



StorPool
DISTRIBUTED STORAGE



**HIGHLY AVAILABLE
SHARED HOSTING**

**Highly dangerous for
your competitors!**

HIGHLY AVAILABLE SHARED HOSTING



A simple, yet powerful new concept which helps companies build extremely cost-effective and powerful shared hosting service!

Reduce the headache and increase the margins of your shared hosting by adopting Highly Available Shared Hosting.

The hosting business is changing...

Hosting business is constantly changing. The big players such as Amazon make it hard for the small and medium-sized providers to survive. And when it comes to measuring the margins, this is not a business with 300% profit. The increased customers' expectations and rising demand for free extras can sometimes push you to the wall.

In the vast sea of web hosting companies, what is your chance to take a bigger market share and win the battle with your competitors?



Why should you switch from traditional hosting to highly available shared hosting?

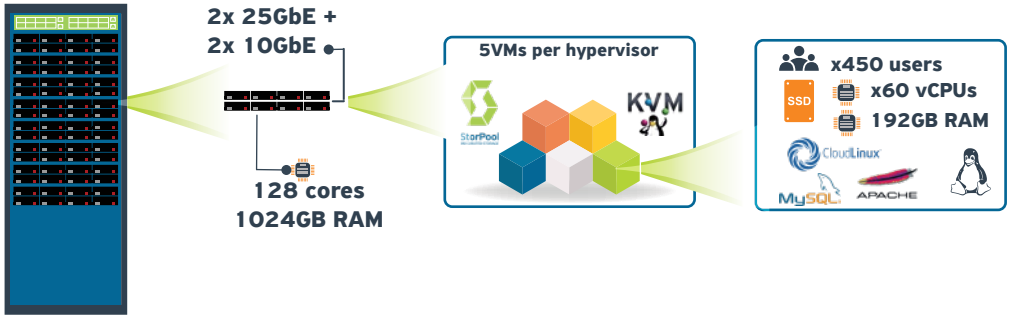
✓ Cost optimization

You will decrease the total amount of servers used (CAPEX) and overall costs. You will be able to deliver high availability and all-NVMe, thus increasing your customers' satisfaction!

✓ Better Service quality



HIGHLY AVAILABLE SHARED HOSTING ARCHITECTURE



In the Highly Available Shared Hosting **each of the physical shared hosting servers is converted to a virtual machine**, running on highly available VM infrastructure. The data is completely secured by **triple replication**. If a driver or a hypervisor fails, the system will continue to work as if nothing happened.

The VM infrastructure is built with high performance and high efficiency in mind.

Highly Available Shared Hosting gives you:

- ✓ Lower total cost of ownership.
- ✓ Higher service performance and reliability.
- ✓ Reduced salary costs on managing hardware and software.
- ✓ Better margins, lower churn and word of mouth growth.

By using a highly available shared hosting architecture all hosting providers can receive two types of benefits:

✓ Business Benefits

Getting a competitive advantage and increasing your profit margins. Plus lower customer churn and more word of mouth growth.

✓ Technical Benefits

Improving your infrastructure efficiency and reliability. Decreasing your support team's effort in their day-to-day work.

BUSINESS BENEFITS



✔ Competitive advantage

Improve service performance and service availability. Decrease churn. Take your team out of fighting every-day problems and focus them on higher-value areas of your business.

✔ Less work for your team. Focus on what matters!

Manage 6 times less physical servers! Fewer trips to the data centre. Perform preventative maintenance on physical servers without maintenance windows or downtime.

✔ Reduced costs

The new architecture provides a quantum leap in service quality at lower overall cost. Cutting these costs enables you to invest in your hosting business growth and development!

TECHNICAL BENEFITS



✔ High-availability of the infrastructure

✔ No more downtime during maintenance

✔ Blazing all-NVMe performance

✔ No vendor lock-in and commodity hardware usage

✔ No bandwidth shortage in peak moments

✔ High hardware utilization

Are you ready to take your shared hosting to the next level?
Schedule a free demo! Write us at info@storpool.com

COMPARISON

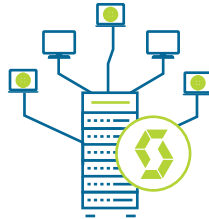
Below is a comparison of traditional shared hosting (local storage) with the highly available shared hosting (shared storage, hyper-converged). We base the calculation on a small scale shared hosting, having **9000 customers**. This can be scaled as necessary.

	Traditional Hosting	Highly Available Shared Hosting
Service level and storage	Local storage with no HA and live migration	Shared SSD storage with 0% downtime
Physical servers	32	5
Physical server configuration	1RU chassis 2x Xeon Silver 4210 128 GB RAM 6x 960 GB SSDs used as local RAID storage Integrated 4x GigE NIC Approx. \$5,000 per server	1 RU chassis 2x EPYC 7502 1024 GB RAM 4x 7.68 TB NVMeS used in SP storage system Integrated 4x 10G NIC 2-port 25G NIC Approx. \$18,000 per server
Physical servers used for redundancy	2 of 32, cold spares	1 of 5, active-active
Shared hosting servers	30 physical	20 VMs in 5 physical servers
Users per shared hosting server	300	450+
RAM per shared hosting server/VM	128 GB	192 GB
CPU per shared hosting server	20 physical cores, 40 hardware threads at 2.7GHz	60 vCPUs at 3.0 GHz, oversubscribed
Storage resources delivered	3 TB local SATA SSD storage RAID 10	2.25TB stored data on 5+ TB logical virtual disk
Internet connections	2x GigE per physical server	2x 10GbE per physical server
Performance	Depending on the configuration	From 1,000,000+ IOPS and ~0.1 milliseconds latency
Estimated rack space	34 RU	6 RU
Power consumption	7.60 kW	2.09 kW
Estimated cost per user per month over 36 months	\$0.85 / user / month	\$0.73 / user / month

THE FASTEST AND MOST EFFICIENT DISTRIBUTED BLOCK STORAGE FOR:



CLOUD HOSTING



SHARED HOSTING



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