

# Alternatives to Shared Hosting for Resellers

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# whoami

- Product Manager and Reseller Evangelist @LiquidWeb
- 6+ years experience working with Resellers
- Passions
  - Performance Tuning / Benchmarking
  - Helping Businesses Grow
  - Hearthstone! Add me! parabol#1760
- Website / Wiki - <https://wiki.mikejung.biz>



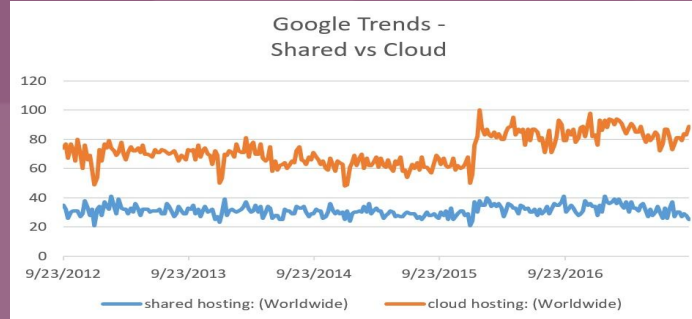
(Not actually buff in real life,  
but the Hearthstone rank is :)

# Why I'm Here / Agenda

- To meet you fine people!
- To get a feel for what you all do, and care about.
- Provide my view of the hosting landscape, vicariously, through my interactions with Resellers.
- Provide some tips for optimizing server and site performance.

# The Past and Future - Shared Hosting

- Outdated or still relevant?



- Seems to draw in the “low end” customers. Worth supporting? Is there a growth path from shared to dedicated?
- Use Dedicated or VM / VPS? How quickly can you scale?
- Does it generate \$\$\$? At what cost? (support, overhead, OPEX)?
- Liquid Web has started developing PaaS in favor of Shared Hosting

# Today - Cloud Hosting

- Welcome to the Cloud
- Is Cloud a feature or a thing?
- Everyone wants the Cloud! Do they want the same Cloud?
- Is Cloud Hosting just Shared Hosting in disguise? Does it matter?
- Automation + Shared Hosting - Line starts to blur
- Forget about Cloud Hosting, make it As a Service! (SaaS and PaaS)



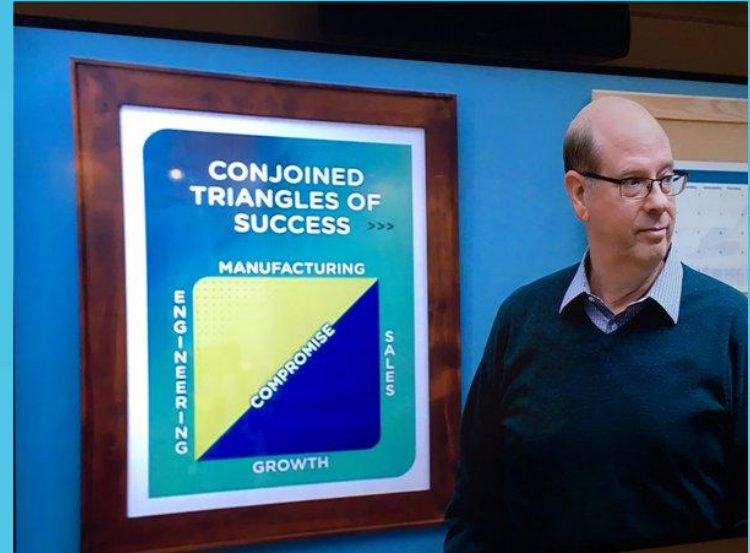
# The Future - Platforms and APIs

- Platform as a Service(PaaS) the new promise land?
- Does take off some burden - let someone else handle the platform
- Also leaves you powerless when it comes to platform choices
- Industry is moving in this direction – (Heroku, Pantheon, CloudSites, etc, etc) – Only direction moving forward?
- Build your own with control panels, apis and plugins? Resell existing PaaS? – What are your customers needs?



# Cloud or no Cloud – Same Challenges Appear

- Performance, Cost, Resources and End User Satisfaction
- Can you have / provide it all? Magic formula?
- Increase Growth or Profits? Why not both?
- Utilize traditional shared hosting + cloud + platforms, provide it all!
- WHMCS allows this to happen. Will we see more competitors in this s



# Measure Infrastructure Performance

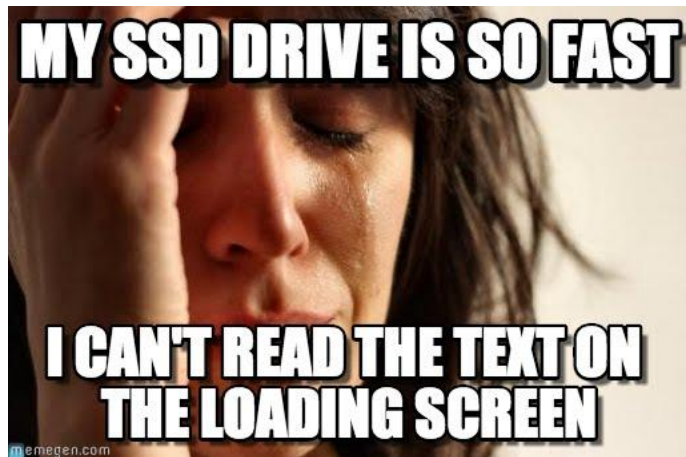
- Not all servers are created equal!
- Find the right foundation to build on top of
- CPU / vCPU counts don't tell the whole story.
- Disk I/O matters - not just sequential read
- Tons of free tools out there
- Why not find the best Price/Performance?





