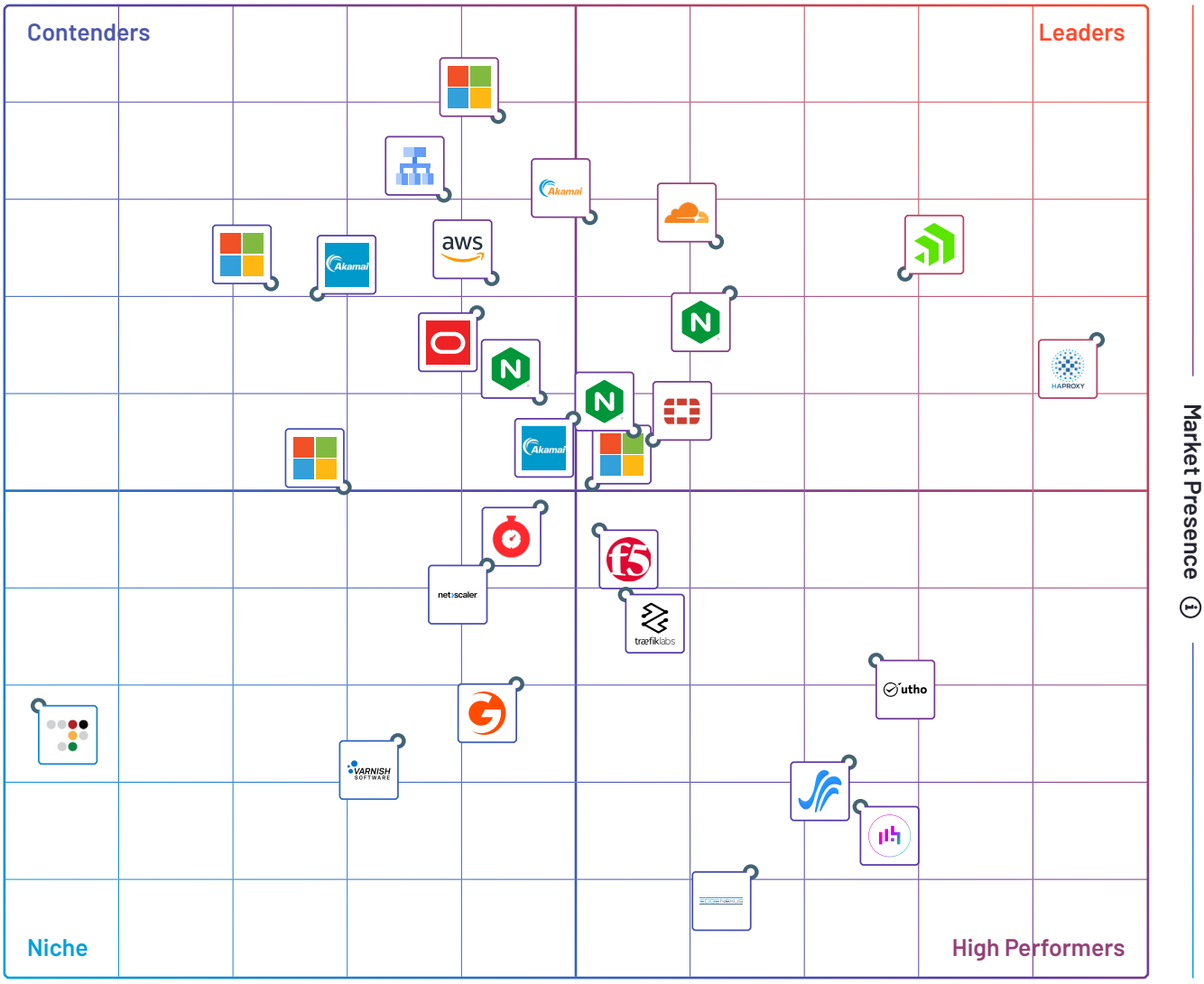
Grid® Report for Load Balancing
Winter 2025

Load Balancing Software



G2 Grid® Scoring

(Load Balancing Software continues on next page)

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Load Balancing Software (continued)

Load Balancing Software Definition

Load balancing software distributes incoming network traffic and workloads across multiple servers by using algorithms such as round-robin or least connections. The result is efficient resource utilization and high availability.

High traffic websites and applications use load balancers to dynamically allocate requests to servers, prevent server overload, and reduce response time. Load balancing solutions also feature server health monitoring techniques to spot underperforming servers and reroute traffic accordingly.

E-commerce, media, entertainment, finance, education, and healthcare institutions rely on network load balancing software to handle varying traffic loads, avoid downtime, maintain service levels for complex applications, and ensure rapid response times. Network administrators and IT managers rely on load balancer products to maintain system availability in case of failovers.

Without load balancing software, companies with high-volume traffic and those with rapidly fluctuating traffic flows would waste resources and potentially damage server equipment. Inefficient resource usage could cause poor functionality, and damaged infrastructure hardware could cause complete site or application failure.

Load balancer software features capabilities like auto-scaling, health monitoring, secure sockets layer (SSL) offloading, and session persistence. Auto-scaling enables companies to automatically assign resources necessary for handling fluctuating traffic load, while health monitoring ensures service availability by checking server status and sending traffic to available servers. Users also benefit from SSL offloading which ensures efficient encryption and decryption while freeing servers for crucial tasks. Session persistence ensures requests from a user are routed to the same server, which is vital for applications like online banking that require continuous service continuity. Some load balance software also feature DDoS protection capabilities to protect servers from malicious attacks.

To qualify for inclusion in the Load Balancing category, a product must:

- Monitor web traffic and distribute resources
- Scale infrastructure workloads to match traffic
- Provide or integrate with failover and backup services

Load Balancing Grid® Scoring Description

Products shown on the Grid® for Load Balancing have received a minimum of 10 reviews/ratings in data gathered by November 19, 2024. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: HAProxy, Kemp LoadMaster, Cloudflare Application Security and Performance, F5 NGINX Ingress Controller, Akamai Connected Cloud (formerly Linode), FortiADC, F5 NGINX Plus, and Azure Traffic Manager
- High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Utho, F5 BIG-IP Local Traffic Manager (LTM), Hostwinds, Traefik, Load Balancer Enterprise ADC, and Edgenexus
- Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Azure Application Gateway, Google Cloud Load Balancing, AWS Elastic Load Balancing, Oracle Cloud Infrastructure Load Balancing, Akamai CloudTest, F5 NGINX, Akamai Ion, Visual Studio App Center, and Azure Load Balancer
- Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Fastly CDN, NetScaler, Gcore Cloud, Varnish Software, and Radware Alteon

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Grid® Scores for Load Balancing Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
HAProxy	258	99	67	83
Kemp LoadMaster	154	81	75	78
Cloudflare Application Security and Performance	145	63	79	71
F5 NGINX Ingress Controller	15	64	72	68
Akamai Connected Cloud (formerly Linode)	111	51	81	66
FortiADC	10	57	56	56
F5 NGINX Plus	23	55	57	56
Azure Traffic Manager	13	52	51	51

High Performers

Utho	45	78	30	54
F5 BIG-IP Local Traffic Manager (LTM)	31	52	45	49
Hostwinds	73	75	19	47
Traefik	26	55	38	46
Load Balancer Enterprise ADC	16	77	14	45
Edgenexus	11	66	6	36

(Grid® Scores for Load Balancing Software continues on next page)

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

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Grid® Scores for Load Balancing Software (continued)

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Grid®. To learn more about each of the products, please see the profile section.

Contenders

	# of Reviews	Satisfaction	Market Presence	G2 Score
Azure Application Gateway	108	43	93	68
Google Cloud Load Balancing	21	38	84	61
AWS Elastic Load Balancing	41	42	74	58
Oracle Cloud Infrastructure Load Balancing	10	41	70	55
Akamai CloudTest	14	50	58	54
Nginx	68	47	60	54
Akamai Ion	12	26	72	49
Visual Studio App Center	58	22	74	48
Azure Load Balancer	12	28	50	39

Niche

Fastly CDN	27	47	48	47
NetScaler	69	42	41	42
Gcore Cloud	21	45	28	36
Varnish Software	46	34	21	27
Radware Alteon	15	0	25	13

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.

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Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Load Balancing category algorithmically based on data sourced from product reviews shared by G2 users and data sourced from third parties.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Grid® Scoring Methodology

The Grid® Report for Load Balancing | Winter 2025 is based on reviews collected through November 19, 2024. We apply unique algorithms to this data to calculate Satisfaction (v4.0) and Market Presence (v7.0) scores for the Winter 2025 report quarter. To view the Load Balancing Grid® with the most recent data, please visit the Load Balancing page. For more details on Grid® Scoring, please view the G2 Scoring Methodology here.

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Grid® have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and third-party data collected by G2 up through November 19, 2024. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers.

(Grid® Methodology continues on next page)

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Grid® Methodology (continued)

Trust

Keeping our ratings unbiased is our top priority. G2 follows defined community guidelines to ensure privacy, and authenticity for users and reviews. For more details, please view the G2 Community Guidelines here.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to suggest its addition to our Load Balancing category.

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.

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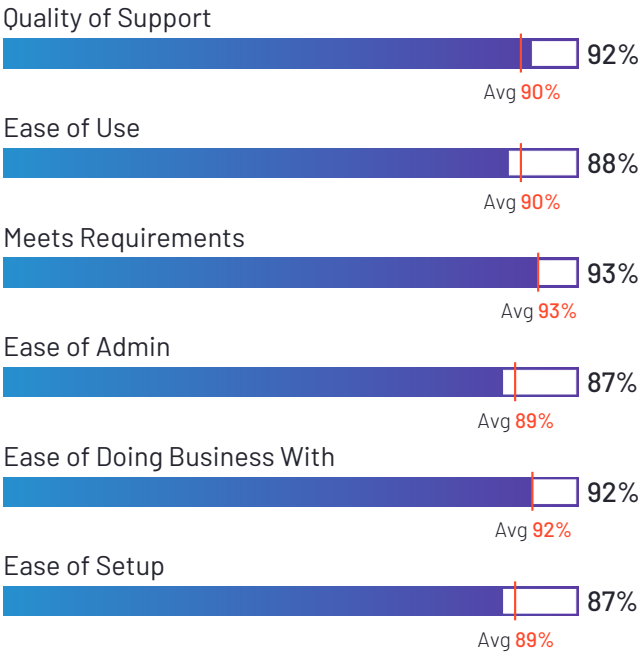
HAProxy

4.6 ★★★★½ (296)

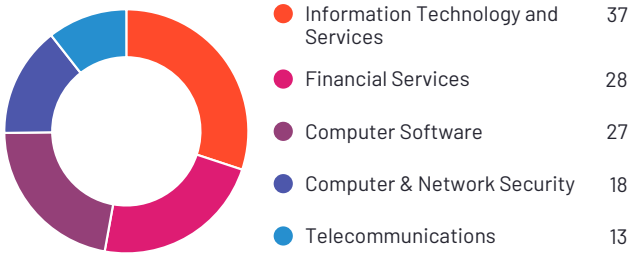
Leader WINTER 2025

HAProxy has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. HAProxy received the highest Satisfaction score among products in Load Balancing. 98% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend HAProxy at a rate of 93%. HAProxy is also in the Web Application Firewall (WAF), DDoS Protection, Container Networking, and API Management categories.

