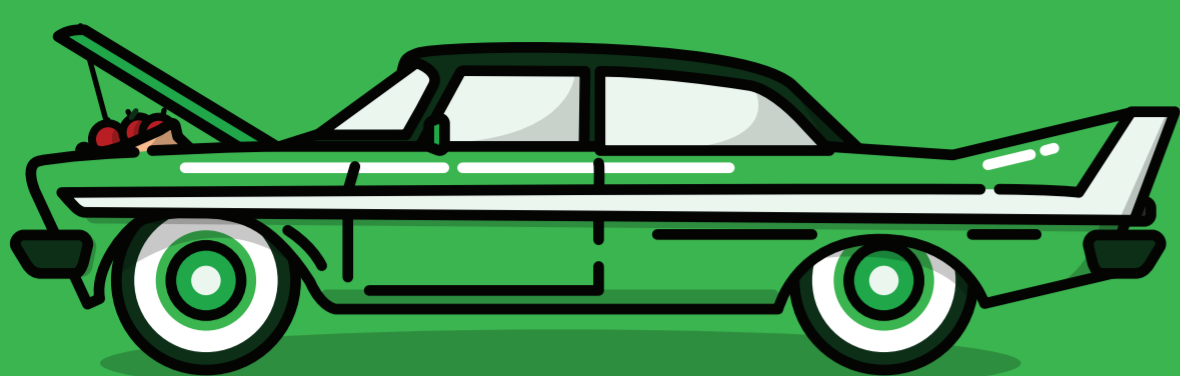


What's under the hood? Lots of Cache.

We set out to build hosting platform that the WordPress community could trust and respect. Our development team included WordPress experts and community members that knew exactly what they wanted.

The results? A secure hosting architecture that yields:



- ✓ Fast page loads
- ✓ Instantly scalable resources
- ✓ 99.9% reliability
- ✓ With “must have” features for advanced users

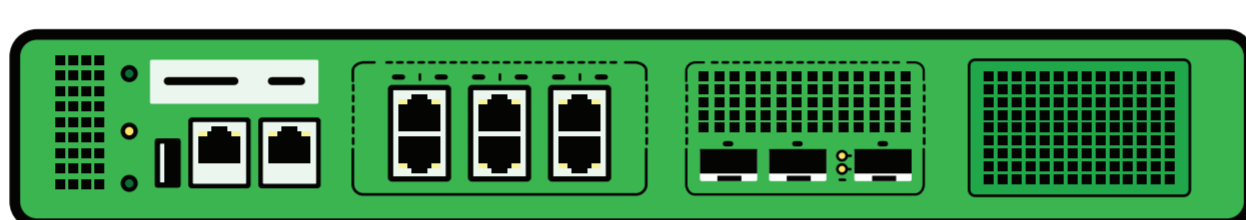
Managed WordPress Hosting Architecture

Multiple Data Centers—Redundant Global Network @ 1000 MBs capacity



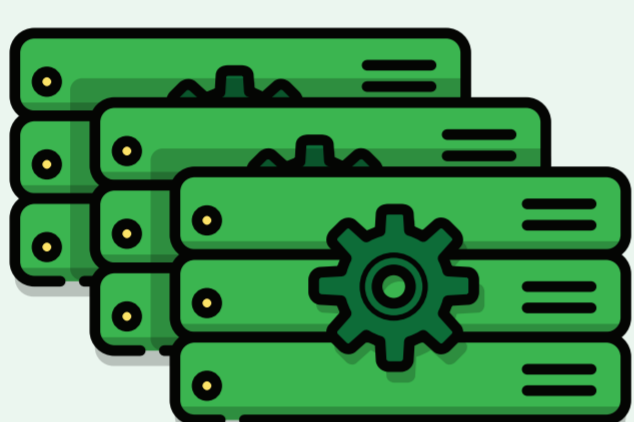
Even our domains are fast!

2. Load Balancer



Traffic is never throttled by a single box.

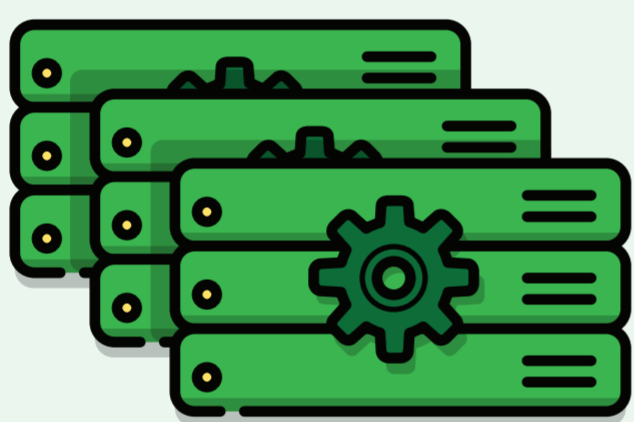
100s of clustered servers.
Get highly scalable resources --- instantly.



Cache reduces backend server load by up to 89%.

3. Varnish Caching Servers

16 core with SSDs



4. Apache Web Servers

16 core with SSD (PHP 5.6)

5. Redis Object Caching Servers



6. Storage - High Capacity

Dedicated SSD files, optimized for WP content and ARC filer cache

Massive storage filers, redundant file system.

7. Database

Dedicated SSDs, optimized for WP databases (MySQL 5.6)

Master/Master servers for rapid failover.

Architecture diagram descriptions – Here's what it means

1. **Global DNS:** GoDaddy processes billions of DNS requests per day with over 168 POPs to serve up domain names fast.

speed

2. **A10 Load Balancer:** Traffic is never throttled by a single box. Load balancers spread traffic across more connections so sites are highly available.

speed

Multi-clustered servers to instantly scale resources (CPU, RAM, Connections)

3. **Varnish Caching Servers:** Stores a copy of the web page and serves it directly from memory for lightning fast content delivery, rather than hitting the HTTP server and loading data from the database and file storage. If server fails, Varnish cache continues to serve cached content.

speed

reliable

scale

4. **Apache Web Servers:** Uncached requests are sent to Apache HTTP, the worlds most popular webserver with a long history of reliability and performance.

5. **Redis Object Cache:** Stores complex database queries, saving a round trip to the database and reducing load on the MySQL backend.

6. **SSD Storage - High Capacity Filer - High Capacity Filer** backed with SSDs and optimized for WordPress. Files are stored on a highly available and redundant file system using ARC filer cache – retrieving data in nanoseconds.

speed

reliable

7. **SSD Database - MySQL database servers** paired in a Master Master configuration to allow for rapid failover. Backed by SSDs and configured for fast failover.

speed

reliable