

Time remaining until  
next presentation:

:15

**Set...**

**NEXT PRESENTATION:**

**#2 - Server Systems Configurations**  
Michael Jensen, Millcreek Systems, Inc.



# Server Systems Configurations and Options

**Get your business online, the right way...**

Michael Jensen  
Millcreek Systems, Inc.



# Register your domain

- Use .com
- Easy to remember
- trytokeepyourdomainnameshort.com
- Should only cost approx. \$10/yr



# Use YOUR domain for email



# Email provider options

- Host your own (bad idea)
- Provided by your domain registrar
- Other Email hosting provider
- Google Apps (free for up to 50 accounts)

# Other Google Apps benefits

- Excellent spam filter
- Instant Messaging (Google Talk)
- Shared Calendar
- Shared Documents
- Google Sites

# Shared Hosting

- Many websites running on the same servers
- Most cost effective for low traffic sites
- Site performance may suffer due to “bad neighbors”
- Limitations on running custom software
- Typical monthly cost: \$5-10



# Virtual Server

- Multiple virtual servers run on one physical server
- Guaranteed resources
- Enables you to run highly customized software
- Typical monthly cost: \$40-80

# Dedicated Servers

- Leased/rented
- You have full control over the server
- No resources shared with anyone
- Typical monthly cost: \$100-400



# Colocated Servers

- You own the hardware
- Able to use customized hardware
- Rent space/bandwidth/power from datacenter
- Can expand fill many racks
- Typical monthly cost: \$150-∞

# Cloud Servers

- As low as \$30/month
- Rapid launch of new servers
- Only pay for what you use (by the hour)



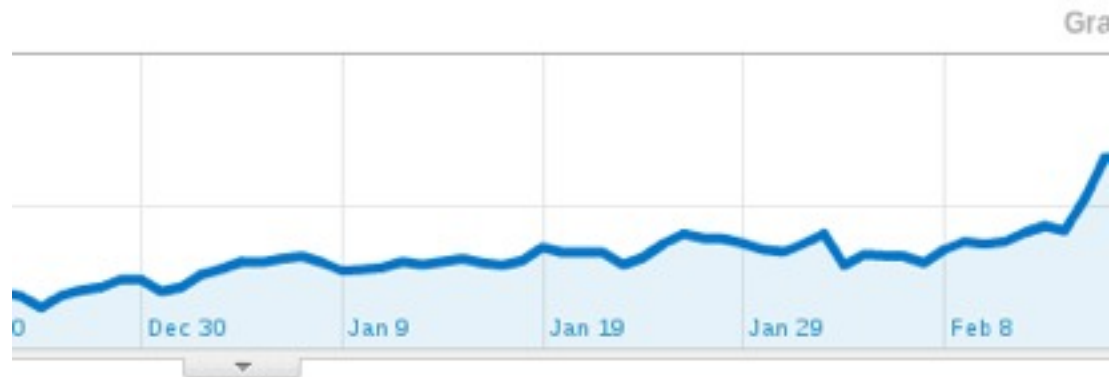
# Amazon S3 & Cloudfront

- Option for completely static website
- Extremely fast and reliable
- Monthly cost: less than \$1

# Metrics

At a minimum, setup website analytics.

Setup reporting specific to your architecture and site functionality.



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# Site Performance

- Optimize your architecture so that your website responds fast for your users.
- Throwing more hardware at a software performance problem is an expensive way to fix it.

# Data Security

- Restrict who has full access to your systems
- Protect personal data
- Encrypt sensitive data



# “The server is down!”

Usual causes: failure & overcapacity

Typical fixes: redundancy & loadbalancing



# Backups

Every week 140,000 hard drives crash  
in the United States.

60% of companies that lose their data  
will shut down within 6 months of the disaster.



# Plan for Growth



- Keep long term in mind
- Implement to stay one step ahead

# Cache your data

- Utilize caching at all layers
  - Web browser
  - Webserver
  - Pre-database cache
  - Database
  - (and anywhere else you can along the way)



# Cluster Databases



Many free (MySQL cluster, Cassandra, Hadoop)  
and expensive options (Oracle RAC, SQL server)

# Millcreek Systems, Inc.

Linux Server Management Experts  
Server monitoring, maintenance, scaling and  
performance.

Michael Jensen

801-709-0706

michael@millcreeksys.com

<http://www.millcreeksys.com>

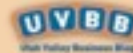
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the next  
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