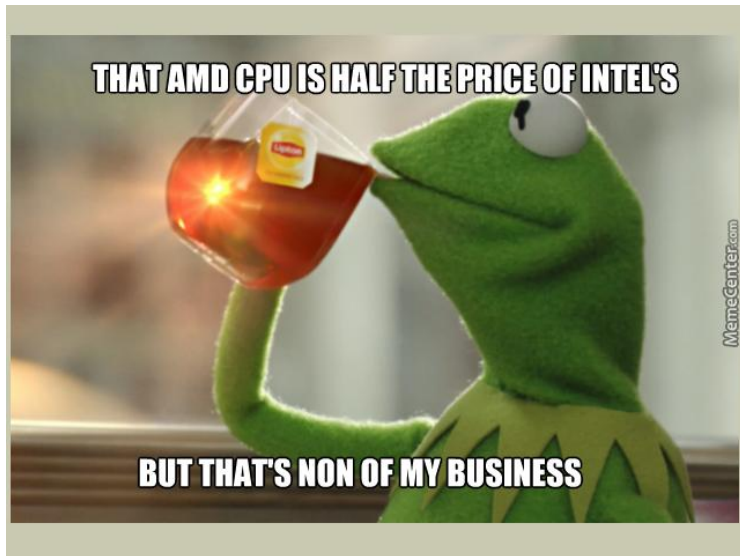
# Disk I/O - FIO

- Excellent tool for stressing out storage
- Random Read - seems to be most common
- Random Write - my favorite metric
- Databases and apps need to write to disk, sometimes causes a lock = I/O wait = Load
- 95% response times
- <https://github.com/axboe/fio>



# CPU - GeekBench

- Commercial tool, worth the price if you do a lot of benchmarking
- Easy to run, upload results and compare to other CPUs
- vCPUs are arbitrary - GeekBench MultiCore result is not
- Single Socket generally provides highest performance
- Multi Core doesn't seem to scale as well
- <http://geekbench.com/>



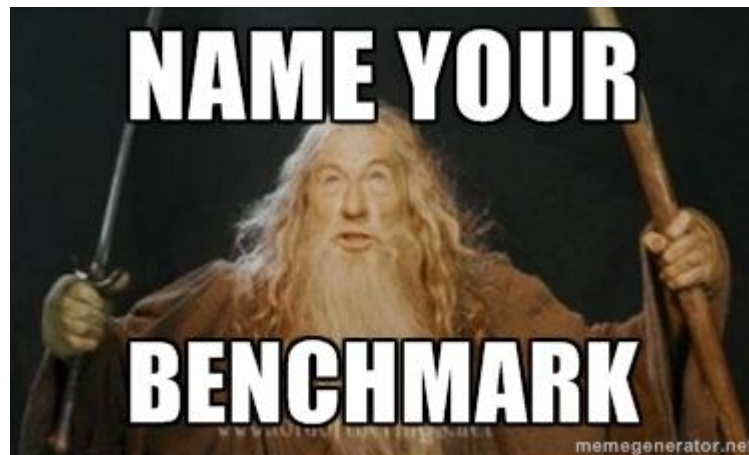
# Database - SysBench

- Helps provide a somewhat standard baseline
- Don't guess if a setting helped, test and measure!
- Has OLTP Read-Only, Read/Write, Transactional, many other modes
- Also used as a second opinion for Disk I/O benchmarks
- <https://github.com/akopytov/sysbench>



# You Name It - Phoronix Test Suite

- 100+ benchmarks to run
- Apache, Nginx, PHP are a few relevant ones
- Great for a quick, basic benchmark
- Not the best tool for extensive / in depth benchmarking (imho)
- <https://www.phoronix-test-suite.com/>



# Optimize Website Performance



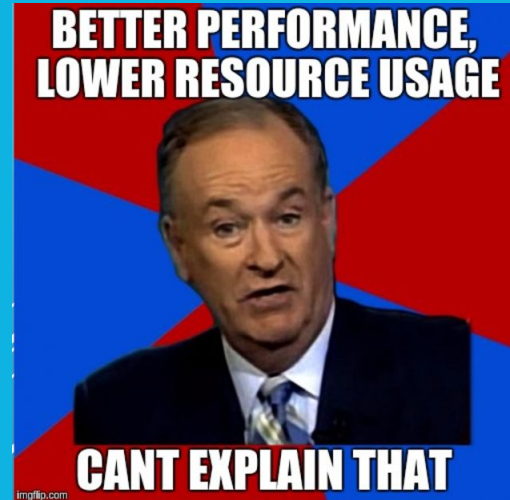
ApacheBench



- Start with what matters, your customer's site / app!
- Measure website performance regularly.
- Load Test / DoS your servers / infrastructure before going live (let your provider know first!)
- Commercial tools like LoadStorm make it easy to impress your clients
- Can also use free software like Siege and ApacheBench
- Resource / APM help figure out what magic formula is
- Don't just look at numbers and be done, act on / improve this, explain to your customers

# Summary

- Shared Hosting will **always be around**, just in disguise (cloud hosting)
- Finding the best formula for customer **density** still a challenge for most
  
- Don't guess or assume - **Benchmark!**
- **Optimize** based on your customer's needs.
- **Faster sites = happier customers = growing business**



# Thank You!

Questions?

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