Satisfaction Ratings



Top Industries Represented



Ownership
HAProxy

HQ Location
Waltham, US

Year Founded
2013

Employees (Listed On Linkedin)
112

Company Website
haproxy.com

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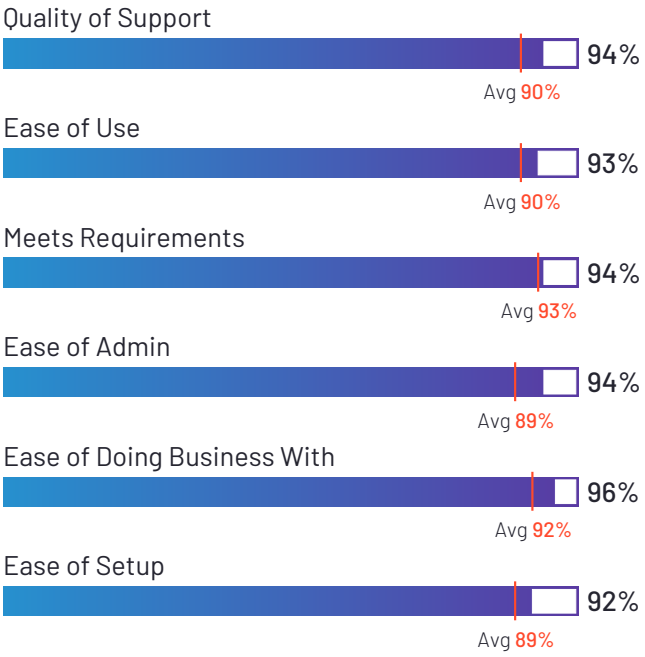
Kemp LoadMaster

4.7 ★★★★½ (167)

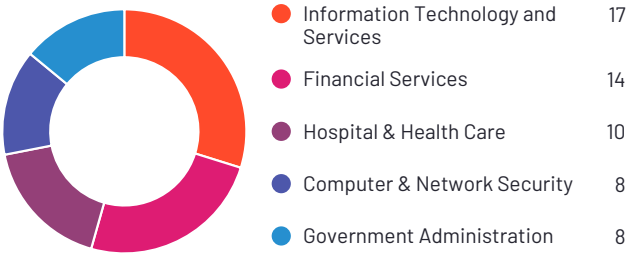
Leader WINTER 2025

Kemp LoadMaster has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 99% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Kemp LoadMaster at a rate of 94%.

Satisfaction Ratings



Top Industries Represented



Ownership
Progress Software

HQ Location
Burlington, MA.

Year Founded
1981

Employees (Listed On Linkedin)
3,576

Company Website
progress.com

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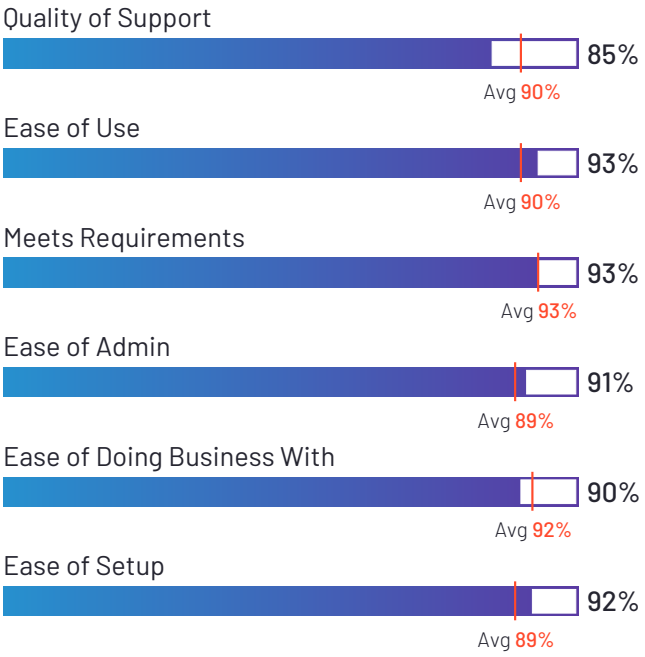
Cloudflare Application Security and Performance

4.5 ★★★★½ (529)

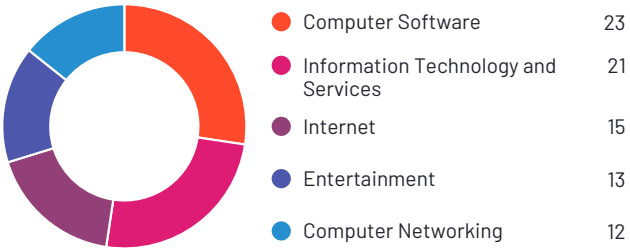
Leader WINTER 2025

Cloudflare Application Security and Performance has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 93% of users rated it 4 or 5 stars, 89% of users believe it is headed in the right direction, and users said they would be likely to recommend Cloudflare Application Security and Performance at a rate of 90%. Cloudflare Application Security and Performance is also in the Certificate Lifecycle Management (CLM), Client-Side Protection, API Security, DNS Security Solutions, SSL & TLS Certificates, Bot Detection and Mitigation, Enterprise Content Delivery Network (eCDN), Web Application Firewall (WAF), Website Security, Application Shielding, DDoS Protection, Threat Intelligence, Enterprise Content Management (ECM), Content Delivery Network (CDN), and Managed DNS Providers categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Cloudflare, Inc.

HQ Location
San Francisco, California

Year Founded
2009

Employees (Listed On Linkedin)
4,885

Company Website
cloudflare.com

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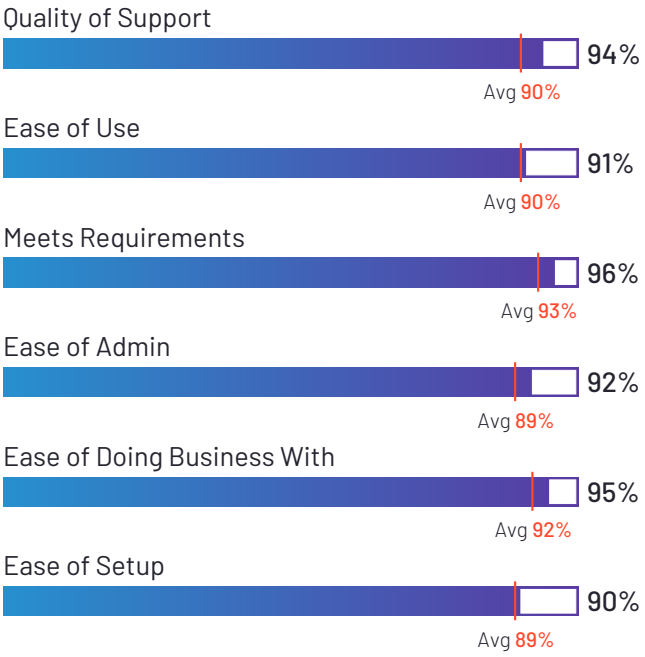
F5 NGINX Ingress Controller

4.5 ★★★★½ (16)

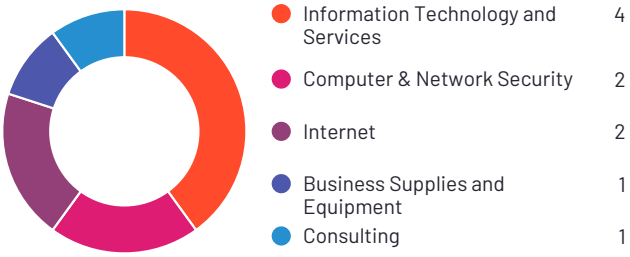
Leader WINTER 2025

F5 NGINX Ingress Controller has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend F5 NGINX Ingress Controller at a rate of 93%. F5 NGINX Ingress Controller is also in the Container Networking category.

Satisfaction Ratings



Top Industries Represented



Ownership
F5

HQ Location
Seattle, Washington

Employees (Listed On Linkedin)
6,343

Company Website
f5.com

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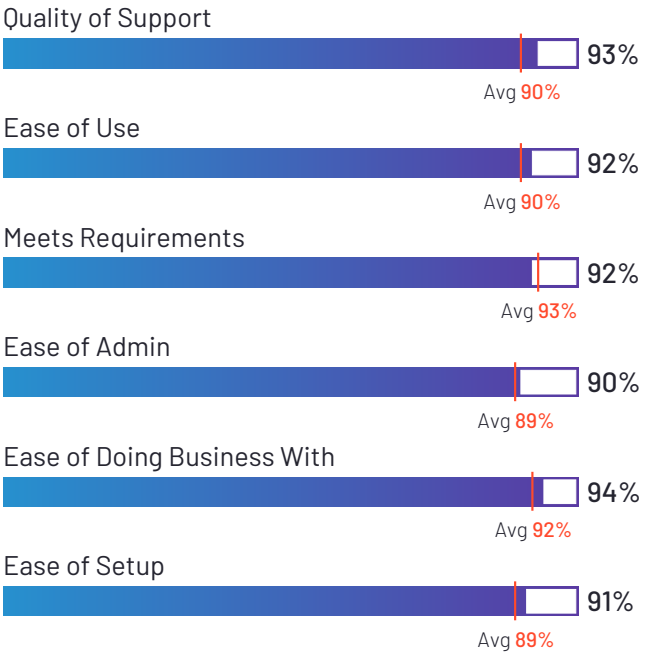
Akamai Connected Cloud (formerly Linode)

4.5 ★★★★½ (250)

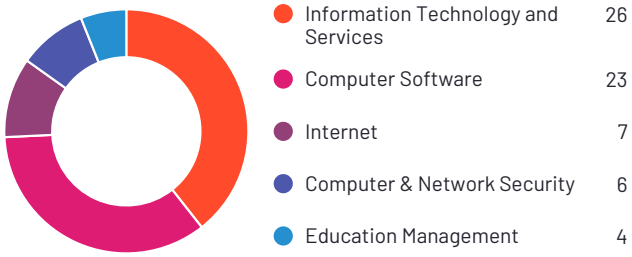
Leader WINTER 2025

Akamai Connected Cloud (formerly Linode) has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 95% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Akamai Connected Cloud (formerly Linode) at a rate of 89%. Akamai Connected Cloud (formerly Linode) is also in the Block Storage, Object Storage Solutions, Container Orchestration, Infrastructure as a Service (IaaS), Cloud Platform as a Service (PaaS), and Container Management categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Akamai

