



WEBSCALE

WHEN IS A CLOUD NOT A CLOUD?

TOP FIVE QUESTIONS TO ASK YOUR MANAGED HOSTING PROVIDER

OVERVIEW

You'll hear it a lot from managed hosting providers - let us move you to the "cloud"! But it's not always the cloud they take you to, it's either their static datacenter, or a managed and heavily marked up public cloud experience. And it's still bound by many of the same limitations with regards to performance, availability, security and cost of ownership. Moving to the cloud should be about giving you extreme flexibility, infinite capacity, predictive scalability, and ideally, lower bills by having a system that is always right-sized, so you only pay for what you use. Is your managed hosting provider delivering on all of this?

The Top Five Questions to Ask Before Signing up with "Clouds" from any of these Providers



1. ARE YOU READY FOR PRIME TIME?

Imagine your marketing promotion or influencer campaigns resulted in a large and dramatic increase in visitors to your website. Your website needs to react accordingly and automatically scale to cater to that valuable surge in traffic. Most hosting providers don't offer predictive auto-scaling - the ability to scale out as your demand increases so you only use the resources you need and maintain consistent response times to your users. At best, you'll be assigned a maximum capacity that you could still well exceed or reactive autoscaling with a deteriorated user experience at higher traffic volumes. And all the time you're *not* using that capacity, you're wasting money! Webscale offers proactive application auto-scaling, capable of forecasting traffic surges and scaling ahead of demand automatically. The Webscale technology keeps page load times consistent, and websites fast and available, regardless of the increasing volume of visitors.



2. ARE YOU PAYING ONLY FOR WHAT YOU USE?

Without auto-scaling, you're forced to buy excess capacity or extra servers to cover you in the event of a traffic surge. Exceed that capacity and your site slows to a snail's pace, or more likely, goes down completely. Stay under that capacity, and you're "over-provisioned" and paying for resources you're not using. It's not what the true cloud was designed for. With Webscale, your infrastructure is always right-sized, scaling out with demand, and scaling back as soon as that demand subsides, keeping your costs to a minimum while your performance stays blazing fast.



3. IS YOUR SITE BLAZING-FAST? HAVE HELP TO GET IT THERE?

While some hosting providers may offer a CDN to help performance, that's only one piece of the performance challenge. Webscale accelerates applications with inbuilt caching at the ADC layer and integrating with globally deployed cloud CDN caches close to users anywhere in the world. Webscale also deploys advanced content optimization techniques such as Javascript minification and image manipulation to automatically optimize assets for each web request. By reducing page size and subsequently, the number of server requests, Webscale maximizes the performance of your website for all workloads, specifically mobile, delivering a fast, consistent user experience.



4. ARE YOU SECURING YOUR SITE AND YOUR CUSTOMER'S DATA?

Malicious attacks are on the up, and your website and your customers' data are at risk if you don't have the right protection in place. Compliance laws require that you do so. DDoS mitigation is one step, but application-aware protection for both data traffic at the browser level, and the complete backend application infrastructure is critical. Webscale's decentralized, software-defined application delivery architecture allows the data plane to reside in close proximity to the application, giving it unprecedented, real-time insight into all activity, while its control plane is able to make changes and deploy safeguards if issues are detected.



5. DO YOU HAVE A PLAN IF THERE'S AN OUTAGE?

Recent events have shown that even AWS can have outages and affect many in the process. It is critical to have a business continuity plan that helps you bounce back from an outage faster than anyone else. Neither Nexcess, Peer1, Rackspace, Simple Helix nor Zerolag offer any kind of failover procedure for your site - if they experience operational downtime, you're losing customers, maybe forever, and you're losing precious revenue. Webscale Multi-Cloud Disaster Recovery (DR) operates across different regions of a cloud provider, or entirely different cloud providers, to provide a disaster recovery plan that helps businesses remain high performing in the event of operational downtime. Webscale's DR services, and our regular 24x7x365 support function are all backed by our industry-leading SLAs, guaranteeing a rapid return to business.



HOW DO WE STACK UP?

	WEBSCALE	NEXCESS	PEER1	RACKSPACE	SIMPLE HELIX	ZEROLAG
Proactive Auto Scaling	✓	✗	✗	✗	✗	✗
Application Layer Auto Scaling	✓	✗	✗	—	✗	✗
Public Cloud	✓	✗	✗	✓	✗	✗
Cloud Agnostic	✓	✗	✗	✗	✗	✗
Content Optimization	✓	✗	✗	✓	✗	✓
WAF	✓	✗	—	✗	✗	✗
Disaster Recovery	✓	✗	✗	✗	✗	✗
CDN	✓	✓	✓	✓	✓	✓
Self-Service	✓	✗	✗	✗	✗	✗
TCO	✓	✗	✗	✗	✗	✗
Global 24/7 Support	✓	✓	✓	✓	✓	✓

— Limited support