

Load Balancing in Microsoft Azure

Whether you are looking to rapidly prototype a new cloud service or build a global business, Kemp's Virtual LoadMaster for Azure provides the performance, scalability and security to give your users and customers a positive application experience.

Deploy applications **easily** and **securely** in Azure

Virtual LoadMaster for Azure delivers full L4-7 load balancing and application delivery services. Intelligent global traffic distribution capabilities support hybrid deployments between Azure and private cloud environments for continuous application performance across cloud boundaries. The Virtual LoadMaster Load Balancer/ADC for Azure is easy to provision, configure and manage right within Azure.



Easily provision from the Azure management portal.



Virtual LoadMaster assumes Public/Private endpoint functionality for services.



Connect Application Server instances to Virtual LoadMaster for Azure.

Features

Features of Kemp's application experience fabric that meet current and emerging demands of applications deployed in Azure and other cloud environments.



Content Switching

Companies use the Azure cloud to host a variety of applications and services. As organisations expand into the cloud, so does the need to add and modify those services. In doing so it is critical to maintain a cohesive user experience by maintaining a single URL while connecting to the appropriate service based on the content of the request.



Secure Site Connectivity

When it comes to making decisions about infrastructure expansion, there is a choice to be made: whether to invest in additional on-premise infrastructure with associated costs related to sizing and purchasing the HW, storage and networking needed. Plus the deployment, integration and operational costs and delays before operation is possible or, whether to look to the cloud for instantly available resources, including ready build SaaS services.



Web Application Firewall (WAF)

When utilising SSL Offload and Re-encrypt functionality on Kemp LoadMaster for Azure, customers are also able to leverage an additional Layer 7 functionality, such as providing secure protection for applications access using Web Application Firewall functionality.



Authentication and SSO in Azure

The Kemp LoadMaster Edge Security Pack (ESP) provides security features such as Single Sign-on, pre-authentication and the ability to assign permitted groups applications running in Azure. In addition, ESP can be configured to allow only specific URLs and virtual directories to be published through the LoadMaster.



Policy Based Traffic Management

When LoadMaster for Azure is used with Kemp's Global Server Load Balancing (GSLB) functionality known as GEO, high availability across on-premise and cloud based application pools becomes possible. LoadMaster can intelligently distribute global traffic across multiple private cloud infrastructures and Azure regions, supporting highly resilient, scalable and smart application deployments.



Business Continuity

Business Continuity can entail a variety of different things. At the simplest level, there may just be a requirement to meet unexpected peaks in demand for web based services. There might even be a need to add and remove services as part of an application upgrade – while maintaining the ability to fall back to a previous known-good version if any problems arise. Another example might be the need to absorb and merge infrastructure and services should one company acquire another and need to present a single face to their customers.

Why Kemp for Azure?

High availability and disaster recovery are of highest importance for application infrastructure since other important factors such as capacity and performance are negated if service either is not available or cannot quickly be recovered in the event of an instance failure or degradation. While the Azure platform provides native, basic application load balancing capabilities, Kemp's Virtual LoadMaster (VLM) for Azure greatly enhances and complements these capabilities by delivering true layer 7 Application Delivery. When VLM for Azure is combined with Kemp's GSLB functionality known as GEO, high availability across on-premise and cloud based application pools, and intelligent global traffic distribution across multiple private cloud infrastructures and Azure becomes possible, providing highly resilient, scalable and smart application deployments.

Kemp's close relationship to Microsoft and commitment to enhanced integration with Microsoft platforms such as Azure and their suite of Enterprise productivity application results in optimal end-to-end user experience for mutual customers.

Microsoft Azure

Certified

[Click here to see how LoadMaster compares to Azure native load balancer capabilities.](#)

We're here to help

If you'd like to find out more about load balancing in Microsoft Azure with Kemp, you can get in touch with one of our experts to discuss your requirements and answer any questions you may have.