HQ Location
Cambridge, MA

Year Founded
1998

Employees (Listed On Linkedin)
10,455

Company Website
www.akamai.com

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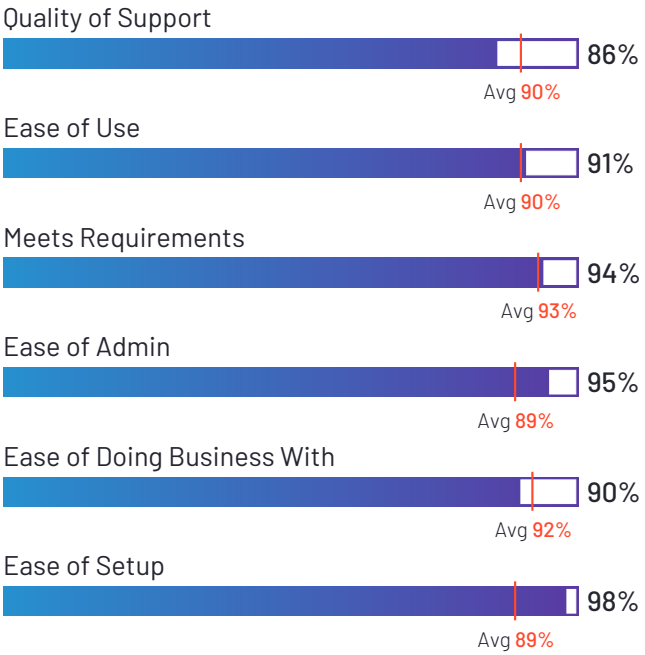
FortiADC

4.6 ★★★★½ (10)

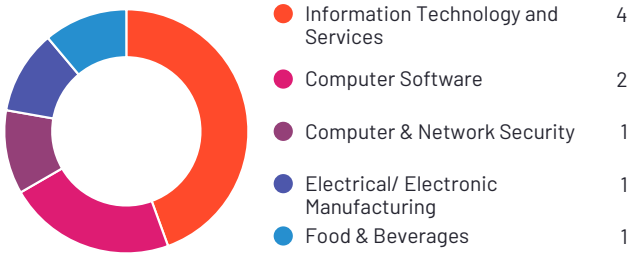
Leader WINTER 2025

FortiADC has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend FortiADC at a rate of 92%.

Satisfaction Ratings



Top Industries Represented



Ownership
Fortinet

HQ Location
Sunnyvale, CA

Year Founded
2000

Employees (Listed On Linkedin)
14,328

Company Website
fortinet.com

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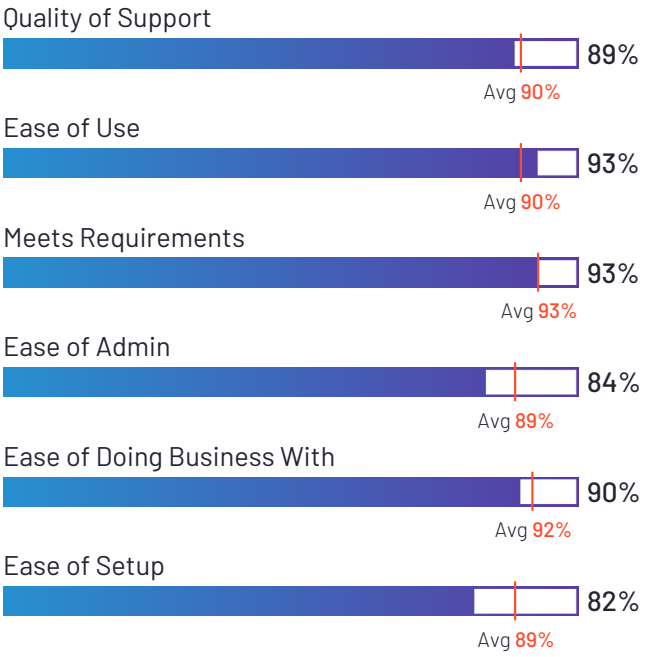
F5 NGINX Plus

4.1 ★★★★☆ (28)

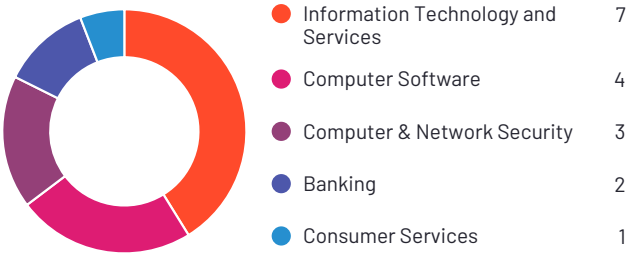
Leader WINTER 2025

F5 NGINX Plus has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 83% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend F5 NGINX Plus at a rate of 83%. F5 NGINX Plus is also in the Web Server Accelerator and AWS Marketplace categories.

Satisfaction Ratings



Top Industries Represented



Ownership
F5

HQ Location
Seattle, Washington

Employees (Listed On Linkedin)
6,343

Company Website
f5.com

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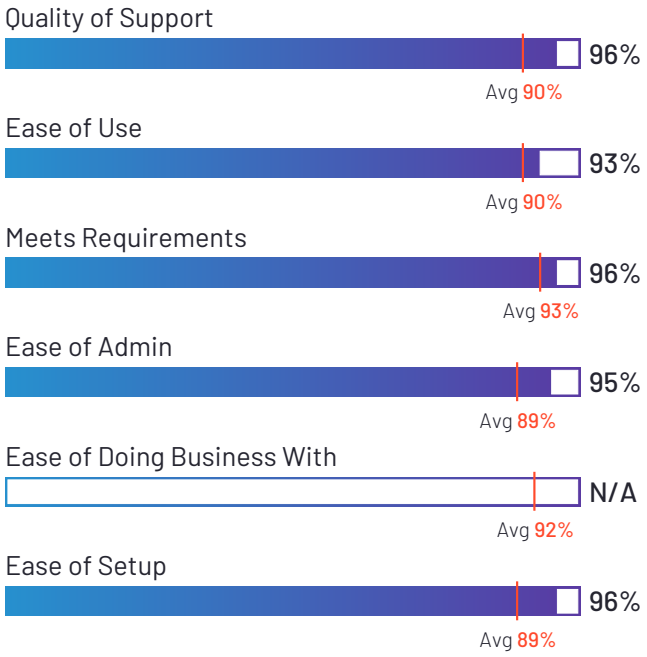
Azure Traffic Manager

4.6 ★★★★½ (49)

Leader WINTER 2025

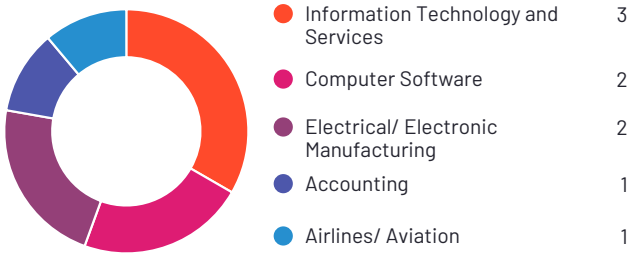
Azure Traffic Manager has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 92% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Azure Traffic Manager at a rate of 87%.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Ownership
Microsoft

HQ Location
Redmond, Washington

Year Founded
1975

Employees (Listed On Linkedin)
244,409

Company Website
microsoft.com

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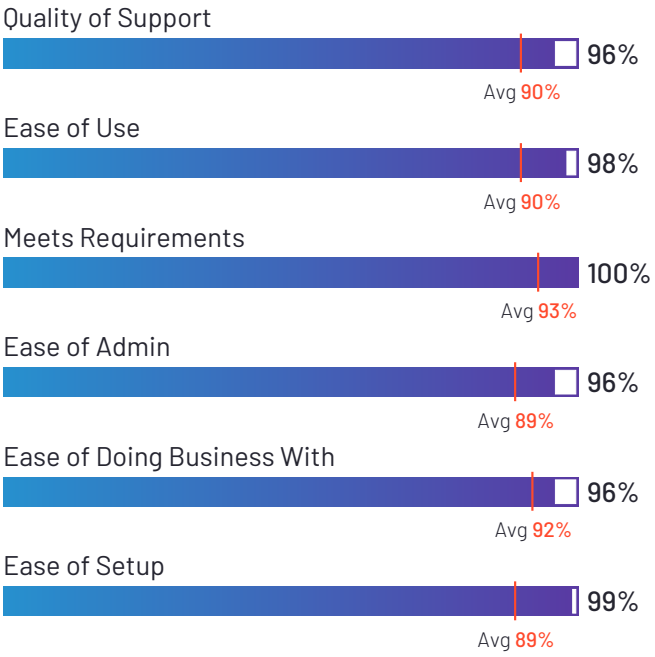
Utho

4.8 ★★★★★ (147)

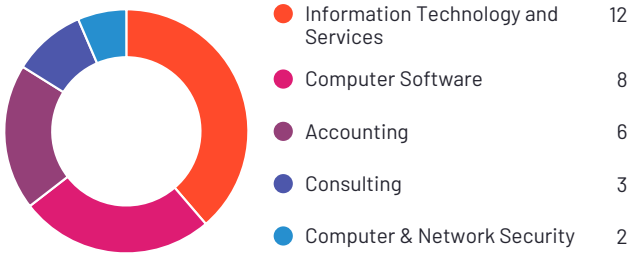
High Performer WINTER 2025

Utho has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Utho at a rate of 98%. Utho is also in the Virtual Private Servers (VPS), Infrastructure as a Service (IaaS), Cloud Management Platforms, and Container Orchestration categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Utho

HQ Location
Noida, IN

Year Founded
2010

Employees (Listed On Linkedin)
51

Company Website
utho.com

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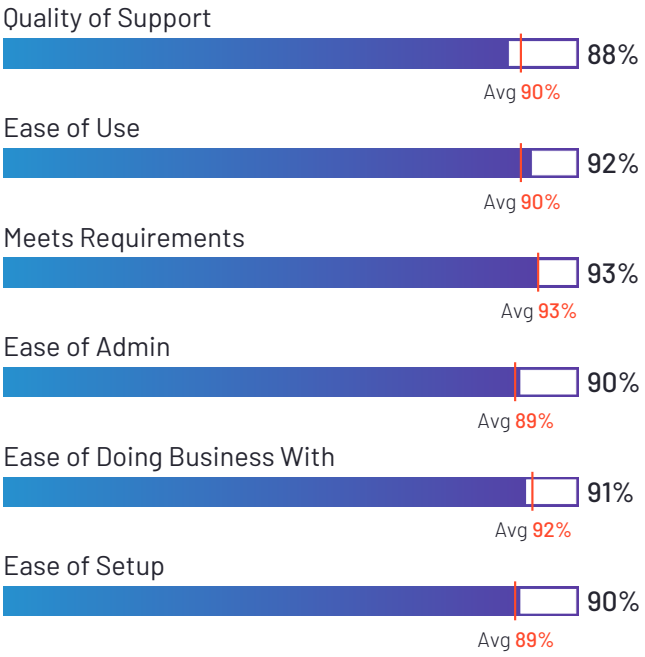
F5 BIG-IP Local Traffic Manager (LTM)

4.5 ★★★★½ (37)

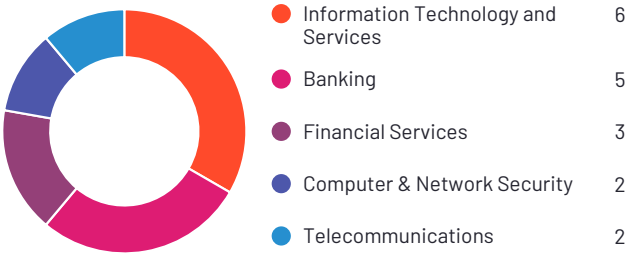
High Performer WINTER 2025

F5 BIG-IP Local Traffic Manager (LTM) has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 94% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend F5 BIG-IP Local Traffic Manager (LTM) at a rate of 91%.

