Gain Application Visibility on VMware Cloud on AWS with NSX Advanced Load Balancer

Challenges

- Managing and maintaining load balancing infrastructure in hybrid environment is complex.

- Lack of application bottlenecks and capacity planning impedes application performance.

- Slower root cause analysis hampers MTTR.

- Slower application deployments affect business agility and profitability.

Challenges

- Native and managed Load Balancing service helps focus on applications, not infrastructure.

- Native to VMware Cloud on AWS provides unprecedented application visibility including health, latency, and traffic patterns.

- App mapping to underlying VMware Cloud on AWS infrastructure helps simplify Day 1 – Day 2 operations.

Benefits

- Gain application performance visibility in real time.

- Stop blame game among network, server & developer teams.

- Empower app developers to deploy apps in minutes not days.

Simplifying Load Balancing Services

We live in an application economy where the application experience itself is proxy for business growth. Despite tremendous advancements in networking, compute and storage technologies, application infrastructure still lack visibility and needs to keep in pace with the application evolution. There is a need to break the silos of application and infrastructure domains.

Organizations who have embarked on this journey to break down silos trust VMware Cloud on AWS which provides an enterprise ready platform option for organizations to modernize their existing applications while ensuring that they are future proofing their investments for new application development.

Keeping in tune with the digital transformation, advanced load balancing remains the most pivotal aspect to ensure application modernization to deliver this transformation. NSX ALB not only enables better application experience to the end users but also ensures that it provided an application like experience to the cloud admins who deliver this solution. That includes simplified operations, maintenance, and compliance. A purpose-built load balancing solution remains the most fundamental building block as compute, network, storage & security.

Solution

The Advanced Load Balancer Cloud Services is a native load balancing solution on VMware Cloud on AWS that is purpose built to simplify Day 1 through Day 2 operations and extend the VMware Cloud solution from merely an infrastructure platform to an application aware platform. The fully managed cloud service ensures laser focus on the applications while leaving the controller management including end-to-end lifecycle management to VMware. This applies to all applications, both traditional and modern across the hybrid cloud.

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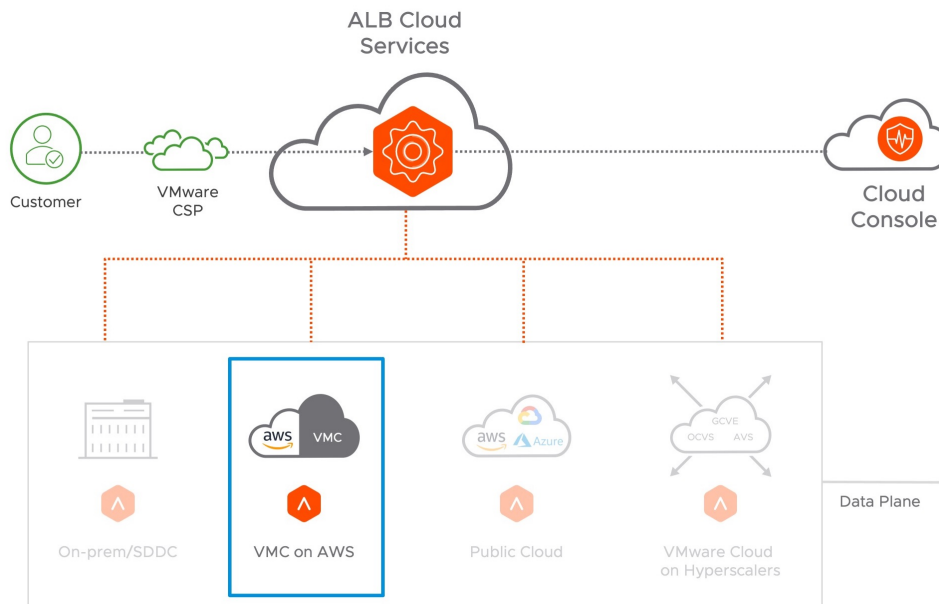
This solution helps cloud admins free up more time from the mundane yet complicated tasks of managing load balancing infrastructure and instead focus more on ensuring application performance and availability. Here are a few ways in which they can improve their efficiency:

1. **Efficient Day 1 Operations:** Centralized dashboard provides complete application visibility and improves security through in-depth visual logs and analytics.

2. **Assured Day 2 Operations:** Ensure smooth upgrades, facilitates autoscaling and address advanced use cases such as Disaster Recovery.

Benefits

Cloud admins are always exploring new solutions that can simplify application delivery consistently across hybrid infrastructure with a self-service type experience. They strive to accelerate time to value and can benefit a lot from an integrated load balancing/seamless experience. Having an automatic elastic load balancing capability that offers holistic visibility, and complete lifecycle management independent of the underlying infrastructure is the need of the hour. Streamlining licensing and operations for advanced use cases such as disaster recovery is a must have and not just good to have. The NSX Advanced Load Balancing solution on VMware Cloud on AWS offer, they can obtain the following benefits:

• **Gain Application Performance Visibility Instantly:** Understand application performance, health, security, and other real time aspects to continuously optimize app performance to match its usage patterns with a single click using intuitive dashboards.

• **Stop Blame Game among Network, Server & Developer Teams:** Get to the root cause of the application failures through prescriptive logs so that there is no more "guilty, until proven innocent" mentality.

• **Empower App Developers to Deploy Apps in Minutes:** Gain independence from time consuming IT ticketing system with simplified role-based access and easy to follow step by step templates with simplified UI and self-service automation that help deploy applications in minutes, not days.

Features

Simplified Day 1 to Day 2 Operations

• NSX ALB Controller clusters managed by VMware Inc.

• NSX ALB Service Engines automatically deployed in write access mode as virtual machines in customer's SDDCs.

• Fully integrated with Cloud Console.

• Self-service Authentication & Billing for Cloud Service Providers.

Unified Dashboard across Hybrid Multi-cloud for In-depth Visibility, Monitoring, Ease of Operations with Cloud Console

• Centralized licensing service offers dynamic load balancing capacity management so that customers can react to the changing needs to their applications in real time by shifting unused capacity from one site to another, whether those loads are deployed on premise or in the cloud. It enables the cloud bursting use case and DR with fast automatic failover.

• Live security threat update feeds daily updates into the Web Application Firewall (WAF) to get the latest curated security signatures and updates from trusted sources.

• Proactive Zero-touch support provides automated help desk and ticket management systems. It proactively monitors the load balancing environment(s) and automatically registers a support ticket with the VMware support team and generates alarms and logs as soon as anomalies or issues are detected.

Contact Us

To learn more on how you can benefit from the NSX Advanced Load Balancing solution, please visit our website