



# Unlock the Power of a Proven API Gateway

Gain a competitive edge with a robust, scalable & fully-supported solution vs. homegrown alternatives

	Buy	Build
<b>Initial configuration &amp; infrastructure setup</b>	<p><b>Out-of-the-box configuration</b></p> <p>Instantaneous access to infrastructure, preconfigured with security &amp; architecture best practices. Immediately connect your APIs &amp; services across any cloud, platform or protocol.</p>	<p><b>Manual configuration</b></p> <p>Source hardware, install and harden OS, install &amp; configure software, integrate myriad of tools, configure for network &amp; deploy in data center.</p>
<b>Architectural freedom</b>	<p><b>Platform agnostic</b></p> <p>Kong is deployable across any platform (public clouds, hybrid, containers), protocols (REST, gRPC, WebSockets, GraphQL, Kafka, TCP &amp; UDP) or architecture ( microservices, serverless, service mesh)</p>	<p><b>Platform lock-in</b></p> <p>In-house API gateway is tightly coupled with a specific platform that requires significant development effort to extend it to other platforms &amp; architectures.</p>
<b>Operational cost</b>	<p><b>Focus on business results</b></p> <p>Kong manages all service configurations, propagates those configurations to all runtime nodes, which can be installed anywhere.</p>	<p><b>Increased burden on shared services</b></p> <p>Shared Services are asked to support an increasing number of environments, teams &amp; applications with limited resources</p>
<b>Security</b>	<p><b>Peace of mind</b></p> <p>Kong is compliant with security protocols like OIDC &amp; mTLS in combination with advanced security/ authentication policies to enforce zero-trust. Kong is SOC 2 Type II certified &amp; FIPS 140-2 compliant.</p>	<p><b>Higher risk</b></p> <p>Broken, exposed, or hacked APIs leading to data breaches poses a financial &amp; reputational risk to the organization</p>
<b>Ongoing maintenance</b>	<p><b>Leave the management to Kong</b></p> <p>Always be on the latest &amp; greatest version. We apply software updates &amp; security patches, so you can focus on delivering business value.</p>	<p><b>Self-managed maintenance &amp; monitoring</b></p> <p>You need to track, install &amp; manage software updates &amp; security patches. You need to monitor system capacity &amp; status.</p>
<b>Extensibility</b>	<p><b>Unlimited extensibility</b></p> <p>Easily add advanced security, authentication, transformation &amp; traffic management functionalities with 100+ out-of-the-box plugins, community &amp; custom plugins.</p>	<p><b>Heavy productivity drain</b></p> <p>Developers need to create redundant, custom code to address new use cases &amp; to add network &amp; security functionality for each service.</p>
<b>Kubernetes-native API management</b>	<p><b>Kubernetes ready</b></p> <p>Kong provides 100% Kubernetes-native architecture &amp; interfaces to enable you to take full advantage of the power of Kubernetes.</p>	<p><b>Complex operations to manage Kubernetes APIs</b></p> <p>Manual efforts needed to expose, secure &amp; manage Kubernetes APIs &amp; services.</p>
<b>Automation</b>	<p><b>Ensure consistency with APIOps</b></p> <p>Enable declarative configuration &amp; easily apply proven principles of DevOps &amp; GitOps to automate each phase of the API &amp; microservices lifecycle.</p>	<p><b>Costly, complex &amp; time consuming</b></p> <p>Additional time, cost &amp; complexity of formulating &amp; managing CI/CD processes causing deployment &amp; compliance risks &amp; delaying time-to-market.</p>
<b>Scalability</b>	<p><b>Streamlined &amp; fast</b></p> <p>Kong's light footprint &amp; stateless architecture allows instant scaling up or down to meet customer demand.</p>	<p><b>More infrastructure &amp; configuration changes</b></p> <p>Requires more infrastructure &amp; configuration changes increasing operational cost &amp; complexity to keep up with demand.</p>
<b>Enterprise support &amp; services</b>	<p><b>24/7 x 365 expert support</b></p> <p>Accelerate time to value with Kong's dedicated 24/7 x 365 technical support.</p>	<p><b>High staffing cost</b></p> <p>Significant investment in terms of hiring &amp; managing tech staff as well as SMEs.</p>