Satisfaction Ratings



Top Industries Represented



Ownership
F5

HQ Location
Seattle, Washington

Employees (Listed On Linkedin)
6,343

Company Website
f5.com

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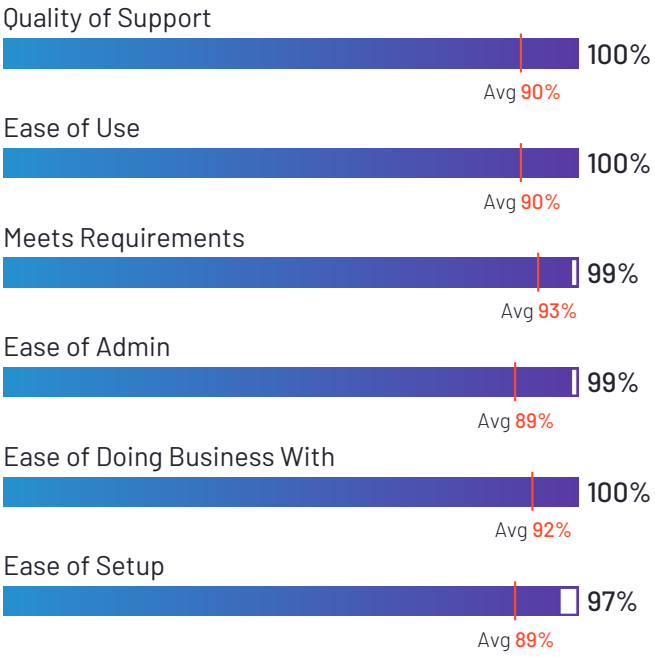
Hostwinds

4.9 ★★★★★ (438)

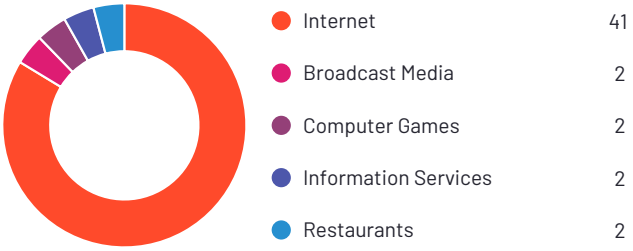
High Performer WINTER 2025

Hostwinds has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Hostwinds at a rate of 98%. Hostwinds is also in the Infrastructure as a Service (IaaS), Managed Hosting, Virtual Private Servers (VPS), Shared Hosting, Dedicated Hosting, Reseller Hosting, and Cloud Web Hosting categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Hostwinds

HQ Location
Seattle, WA

Year Founded
2010

Employees (Listed On Linkedin)
22

Company Website
hostwinds.com

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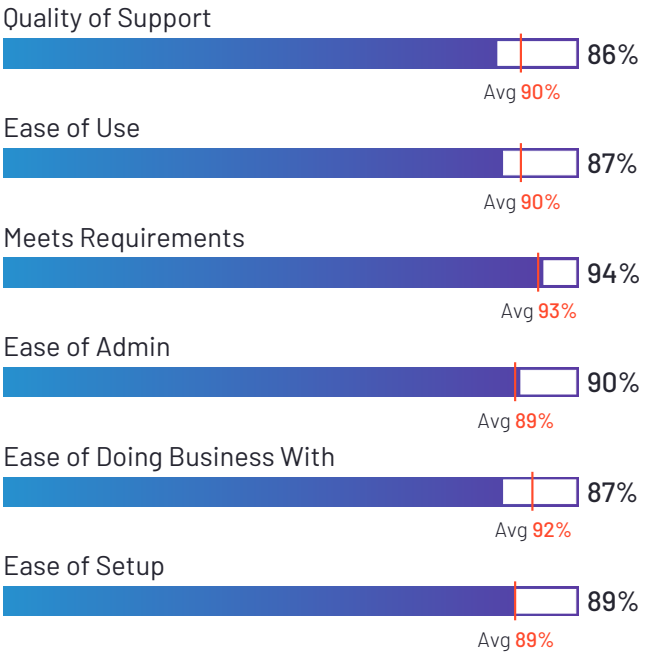
Traefik

4.6 ★★★★½ (34)

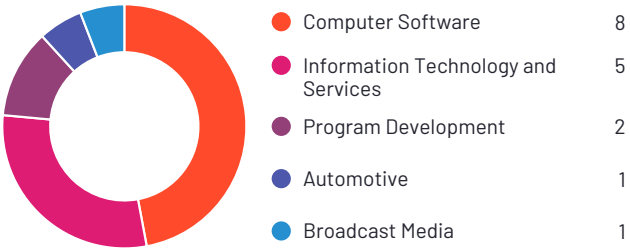
High Performer WINTER 2025

Traefik has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Traefik at a rate of 92%. Traefik is also in the Service Discovery, Container Networking, and API Management categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Traefik Labs

HQ Location
San Francisco, CA

Year Founded
2016

Employees (Listed On Linkedin)
34

Company Website
traefik.io

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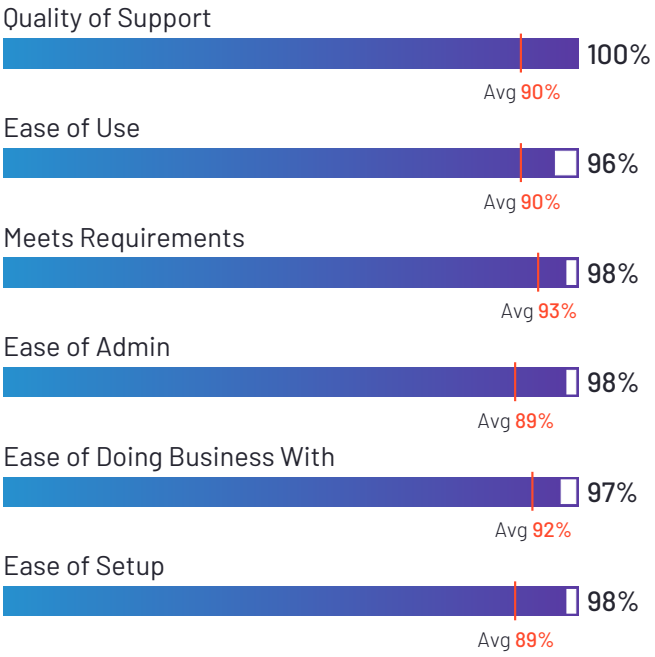
Load Balancer Enterprise ADC

4.7 ★★★★½ (16)

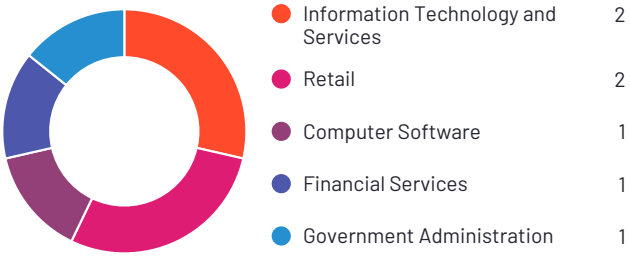
High Performer WINTER 2025

Load Balancer Enterprise ADC has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Load Balancer Enterprise ADC at a rate of 94%.

Satisfaction Ratings



Top Industries Represented



Ownership
Loadbalancer.org

HQ Location
Wilmington, Delaware

Year Founded
2003

Employees (Listed On Linkedin)
50

Company Website
loadbalancer.org

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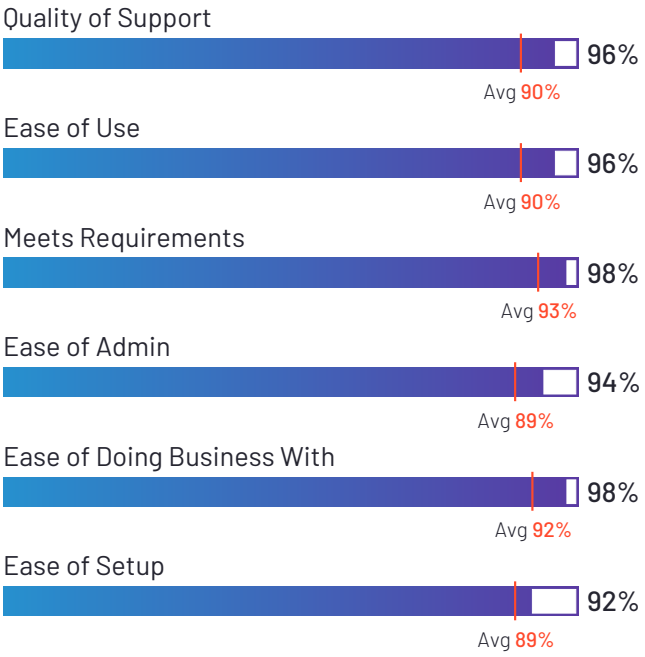
Edgenexus

4.8 ★★★★★ (11)

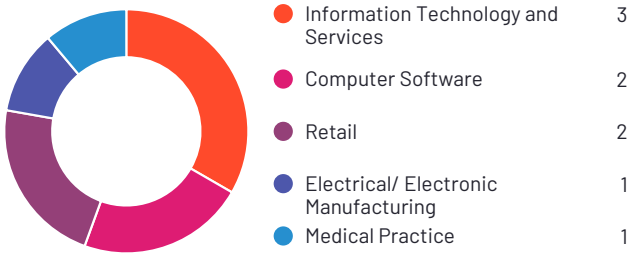
High Performer WINTER 2025

Edgenexus has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Edgenexus at a rate of 95%.

