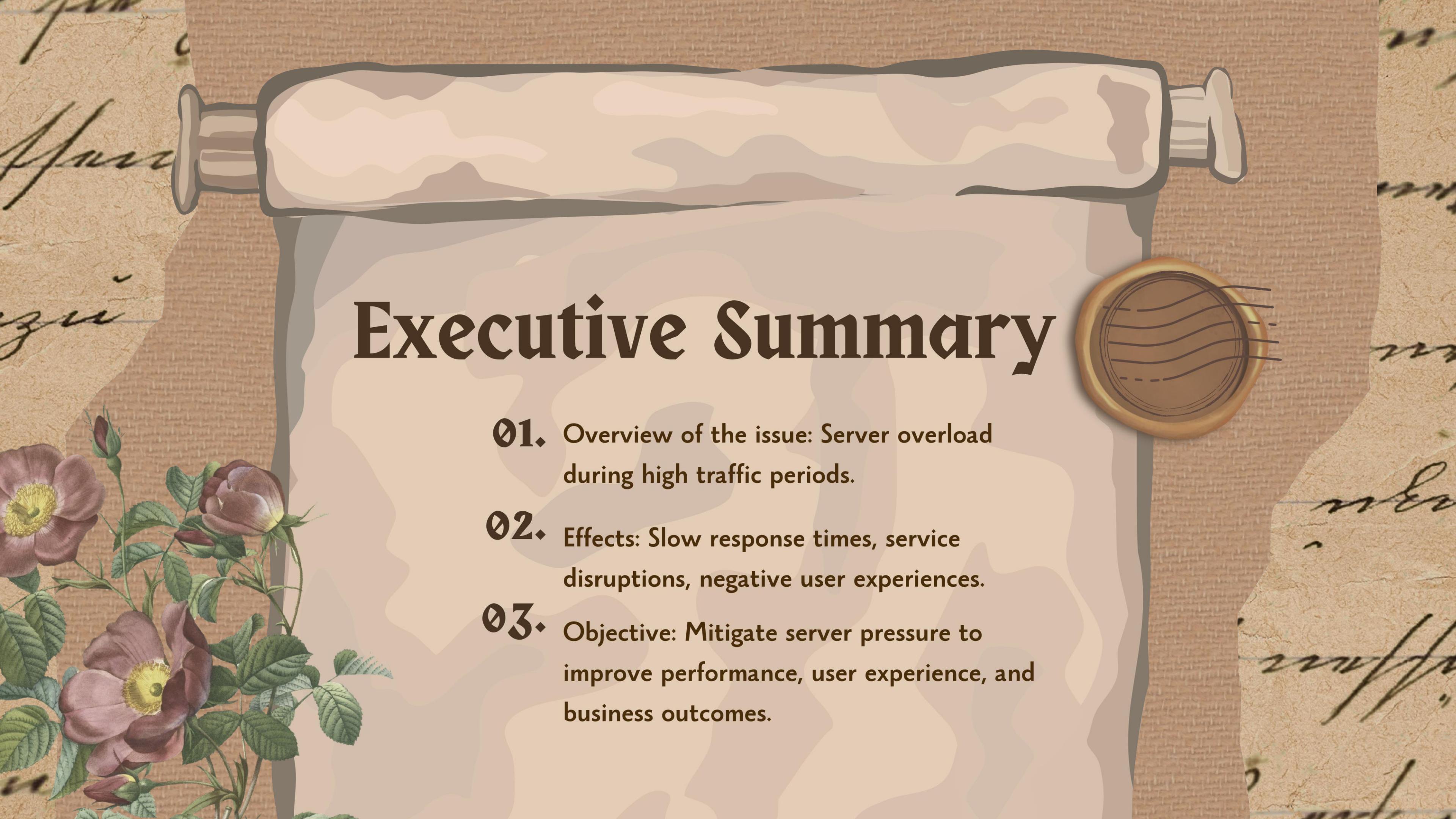


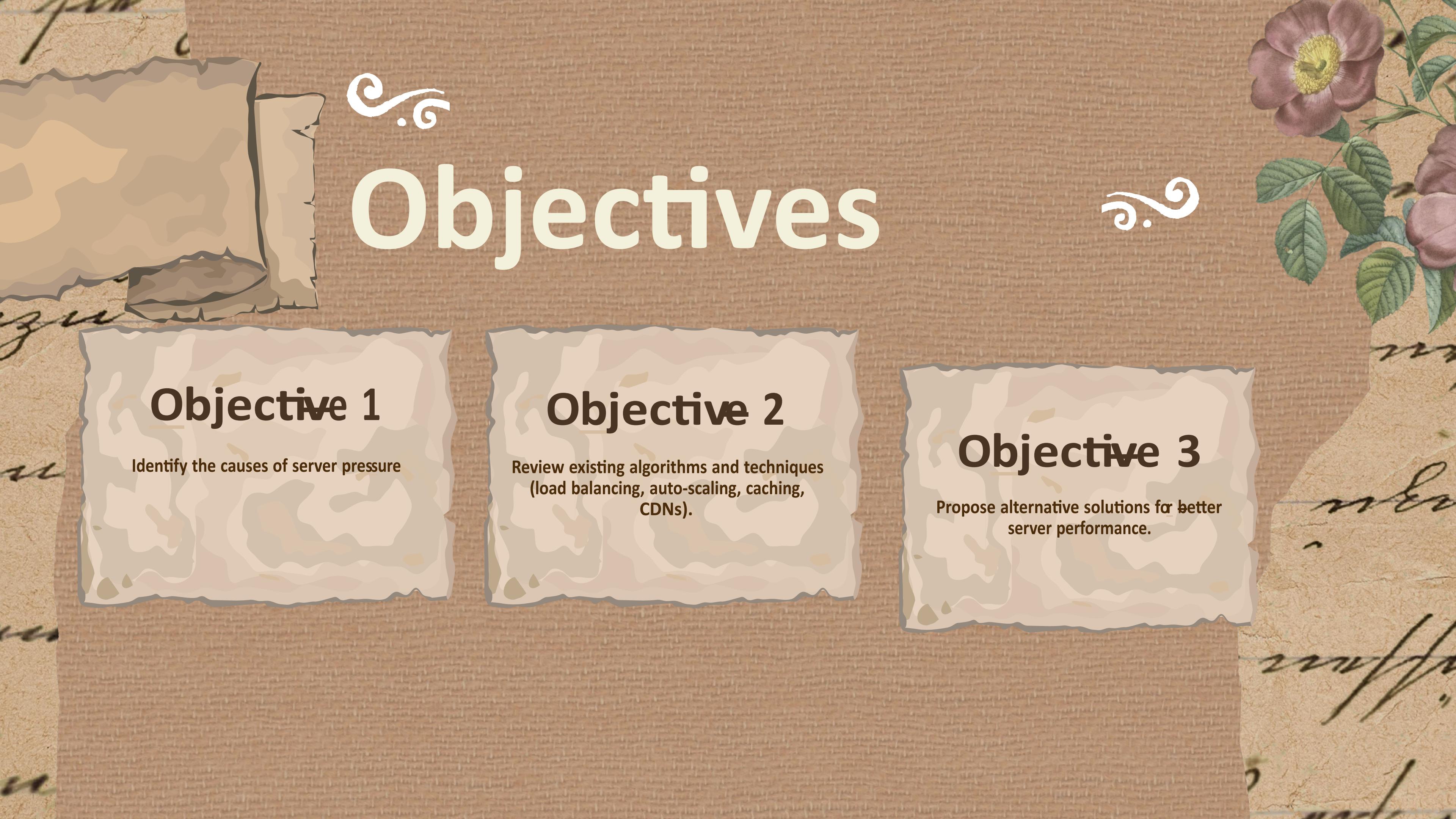


Server Pressure Due To High Traffic Demand



Executive Summary

- 01.** Overview of the issue: Server overload during high traffic periods.
- 02.** Effects: Slow response times, service disruptions, negative user experiences.
- 03.** Objective: Mitigate server pressure to improve performance, user experience, and business outcomes.



Objectives

Objective 1

Identify the causes of server pressure

Objective 2

Review existing algorithms and techniques
(load balancing, auto-scaling, caching,
CDNs).

Objective 3

Propose alternative solutions for better
server performance.

Introduction



- **Growing Demand:** The rise of internet-based services, such as e-commerce, streaming, and cloud applications, has dramatically increased the strain on servers, especially during peak events like flash sales or viral content.
- **Server Overload:** During these surges, servers can become overwhelmed, leading to slow response times, crashes, and poor user experiences.
- **Current Solutions:** Techniques like load balancing, auto-scaling, caching, and CDNs are used to manage traffic. However, these methods are often reactive, only addressing problems after server strain has begun.
- **Challenges:** Traffic patterns are unpredictable, and existing solutions can be costly and inefficient, especially for small businesses. They often fail to prevent initial slowdowns during sudden surges.
- **Need for Proactive Approaches:** There's a growing need for proactive solutions that predict and handle traffic spikes in advance, ensuring better server performance and user satisfaction.

