



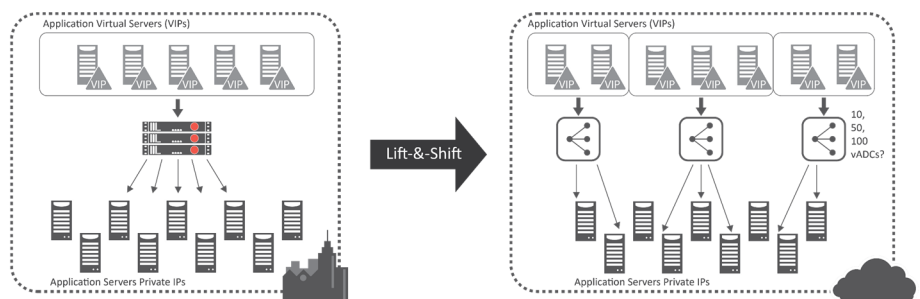
## Overview

Metered Enterprise Licensing (MELA) is a key part of KEMP 360 Cloud, KEMP's solution for cloud application migration and delivery. MELA offers enterprises a flexible and elastic way to license their application delivery resources, meeting both the variable application capacity demands and the multi-ADC environments that are emerging with extensive use of cloud services. By using this model, an enterprise organization can subscribe to a defined monthly capacity which can be distributed across unlimited on-demand ADC instances deployed between multiple cloud and on premise environments (e.g. private OpenStack cloud + Azure Public Cloud + hosted vSphere cloud).

## The Cloud Migration Challenge

When migrating on premise applications to a cloud operating model, there are two major obstacles to making the transition related to application delivery

- Cloud native load balancing services are feature light and do not contain the required functionality for traditional enterprise applications.
- The on premise 'big box' approach to load balancing breaks down when applied to the cloud as the underlying resources are not optimized or capable of supporting a single large instance of a load balancer.



When migrating application workloads to the cloud, any solution offered must meet the functional requirements of modern application delivery, support easy management of multiple instances and offer flexible, cost effective licensing.

## Cloud Migration and Metered Licensing

MELA addresses the application delivery concerns outlined above by enabling the highly featured KEMP LoadMaster family of load balancers to be deployed across public and private cloud environments with a management and licensing scheme that

meets operational and financial requirements. MELA aggregates the throughput of load balancer instances with usage charged monthly in arrears.

*MELA Features*

| FEATURE  | BENEFIT   |
|--|---|
| Monthly on-demand subscription                         | No large up-front investment with a consumption based billing model   |
| Multiple tiers based on aggregate usage                | Always the right size. Size the solution for current usage with the knowledge that scaling in and out for capacity fluctuations is easy       |
| No limitation on the number of load balancer instances | Easily deploy and decommission load balancer instances as workloads change. Easily support dynamic environments such as DevOps and test.      |
| Billing tier mobility                                  | Freely move between tiers without any penalty to allow for seasonality and growth   |
| Hybrid deployment support                              | Use the same MELA license for all load balancing instances regardless of deployment location (e.g. public cloud, private cloud, hybrid cloud) |

*MELA Subscription Plan Overview*

MELA subscriptions are offered in Gold and Platinum plans ranging from 10 - 500Gbps of monthly aggregate peak application delivery usage.

| FEATURE                   | MELA Gold | MELA Platinum |
|---------------------------|-----------|---------------|
| Unlimited Instances       | ✓         | ✓             |
| No Per-Instance Limits    | ✓         | ✓             |
| Premium 24/7 Support      | ✓         | ✓             |
| KEMP 360 Central          | ✓         | ✓             |
| KEMP 360 Vision           | ✓         | ✓             |
| Billing tier mobility     | ✓         | ✓             |
| Up Tier +1 Billing Cycle  | ✓         | N/A           |
| Up Tier +2 Billing Cycles | N/A       | ✓             |
| Configuration Services    | Option    | ✓             |