Satisfaction Ratings



Top Industries Represented



Ownership
jetNexus

HQ Location
Marlow

Year Founded
2017

Employees (Listed On Linkedin)
11

Company Website
jetnexus.com

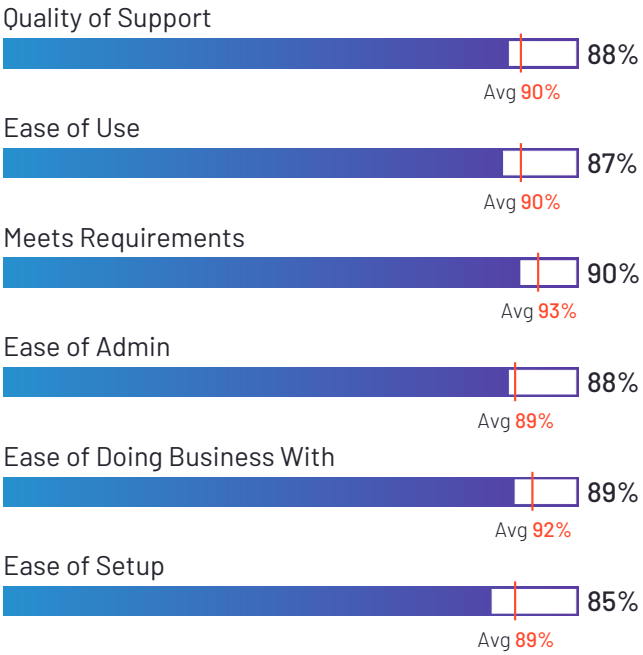
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Azure Application Gateway

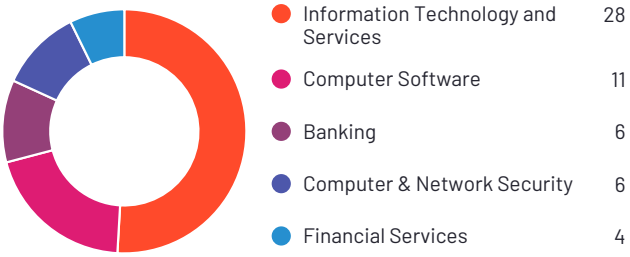
4.4 ★★★★½ (195)

Azure Application Gateway has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Azure Application Gateway has the largest Market Presence among products in Load Balancing. 95% of users rated it 4 or 5 stars, 87% of users believe it is headed in the right direction, and users said they would be likely to recommend Azure Application Gateway at a rate of 88%. Azure Application Gateway is also in the Web Application Firewall (WAF) category.

Satisfaction Ratings



Top Industries Represented



Ownership
Microsoft

HQ Location
Redmond, Washington

Year Founded
1975

Employees (Listed On Linkedin)
244,409

Company Website
microsoft.com

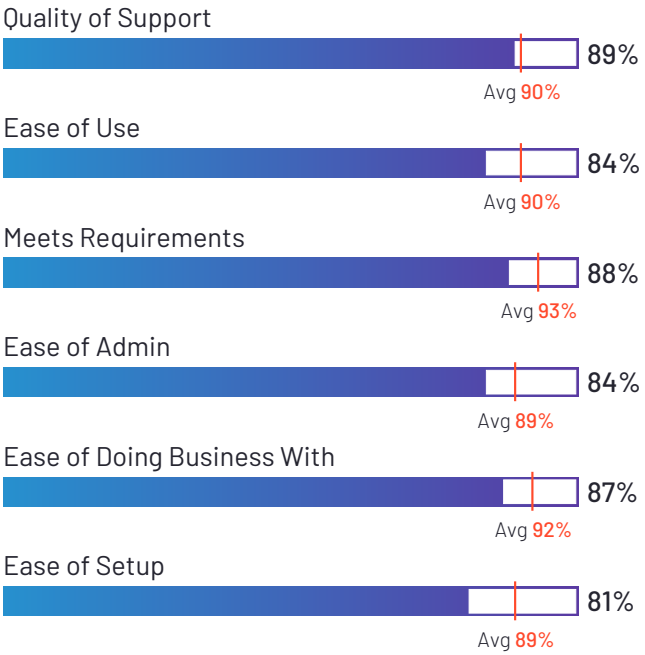
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Google Cloud Load Balancing

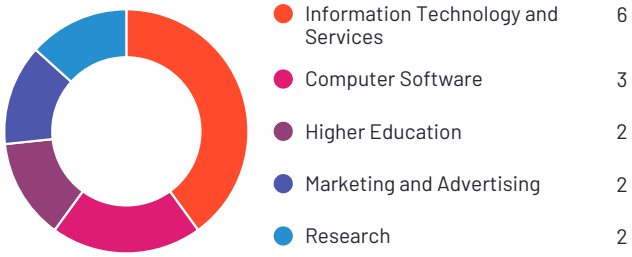
4.4 (34)

Google Cloud Load Balancing has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Google Cloud Load Balancing at a rate of 87%.

Satisfaction Ratings



Top Industries Represented



Ownership
Google

HQ Location
Mountain View, CA

Year Founded
1998

Employees (Listed On Linkedin)
302,228

Company Website
cloud.google.com

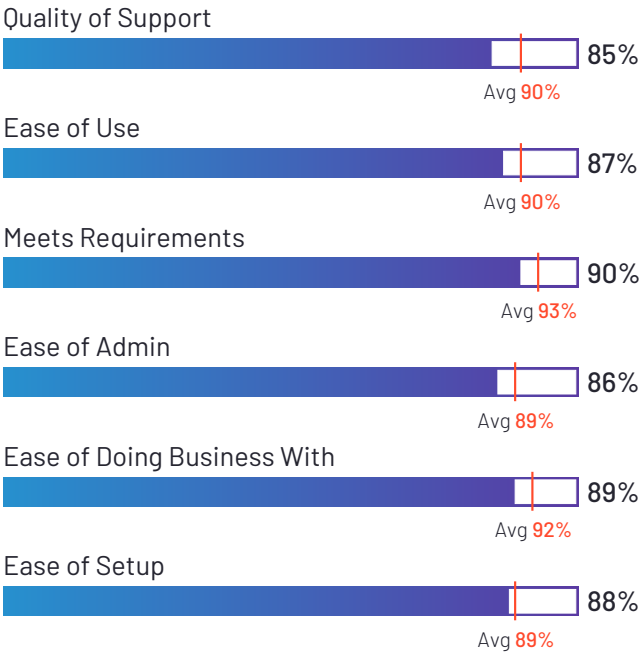
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AWS Elastic Load Balancing

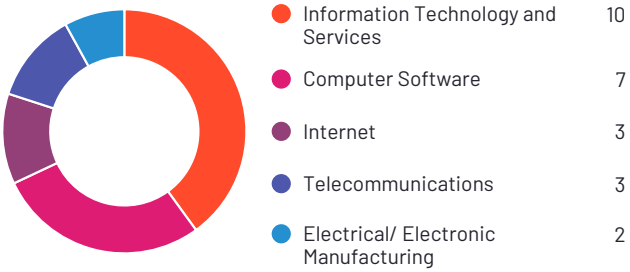
4.5 ★★★★½ (158)

AWS Elastic Load Balancing has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 95% of users rated it 4 or 5 stars, 97% of users believe it is headed in the right direction, and users said they would be likely to recommend AWS Elastic Load Balancing at a rate of 89%.

Satisfaction Ratings



Top Industries Represented



Ownership
Amazon Web Services (AWS)

HQ Location
Seattle, WA

Year Founded
2006

Employees (Listed On Linkedin)
133,710

Company Website
aws.amazon.com

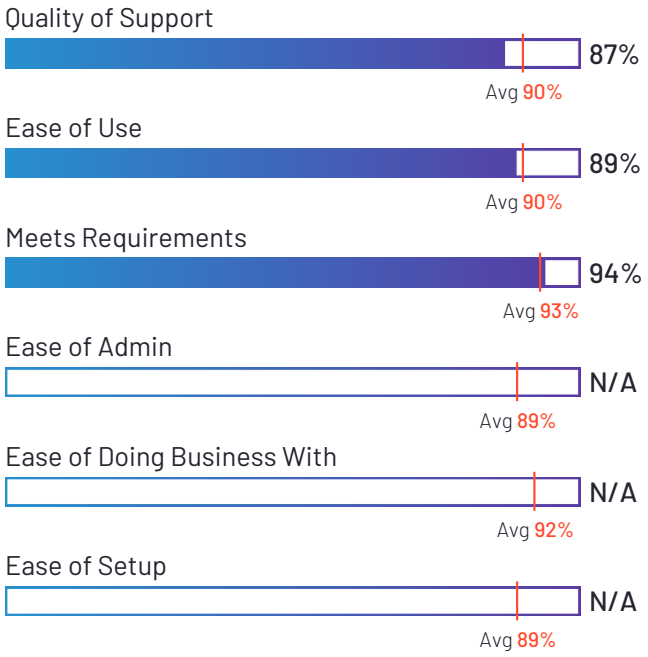
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Oracle Cloud Infrastructure Load Balancing

4.5 ★★★★½ (17)

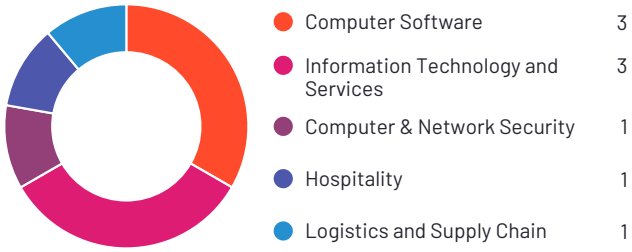
Oracle Cloud Infrastructure Load Balancing has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend Oracle Cloud Infrastructure Load Balancing at a rate of 92%.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Ownership
Oracle

HQ Location
Austin, TX

Year Founded
1977

Employees (Listed On Linkedin)
198,148

Company Website
www.oracle.com

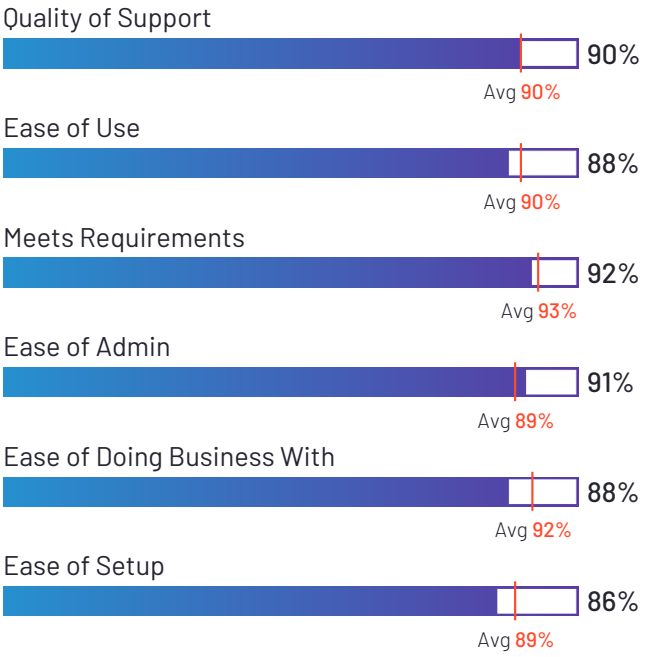
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Akamai CloudTest

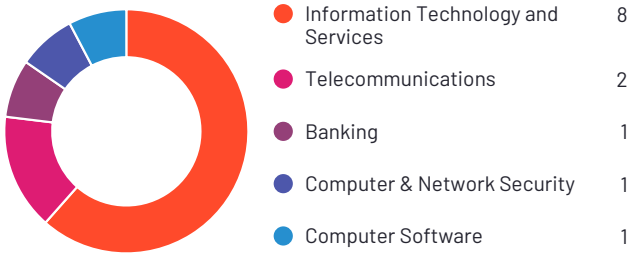
4.6 ★★★★½ (19)

Akamai CloudTest has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Akamai CloudTest at a rate of 91%. Akamai CloudTest is also in the Mobile App Testing category.