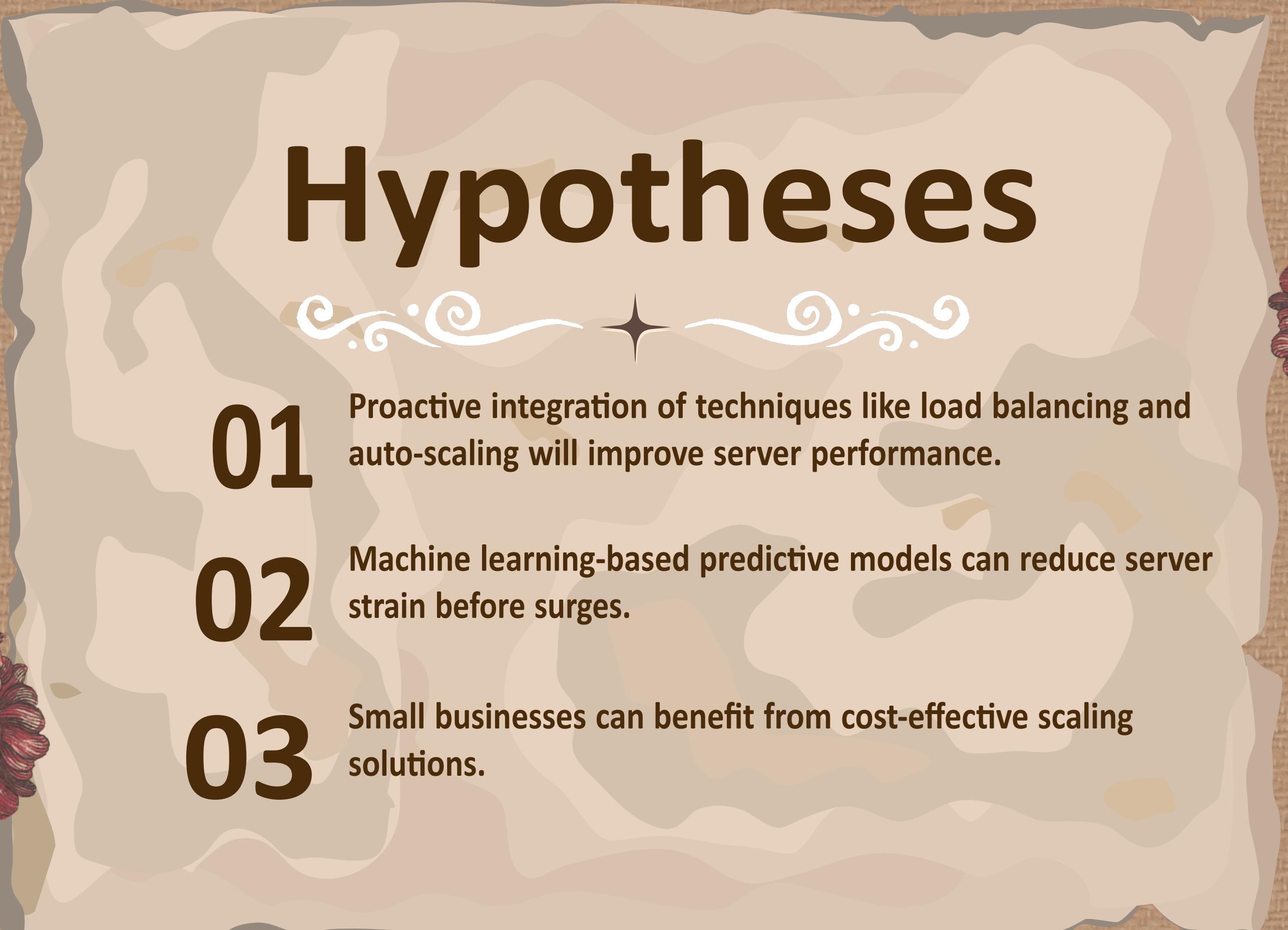
Problem statement

- Increasing traffic overwhelms servers during events like flash sales or viral content.
- Limitations of current reactive strategies (load balancing, auto-scaling, caching).
- Need for more proactive solutions to manage unpredictable traffic surges.

