**Kemp LoadMaster**
High performance, award-winning cloud, virtual and hardware load balancers for highly available, scalable and secure application delivery environments.

**Kemp 360 Central®**
A powerful automation, provisioning, and management platform for centralized visibility and control of the application experience fabric across multi-cloud. Central manages Kemp, F5, AWS, NGINX, and HAProxy load balancers.

**Kemp 360 Vision®**
Predictive identification and remediation of application experience issues, using AI and machine learning, supported by Kemp engineers 24/7. Vision collects application availability, reachability and performance metrics. If a defined limit is breached, it notifies and remediates.

**Availability**
High Availability, Geographic Server Load Balancing, Server Health Check, App Health Check, Proactive Alerting.

**Scalability**
Metered Licensing, Clustering, 10 Gbps throughput on Virtual, 40Gbps throughput on Hardware.

**Security**
WAF, Edge Security Pack, Single Sign-On, IPS/IDS, IPSec VPN.

**Performance**
Per-App ADC, SSL Offload, Full HTTP/2 Stack, Caching & Compression, Hardware Acceleration, Clustering.

**Control**
Performance Analysis, Proactive Monitoring, Manage Kemp & Multi-Vendor load balancers.
Whether your workloads are on prem, in a public cloud or across multiple clouds Kemp 360 simplifies application delivery. Our Per-App ADC model provides unmatched agility through an unlimited number of high-performance load balancers, for an unlimited number of applications, supporting unlimited throughput. Match all this with our award winning support teams globally and we have a winning solution for any enterprise or service provider.

What differentiates Kemp products from existing products and services?

- Elastic, infinitely scalable, load balancing.
- Unlimited, on-demand virtual instances.
- Per-application ADC deployment across multi-cloud.
- Subscription and metered consumption drive TCO down by 600%.
- No other vendor offers multi-vendor load balancer management.