Satisfaction Ratings



Top Industries Represented



Ownership
Akamai

HQ Location
Cambridge, MA

Year Founded
1998

Employees (Listed On Linkedin)
10,455

Company Website
www.akamai.com

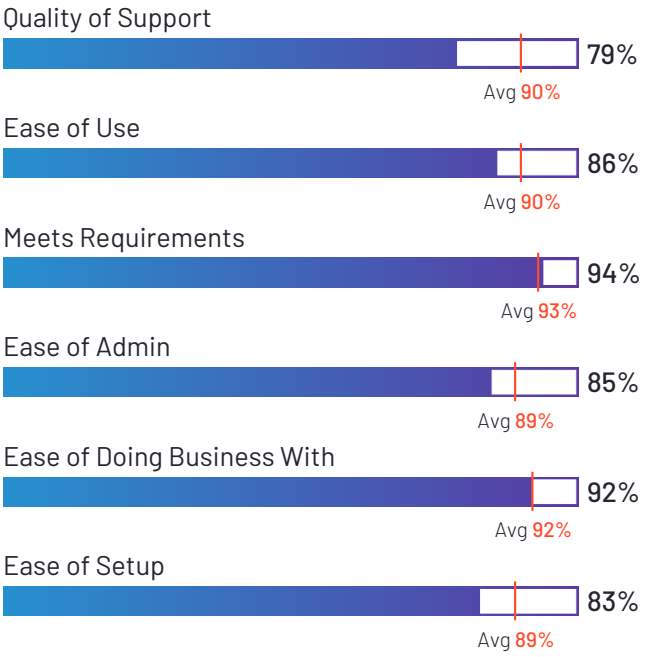
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F5 NGINX

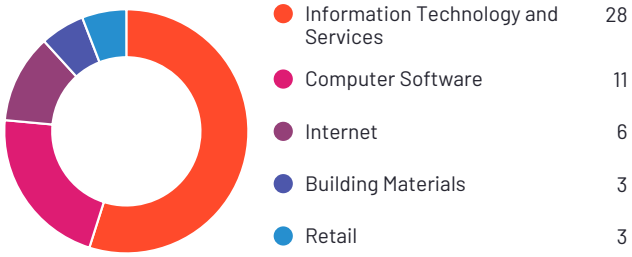
4.6 ★★★★½ (106)

F5 NGINX has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Nginx at a rate of 92%. Nginx is also in the Container Networking, Web Server Accelerator, Application Server, DDoS Protection, and Web Application Firewall (WAF) categories.

Satisfaction Ratings



Top Industries Represented



Ownership
F5

HQ Location
Seattle, Washington

Employees (Listed On Linkedin)
6,343

Company Website
f5.com

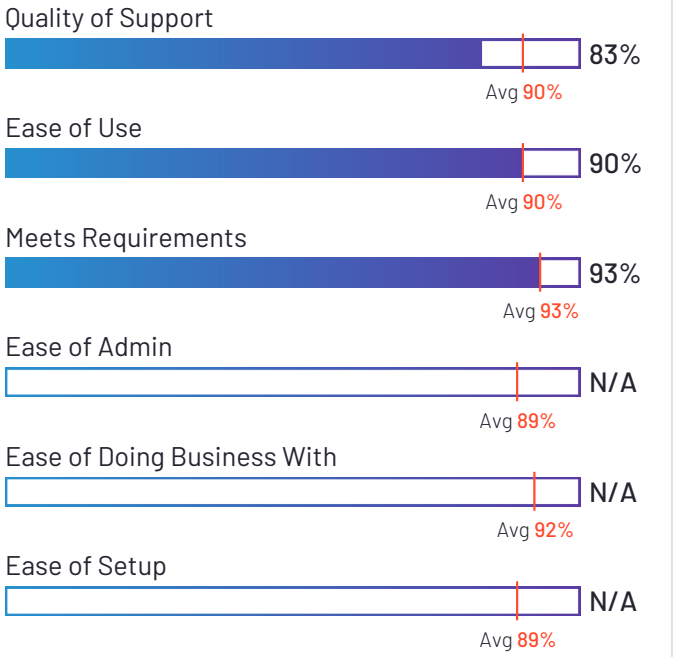
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Akamai Ion

4.5 ★★★★½ (12)

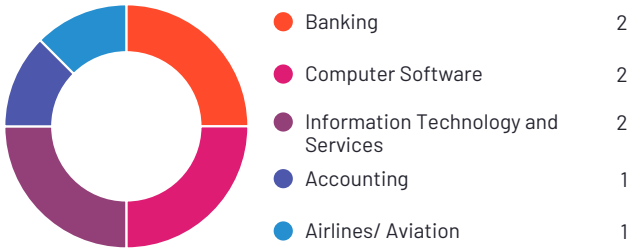
Akamai Ion has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Akamai Ion at a rate of 89%.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Ownership
Akamai

HQ Location
Cambridge, MA

Year Founded
1998

Employees (Listed On Linkedin)
10,455

Company Website
www.akamai.com

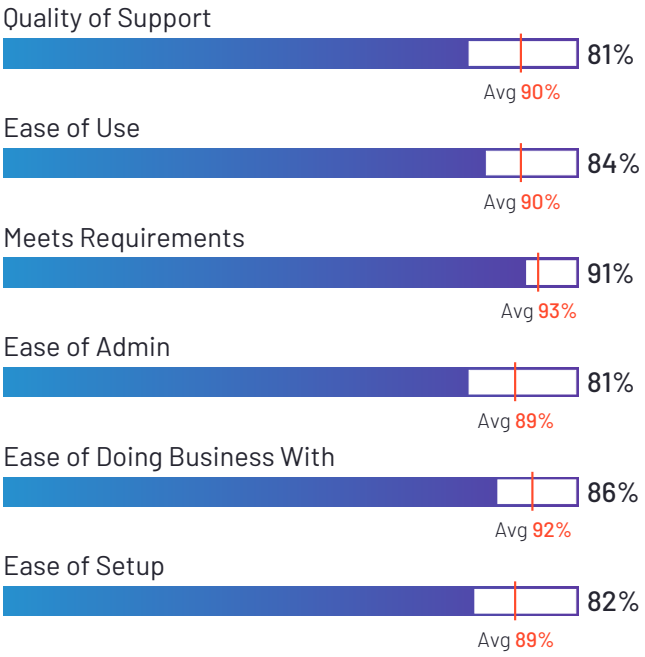
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Visual Studio App Center

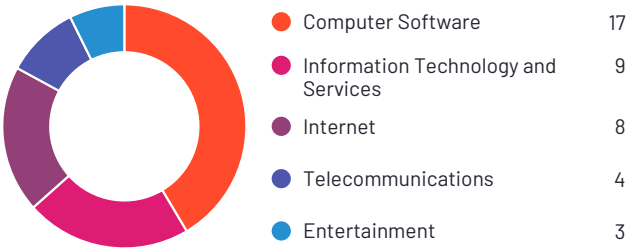
4.1 ★★★★☆ (66)

Visual Studio App Center has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 88% of users rated it 4 or 5 stars, 79% of users believe it is headed in the right direction, and users said they would be likely to recommend Visual Studio App Center at a rate of 81%. Visual Studio App Center is also in the Mobile Development Platforms category.

Satisfaction Ratings



Top Industries Represented



Ownership
Microsoft

HQ Location
Redmond, Washington

Year Founded
1975

Employees (Listed On Linkedin)
244,409

Company Website
microsoft.com

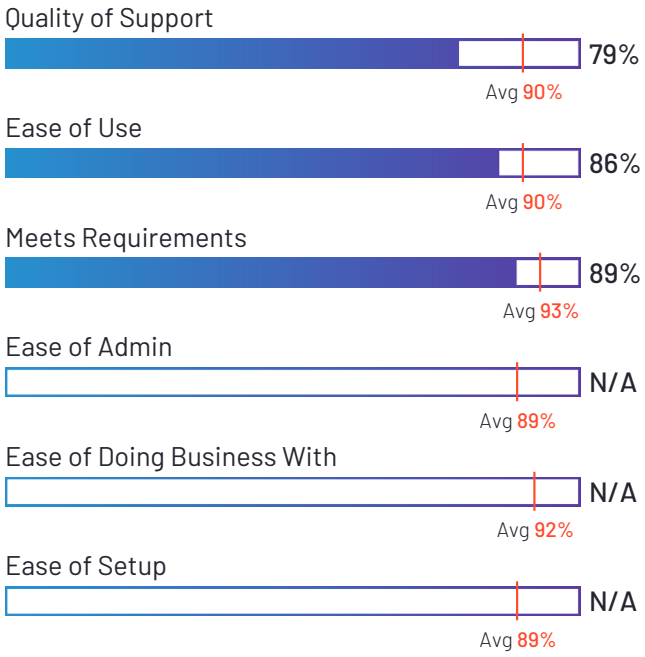
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Azure Load Balancer

4.6 ★★★★½ (117)

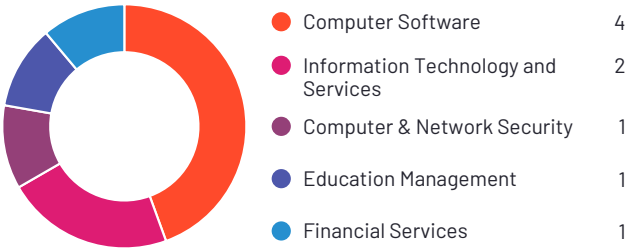
Azure Load Balancer has been named a Contender product based on having a relatively low customer Satisfaction score and large Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Azure Load Balancer at a rate of 85%.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Ownership
Microsoft

