



Modernizing Load Balancing by VMware

September 2023 – February 2024



The Mission:

After being acquired by VMware, Avi Networks' Modern Load Balancing Solutions were now being considered as a viable legacy appliance replacement among Fortune 1000 companies.

Despite having a superior product, many companies were still hesitant to fully commit to load balancer replacement.

Landing these whales required a comprehensive and creative/integrated approach to paid and organic social to help the **VMware NSX® Advanced Load Balancer** make a splash and seal those deals.



How Did We Cause a Stir on Social Media?

Solidify Our Growing Reputation as the “Cool Kids” of Load Balancing

The challenge was to take highly technical – but dry – concepts that demonstrate the superiority of VMware NSX Advanced Load Balancer and present them in an amusing and easy to understand way to stick in the minds of decision makers.

Additionally, we crafted custom landing pages that expanded on the concepts on social and moved users down the funnel towards a technical blog.



Before



After

Campaign Flow

Before

With Legacy Load Balancer

- 100s of apps, 1000s of tickets with multiple teams
- Most tickets for routine tasks e.g. new VIPs, add server
- Tickets increase with more apps and more data centers



Original technical concept



More Apps, Less Tickets

Upgrade to NSX Advanced Load Balancer and make scaling your apps a breeze.

LEARN HOW

Add Apps, Not Tickets

Drowning in a sea of tickets? Save time (and your team) with NSX Advanced Load Balancer Automation.

LEARN HOW

The MVP of VIPs

NSX Advanced Load Balancer provisions new VIPs in minutes so your applications never fall in the clutch.

LEARN MORE



Add Applications, Not Load Balancing Tickets

Drowning in a Sea of Tickets? Save time (and your team) with **VMware NSX® Advanced Load Balancer™** automation and self-service.

LEARN HOW

Why You Need Modern Load Balancers to Scale Apps, Not Tickets | NSX Advanced Load Balancer

info.avinetworks.com • 1 min read

91 54 reposts



Social Posts

Creative Mockups

Add Applications, Not Load Balancing Tickets

Drowning in a Sea of Tickets? Save time (and your team) with **VMware NSX® Advanced Load Balancer™** automation and self-service.

LEARN HOW

Reduce Load Balancing Tickets With Automation and Self-Service

Read the Blog Post

Legacy Load Balancers	NSX Advanced Load Balancer
Messy 100s of applications, 1000s of tickets slowing multiple IT teams	Efficient Automation drastically reduces the number of tickets and eases flow of tasks
Repetitive Manual tasks for routine tasks, adding new VIPs, update server pool	Self-Service Self-service lets automation teams complete routine tasks and keep tickets at bay
Growing Pains New teams struggle with more applications, clouds, data centers and load balancers	Take Control Modernize now by adopting NSX Advanced Load Balancer to achieve tranquility

Custom Landing Page



Add Applications, Not Load Balancing Tickets: Don't Drown in a Ticket Tsunami

Pankaj Gupta
September 26, 2023

Share on:

in

o

o

Legacy Load Balancers Equals Ticket Tsunami

Your legacy load balancers are a key bottleneck for efficient application delivery, incapable of keeping up with the demands of modern business. The result? A never-ending stream of problems and tickets that threaten to overwhelm you.

Overload of Messy Tickets

With legacy load balancers, you are looking at hundreds, if not thousands of tickets in a year – causing a slow response to your business needs. Due to lack of automation, application teams must open multiple tickets for IP address allocation, DNS entry, certificate management, load balancer provisioning and configuration, and routing table updates. Each of these tickets requires manual intervention, dragging down your efficiency and wasting precious time. Your load balancing teams are inundated with busy work and are not able to focus on more strategic outcomes.

Technical Blog

vmware

High Speed Virtual IPs (VIPs) Deployment

Ship new applications and Virtual IPs in minutes with **NSX Advanced Load Balancer** and leave legacy load balancers in the dust.

LEARN HOW



vmware

Rocket Fuel for Virtual IPs (VIPs) in Minutes

Take command of your application and Virtual IP deployment with revolutionary automation from **NSX Advanced Load Balancer**.

LEARN MORE

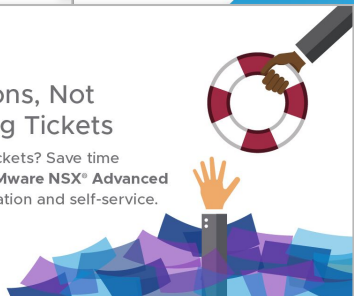


vmware

Add Applications, Not Load Balancing Tickets

Drowning in a Sea of Tickets? Save time (and your team) with **VMware NSX Advanced Load Balancer**™ automation and self-service.

LEARN HOW



vmware

Shorten Mean Time to Prove Network Innocence

Pinpoint the root cause of application performance issues and focus on troubleshooting, rather than pointing fingers with **VMware NSX Advanced Load Balancer**™

LEARN HOW



vmware

Harness the Power of Self-Service Load Balancing for Application Teams

Let application teams do routine load balancing tasks with **VMware NSX Advanced Load Balancer**™ which legacy load balancers can't do.

LEARN HOW



vmware

Tame Unruly Load Balancer Configuration Drifts

Vanquish persistent config drifts and ensure consistent policies with software defined **VMware NSX Advanced Load Balancer**™.

LEARN HOW



vmware

Escape the Load Balancer Upgrade Hamster Wheel and Reclaim Your Life

Upgrade in less time, more efficiently, and experience minimal downtime with **VMware Avi Load Balancer**.

