# Enhanced Network Telemetry with Kemp Load Balancers

Gain in-depth actionable insights and network monitoring across the entire application delivery chain.
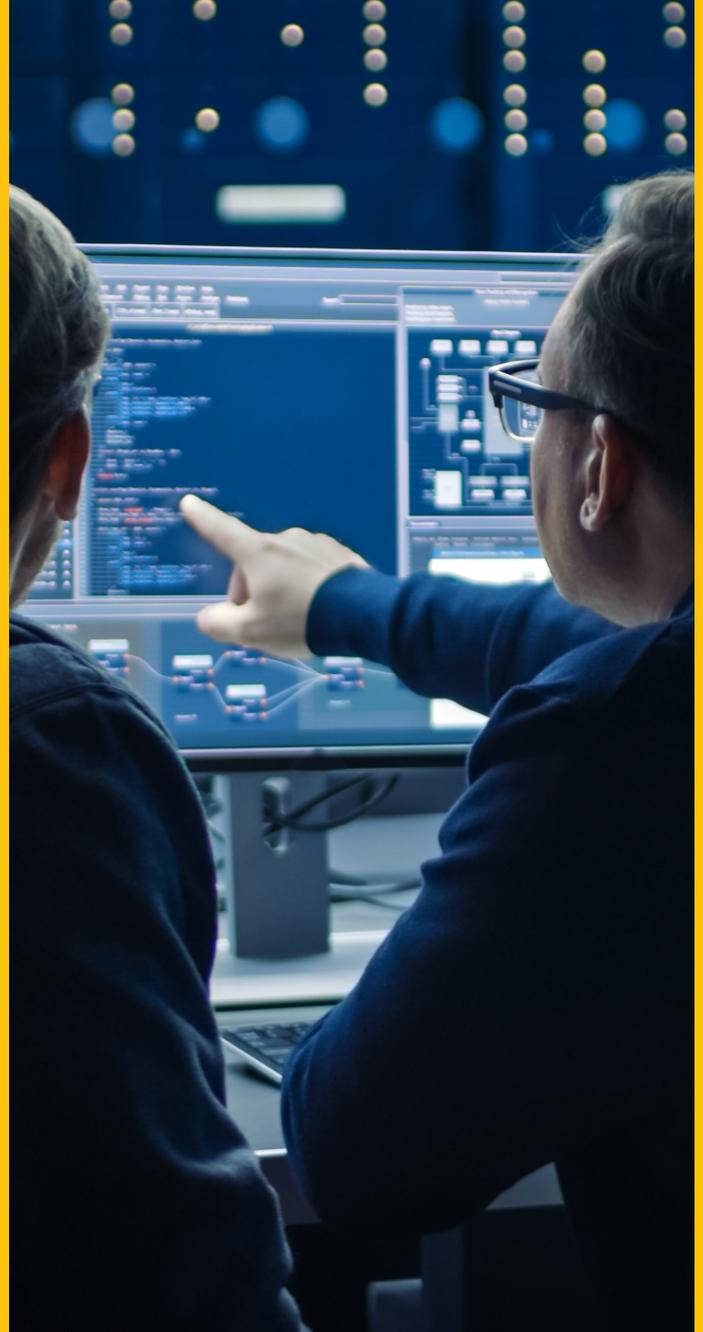
Kemp takes application experience (AX) to the next level by combining the network performance monitoring and diagnostic (NPMD) capabilities of its Flowmon product line with the LoadMaster load balancer.

The Kemp LoadMaster is top-rated by IT professionals worldwide for powering an always-on AX, delivering unwavering service availability, and providing businesses with best-in-class load balancing and application delivery controller (ADC) capabilities.

Given the load balancer's position within an application ecosystem, it is ideally placed to provide insights for operators to influence a positive AX for their users. Typically, however, load balancers focus mostly on the upper layers of the network stack closer to the application, leaving blind spots on usage and trending at Layer 4 and below. If an environment isn't built to capture both application and network-level data points, knowing where to deploy resources to triage performance problems becomes a

challenge. For example, if application performance is poor during peak hours, how do you determine whether the issue is an unresponsive member of the application pool or the network itself?

The answer lies in the insights provided by processing and analyzing network telemetry.

What is Network Telemetry?

Network telemetry is aggregated network metadata that enables lightweight, yet incredibly detailed network and application monitoring when interpreted by a flow collector using protocols such as NetFlow or IPFIX. Kemp offers its own Flowmon Collector as an optional dedicated appliance that can store, process, and analyze flow data from Kemp LoadMaster and other network sources while enabling comprehensive network monitoring, diagnostics, troubleshooting, and zero-day threat and anomaly detection.

The Network Never Lies

All Kemp load balancers include native flow-export capabilities that lend perfect transparency to the status and performance of your network. By leveraging common protocols such as NetFlow and IPFIX, Kemp's solution can be easily integrated into your existing network ecosystem and toolchains.

Visibility into internal communications including east-west traffic flows is an essential addition to the monitoring of your edge infrastructure and endpoints. With Network Telemetry statistics and visualization on the Kemp Flowmon Collector, you will be able to pinpoint the root-cause of emerging issues and easily determine whether they are caused by the application or the network.
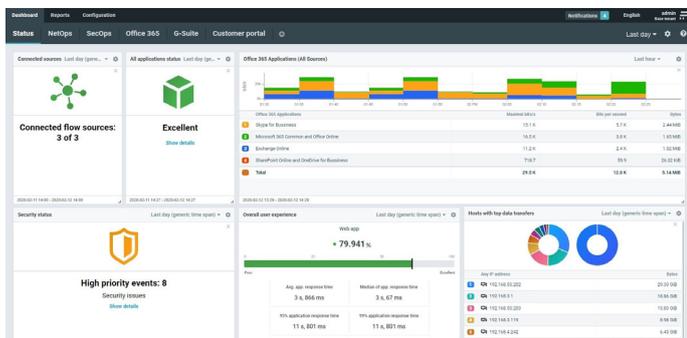
Deep and actionable network insights enabled by Network Telemetry means that issues can be detected at their early stages before they escalate and become degradations or

outages. By leveraging the network and the privileged position of the load balancer, you get access to one definitive source of truth that empowers you to proactively ensure your business-critical applications are being delivered in the most optimized way, whether they reside on premises or in the cloud.

Why Kemp Network Telemetry

Network telemetry monitoring can deal with 95% of network-related issues.

Kemp's LoadMaster Network Telemetry capabilities coupled with the Kemp Flowmon Collector is the most comprehensive network performance and application monitoring solution on the market. It enables you to:

- Obtain visibility into the entire application value delivery chain to identify bottlenecks, misconfigurations, and potential security issues.
- Monitor user experience and network usage round the clock to anticipate and proactively accommodate usage spikes, link saturation, etc.
- Identify the root cause of new application, network, and security issues with a single definitive source of application truth.
- Improve both your visibility into network performance and security as well as your ability to respond to customer needs and security issues before they become a problem.

Expand insights and visibility to your entire network

In addition to the visibility that LoadMaster provides, Kemp's full Flowmon network performance monitoring suite can leverage data from the entire network, including a wide range of vendor-specific appliances, native vTAPs, flow logs, and proprietary standalone flow exporters. Thanks to integration with Microsoft Azure, AWS, and Google Cloud it provides coverage for hybrid and public cloud deployments as well.

Kemp's own network sensors unlock additional capabilities for zero-day threat hunting, application performance monitoring, and on-demand packet capture including automated analysis. By centralizing, normalizing, and automatically analyzing network performance data, you can achieve end-to-end transparency of your entire infrastructure and prevent application experience issues from occurring.

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