IDC

Executive Summary

The Business Value of VMware NSX Advanced Load Balancer

RESEARCH BY:

Brad Casemore

Matthew Marden

As organizations transform increasingly into digital businesses, applications have never been more important to success. In the cloud era, traditional applications address long-standing back-office requirements, while microservices-based modern applications have emerged as the face of the business, providing agility for customers, employees, and partners.

Continued next page...

BUSINESS VALUE HIGHLIGHTS

Top Line Impact

$13.57M
average higher revenue per year

27%
application developer productivity

Day 2 Operations

90%
faster to scale capacity

54%
feweroutages

Lower Cost of Operations

6-month
payback

43%
cost of operations savings

Applications, however, depend on robust application delivery and security infrastructure. Application delivery controllers (ADCs) and load balancers ensure that applications perform optimally, delivering the availability, responsiveness, reliability, security, and elastic scalability that applications and digital businesses require.

IDC interviewed organizations using VMware NSX Advanced Load Balancer (Avi) to understand its impact on their application delivery infrastructure costs, staff time requirements, scalability, and business results. Study participants described achieving strong value with VMware NSX Advanced Load Balancer by establishing more cost-effective, elastic, and agile application delivery environments that more readily support their business activities.

Based on interviews with VMware customers, IDC calculates that they will achieve benefits worth an annual average of $6.78 million per organization ($630,300 per 100 applications) by:

▶ **Increasing revenue** by better serving existing customers and winning more new business by addressing opportunities in a timely and complete manner

▶ **Scaling application delivery and security infrastructure rapidly due to hyper-automation and simplicity** to meet changing business requirements

▶ **Empowering development teams** to work more directly to address business demand through self-service access to load balancing infrastructure due to DevOps tool chain integrations

▶ **Optimizing ADC, application security, and load balancing infrastructure total costs** by moving away from appliance-based architectures that require the purchase of hardware to expand to distributed software-based architecture and integrated platform of app delivery and multilayered app security

▶ **Requiring less staff time** to manage, scale, and support networking activities by leveraging software-driven automation, analytics, and self-healing capabilities

Download the white paper

IDC Custom Solutions

This publication was produced by IDC Custom Solutions. As a premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets, IDC's Custom Solutions group helps clients plan, market, sell, and succeed in the global marketplace. We create actionable market intelligence and influential content marketing programs that yield measurable results.

IDC

 @idc   @idc   idc.com