HQ Location
Redmond, Washington

Year Founded
1975

Employees (Listed On Linkedin)
244,409

Company Website
microsoft.com

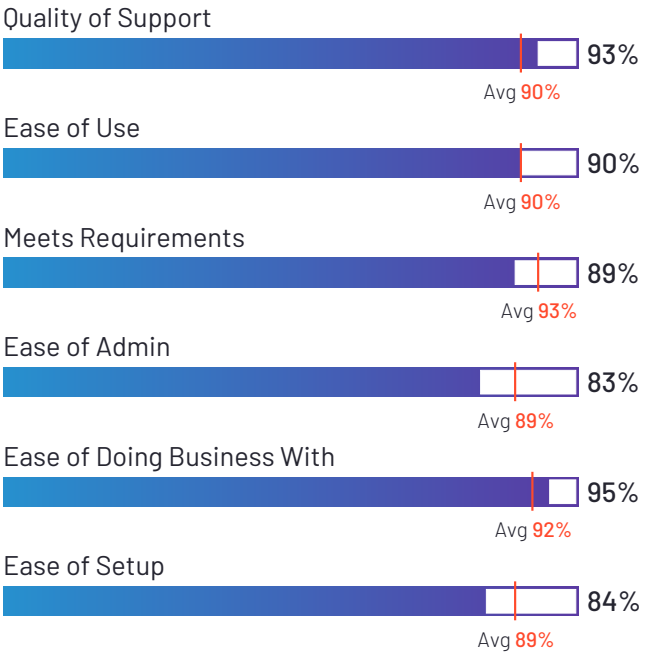
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Fastly CDN

4.7 ★★★★½ (86)

Fastly CDN has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 93% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Fastly CDN at a rate of 89%. Fastly CDN is also in the Video Platform as a Service (VPaaS), Live Stream, Web Server Accelerator, Content Delivery Network (CDN), Application Server, and Image Optimization categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Fastly

HQ Location
San Francisco, CA

Year Founded
2011

Employees (Listed On Linkedin)
1,299

Company Website
www.fastly.com

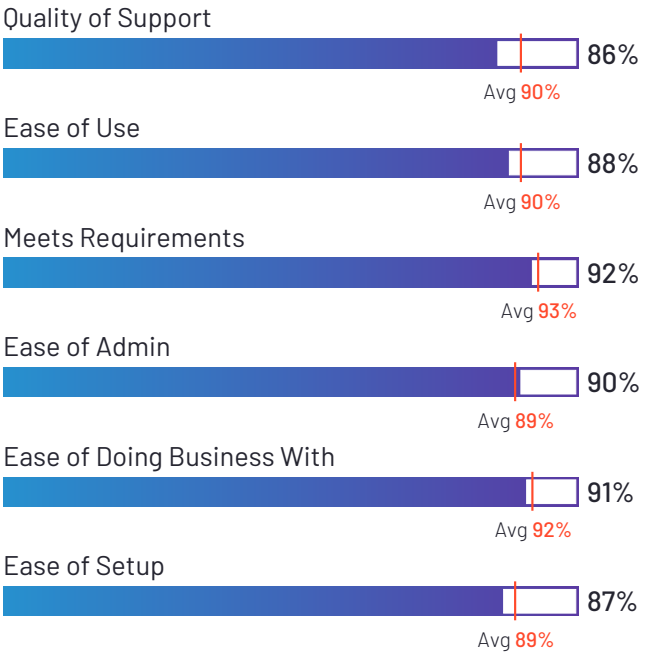
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NetScaler

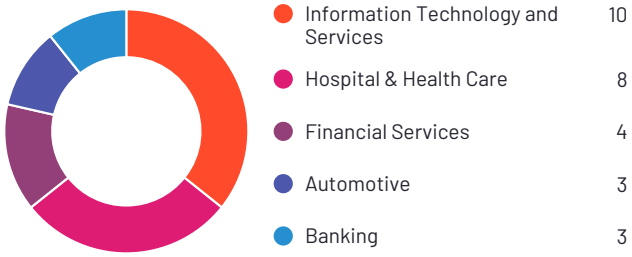
4.4 ★★★★½ (84)

NetScaler has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 94% of users rated it 4 or 5 stars, 88% of users believe it is headed in the right direction, and users said they would be likely to recommend NetScaler at a rate of 89%. NetScaler is also in the Zero Trust Networking, Container Security, Web Application Firewall (WAF), and Container Networking categories.

Satisfaction Ratings



Top Industries Represented



Ownership
NetScaler

HQ Location
Santa Clara, California

Employees (Listed On Linkedin)
108

Company Website
netscaler.com

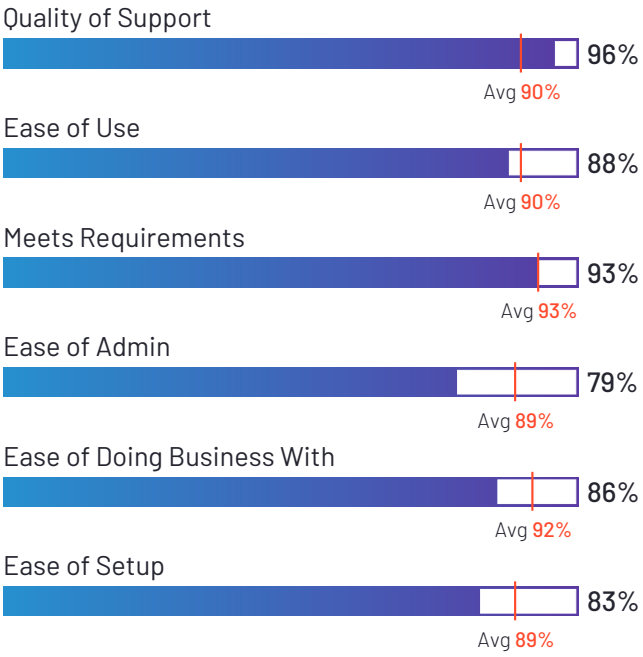
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Gcore Cloud

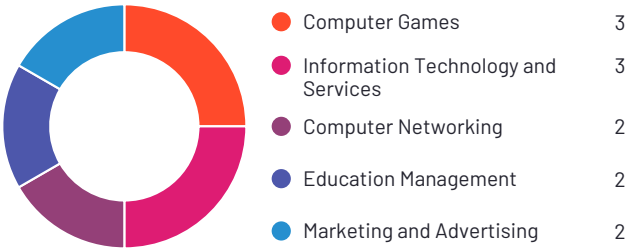
4.7 ★★★★½ (23)

Gcore Cloud has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 92% of users believe it is headed in the right direction, and users said they would be likely to recommend Gcore Cloud at a rate of 93%. Gcore Cloud is also in the Cloud Computing Platforms category.

Satisfaction Ratings



Top Industries Represented



Ownership
Gcore

HQ Location
Luxembourg, Europe

Year Founded
2014

Employees (Listed On Linkedin)
472

Company Website
gcore.com

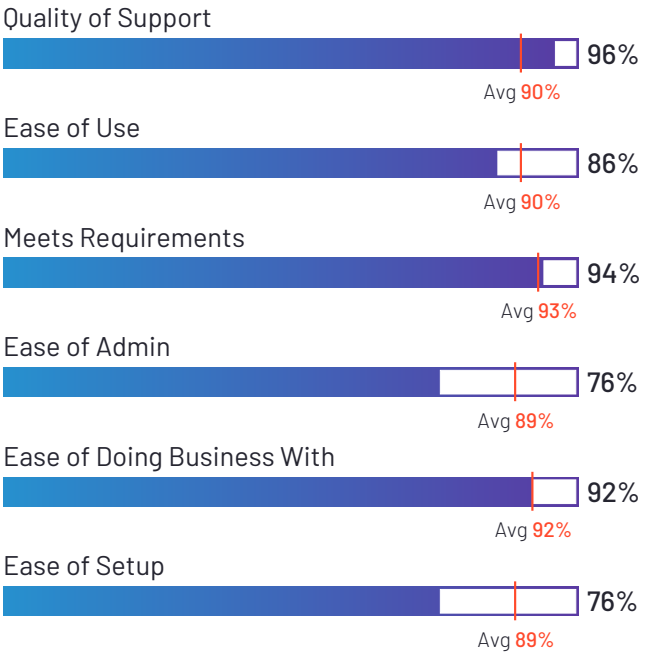
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Varnish Software

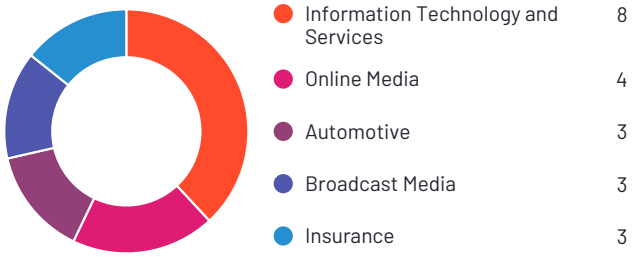
4.6 ★★★★½ (97)

Varnish Software has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 77% of users believe it is headed in the right direction, and users said they would be likely to recommend Varnish Software at a rate of 93%. Varnish Software is also in the Web Server Accelerator, Content Delivery Network (CDN), and Enterprise Content Delivery Network (eCDN) categories.

Satisfaction Ratings



Top Industries Represented



Ownership
Varnish Software AB

HQ Location
Stockholm, Stockholm

Year Founded
2010

Employees (Listed On Linkedin)
110

Company Website
varnish-software.com

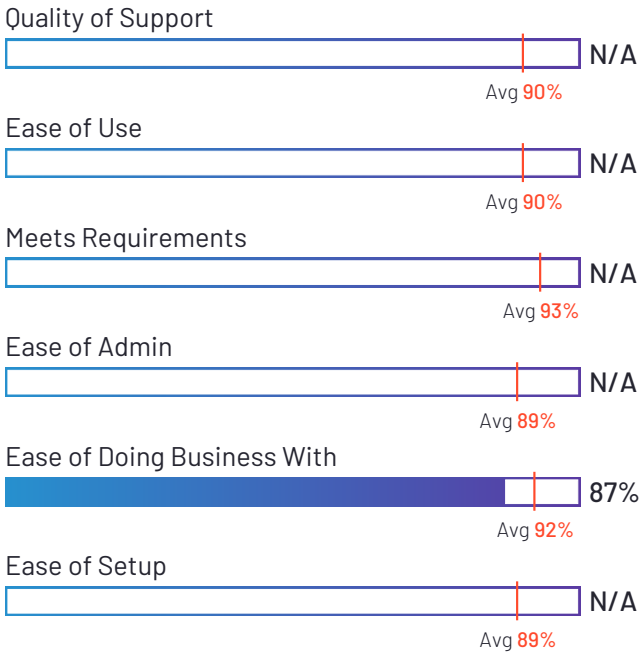
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Radware Alteon

4.2 ★★★★☆ (17)