LEARN HOW



vmware

Don't Let iRules® Rule Your Life

Break away from the the complexity of iRules®, and experience the powerful simplicity of **VMware Avi Load Balancer**

LEARN HOW

TECHNICAL DEBT



iRules® is a registered trademark of PS Networks Inc

Results

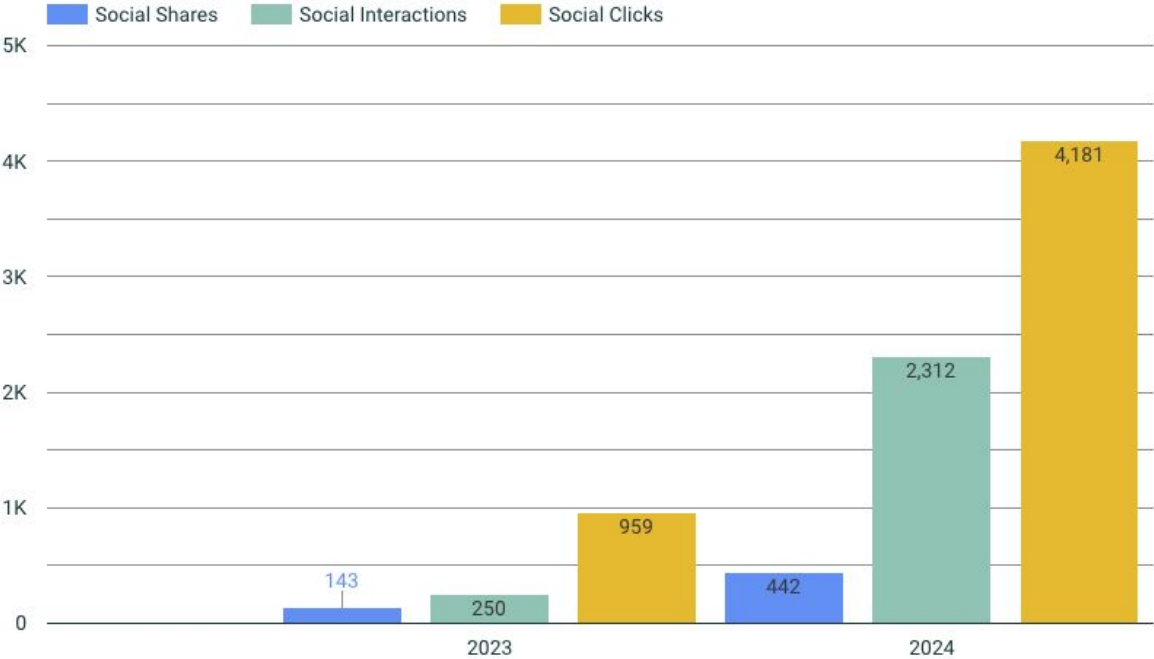
Social Boost

+844% **+1.3%**
organic reach social followers

+209% social shares
+825% social interactions
+336% social clicks

Across all organic social channels
[LinkedIn/Meta/X]
(vs. same period previous year)

Date	Social Impressions ▾
2024	104,656
2023	11,087



Results

Website Boost

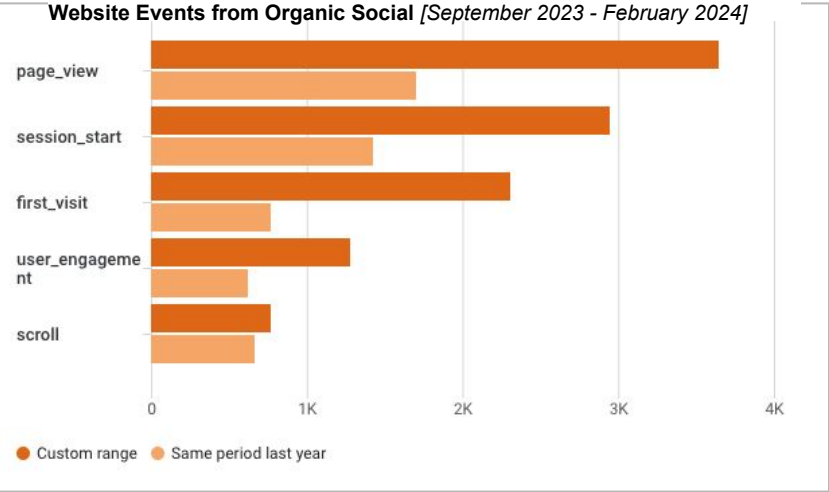
+16% average engagement time per session

+20% engaged sessions per user

+34% engagement rate

on web sessions from all organic social users (vs. same period previous year)

Organic Social					
Session primary...Channel Group) +		Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
SHOW ALL ROWS		13s	0.30	3.66	23.49%
		vs. 11.36	vs. 0.25	vs. 3.04	vs. 17.53%
		↑ 16.26%	↑ 19.72%	↑ 20.33%	↑ 33.98%
1	Organic Social				
Sep 1, 2023 - Feb 29, 2024		13s	0.30	3.66	23.49%
Sep 1, 2022 - Feb 28, 2023		11s	0.25	3.04	17.53%
% change		16.26%	19.72%	20.33%	33.98%



Above: Increased website events showing more engagement and overall quality of sessions during the campaign, including:

+20% events per session

on web sessions from all organic social users (vs. same period previous year)

Results

Brand Boost

+26% monthly average new users from organic social
(vs. yearly average)

+25% weekly active users from all channels w/ **+2% weekly active**
from organic social channel (vs. same period previous year)