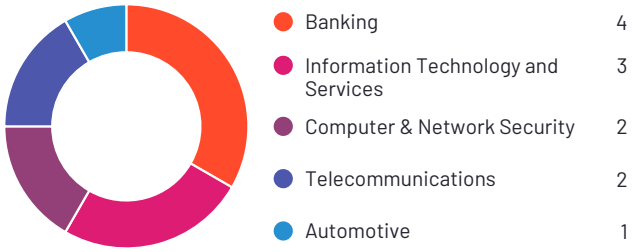
Radware Alteon has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 87% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend Radware Alteon at a rate of 83%.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Ownership
Radware

HQ Location
Tel Aviv, Tel Aviv

Year Founded
1997

Employees (Listed On Linkedin)
1,483

Company Website
radware.com

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Satisfaction Ratings for Load Balancing

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
HAProxy	93%	92%	93%	87%	92%	92%	87%	88%	77
Kemp LoadMaster	94%	92%	94%	94%	96%	94%	92%	93%	81
Cloudflare Application Security and Performance	90%	89%	93%	91%	90%	85%	92%	93%	69
F5 NGINX Ingress Controller	93%	100%	96%	92%	95%	94%	90%	91%	86
Akamai Connected Cloud (formerly Linode)	89%	92%	92%	90%	94%	93%	91%	92%	66
FortiADC	92%	100%	94%	95%	90%	86%	98%	91%	80
F5 NGINX Plus	83%	100%	93%	84%	90%	89%	82%	93%	34
Azure Traffic Manager	87%	100%	96%	95%	N/A	96%	96%	93%	46
Utho	98%	93%	100%	96%	96%	96%	99%	98%	95
F5 BIG-IP Local Traffic Manager (LTM)	91%	94%	93%	90%	91%	88%	90%	92%	74
Hostwinds	98%	100%	99%	99%	100%	100%	97%	100%	95
Traefik	92%	100%	94%	90%	87%	86%	89%	87%	65
Load Balancer Enterprise ADC	94%	88%	98%	98%	97%	100%	98%	96%	81
Edgenexus	95%	100%	98%	94%	98%	96%	92%	96%	81
Azure Application Gateway	88%	87%	90%	88%	89%	88%	85%	87%	60
Google Cloud Load Balancing	87%	94%	88%	84%	87%	89%	81%	84%	57
AWS Elastic Load Balancing	89%	97%	90%	86%	89%	85%	88%	87%	65

(Satisfaction Ratings for Load Balancing continues on next page)

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

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Satisfaction Ratings for Load Balancing (continued)

G2 reviewers rated software sellers ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	
Oracle Cloud Infrastructure Load Balancing	92%	88%	94%	N/A	N/A	87%	N/A	89%	80
Akamai CloudTest	91%	100%	92%	91%	88%	90%	86%	88%	71
Nginx	92%	92%	94%	85%	92%	79%	83%	86%	75
Akamai Ion	89%	100%	93%	N/A	N/A	83%	N/A	90%	50
Visual Studio App Center	81%	79%	91%	81%	86%	81%	82%	84%	31
Azure Load Balancer	85%	100%	89%	N/A	N/A	79%	N/A	86%	41
Fastly CDN	89%	100%	89%	83%	95%	93%	84%	90%	77
NetScaler	89%	88%	92%	90%	91%	86%	87%	88%	62
Gcore Cloud	93%	92%	93%	79%	86%	96%	83%	88%	90
Varnish Software	93%	77%	94%	76%	92%	96%	76%	86%	80
Radware Alteon	83%	N/A	N/A	N/A	87%	N/A	N/A	N/A	40
Average	90%	94%	93%	89%	92%	90%	89%	90%	68

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

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Additional Data for Load Balancing

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
HAProxy	21%	44%	35%
Kemp LoadMaster	10%	54%	37%
Cloudflare Application Security and Performance	76%	15%	9%
F5 NGINX Ingress Controller	7%	73%	20%
Akamai Connected Cloud (formerly Linode)	70%	15%	15%
FortiADC	40%	30%	30%
F5 NGINX Plus	52%	17%	30%
Azure Traffic Manager	15%	23%	62%
Utho	58%	33%	9%
F5 BIG-IP Local Traffic Manager (LTM)	11%	18%	71%
Hostwinds	100%	0%	0%
Traefik	50%	31%	19%
Load Balancer Enterprise ADC	19%	44%	38%
Edgenexus	33%	22%	44%
Azure Application Gateway	24%	31%	44%
Google Cloud Load Balancing	57%	19%	24%
AWS Elastic Load Balancing	24%	49%	27%

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below includes a breakdown of the customer segments for each product, as represented by G2 reviewers.

Customers by Size

	Small Business (50 or fewer emp.)	Mid-Market (51-1000 emp.)	Enterprise (>1000 emp.)
Oracle Cloud Infrastructure Load Balancing	20%	50%	30%
Akamai CloudTest	50%	29%	21%
Nginx	38%	43%	19%
Akamai Ion	25%	17%	58%
Visual Studio App Center	56%	21%	23%
Azure Load Balancer	25%	42%	33%
Fastly CDN	33%	41%	26%
NetScaler	10%	26%	64%
Gcore Cloud	52%	33%	14%
Varnish Software	17%	48%	35%
Radware Alteon	7%	33%	60%
Average	36%	32%	32%

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
HAProxy	46%	54%	3.1	85%	3%	2%	11%	17	4
Kemp LoadMaster	10%	90%	1.3	73%	10%	9%	7%	17	19
Cloudflare Application Security and Performance	88%	12%	0.4	98%	0%	0%	2%	3	3
F5 NGINX Ingress Controller	75%	25%	4.3	30%	40%	30%	0%	750	24
Akamai Connected Cloud (formerly Linode)	100%	0%	0.8	96%	4%	0%	0%	3	3
FortiADC	33%	67%	N/A	0%	80%	20%	0%	N/A	N/A
F5 NGINX Plus	80%	20%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Azure Traffic Manager	100%	0%	0.5	100%	0%	0%	0%	750	3
Utho	100%	0%	N/A	86%	0%	0%	14%	N/A	N/A
F5 BIG-IP Local Traffic Manager (LTM)	46%	54%	3.8	54%	38%	0%	8%	37	N/A
Hostwinds	87%	13%	2.3	53%	7%	0%	40%	7	1
Traefik	60%	40%	0.3	100%	0%	0%	0%	7	0
Load Balancer Enterprise ADC	0%	100%	1.4	N/A	N/A	N/A	N/A	N/A	17
Edgenexus	67%	33%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Azure Application Gateway	89%	11%	3.4	73%	9%	5%	14%	27	8
Google Cloud Load Balancing	90%	10%	0.8	86%	14%	0%	0%	37	3
AWS Elastic Load Balancing	96%	4%	1.2	79%	17%	0%	4%	37	2

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below highlights implementation and deployment data as indicated in real user reviews on G2.

Implementation

	Deployment		Implementation Time	Implementation Method				Number of Users Purchased	Contract Term
	Cloud	On-Premises	Avg. Months to Go Live	In-House Team	Seller Services Team	Third-Party Consultant	Don't know	Median Number of Users Bought	Avg. Contract Term (Months)
Oracle Cloud Infrastructure Load Balancing	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Akamai CloudTest	60%	40%	N/A	80%	20%	0%	0%	N/A	N/A
Nginx	71%	29%	1.3	95%	3%	3%	0%	12	1
Akamai Ion	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Visual Studio App Center	70%	30%	2.8	95%	0%	0%	5%	3	10
Azure Load Balancer	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Fastly CDN	91%	9%	1.1	100%	0%	0%	0%	N/A	N/A
NetScaler	20%	80%	5.3	52%	38%	7%	3%	1750	29
Gcore Cloud	80%	20%	0.3	N/A	N/A	N/A	N/A	3	N/A
Varnish Software	43%	57%	3.2	79%	0%	0%	21%	7	26
Radware Alteon	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption

	User Adoption
	Average User Adoption
HAProxy	65%
Kemp LoadMaster	81%
Cloudflare Application Security and Performance	81%
F5 NGINX Ingress Controller	48%
Akamai Connected Cloud (formerly Linode)	68%
FortiADC	N/A
F5 NGINX Plus	N/A
Azure Traffic Manager	91%
Utho	N/A
F5 BIG-IP Local Traffic Manager (LTM)	84%
Hostwinds	82%
Traefik	85%
Load Balancer Enterprise ADC	N/A
Edgenexus	N/A
Azure Application Gateway	49%
Google Cloud Load Balancing	46%
AWS Elastic Load Balancing	59%

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below highlights the average user adoption of each product as indicated in real user reviews on G2.

User Adoption

	User Adoption
	Average User Adoption
Oracle Cloud Infrastructure Load Balancing	N/A
Akamai CloudTest	N/A
Nginx	62%
Akamai Ion	N/A
Visual Studio App Center	60%
Azure Load Balancer	N/A
Fastly CDN	86%
NetScaler	82%
Gcore Cloud	49%
Varnish Software	63%
Radware Alteon	N/A
Average	69%

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
HAProxy	HAProxy	2013	112	8,252
Kemp LoadMaster	Progress Software	1981	3,576	64,375
Cloudflare Application Security and Performance	Cloudflare, Inc.	2009	4,885	981,338
F5 NGINX Ingress Controller	F5		6,343	347,547
Akamai Connected Cloud (formerly Linode)	Akamai	1998	10,455	378,545
FortiADC	Fortinet	2000	14,328	1,033,541
F5 NGINX Plus	F5		6,343	347,547
Azure Traffic Manager	Microsoft	1975	244,409	23,897,870
Utho	Utho	2010	51	5,260
F5 BIG-IP Local Traffic Manager (LTM)	F5		6,343	347,547
Hostwinds	Hostwinds	2010	22	1,310
Traefik	Traefik Labs	2016	34	6,732
Load Balancer Enterprise ADC	Loadbalancer.org	2003	50	3,053
Edgenexus	jetNexus	2017	11	580
Azure Application Gateway	Microsoft	1975	244,409	23,897,870
Google Cloud Load Balancing	Google	1998	302,228	34,631,050
AWS Elastic Load Balancing	Amazon Web Services (AWS)	2006	133,710	9,696,240

(Additional Data for Load Balancing continues on next page)

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Additional Data for Load Balancing (continued)

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each products impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Employees on LinkedIn (Seller)	LinkedIn Followers
Oracle Cloud Infrastructure Load Balancing	Oracle	1977	198,148	9,948,060
Akamai CloudTest	Akamai	1998	10,455	378,545
Nginx	F5		6,343	347,547
Akamai Ion	Akamai	1998	10,455	378,545
Visual Studio App Center	Microsoft	1975	244,409	23,897,870
Azure Load Balancer	Microsoft	1975	244,409	23,897,870
Fastly CDN	Fastly	2011	1,299	56,244
NetScaler	NetScaler		108	15,155
Gcore Cloud	Gcore	2014	472	16,360
Varnish Software	Varnish Software AB	2010	110	4,578
Radware Alteon	Radware	1997	1,483	74,180

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