Research Questions

- How can server performance be improved using load balancing and auto-scaling?
- What are the limitations of caching and CDN strategies?
- Can proactive server management reduce latency and overload during traffic peaks?

Hypotheses



01

Proactive integration of techniques like load balancing and auto-scaling will improve server performance.

02

Machine learning-based predictive models can reduce server strain before surges.

03

Small businesses can benefit from cost-effective scaling solutions.

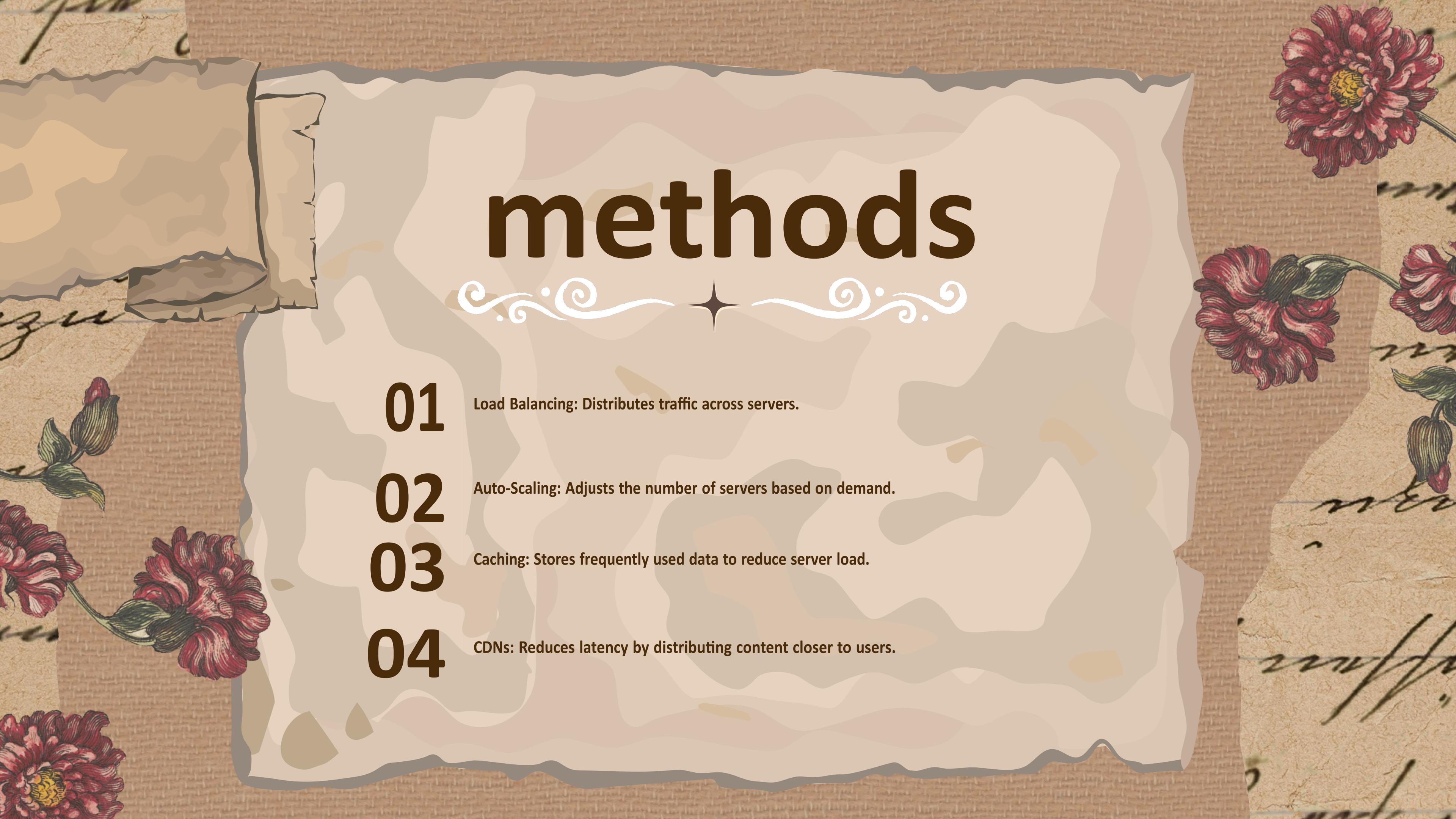
Research Methodology

Literature review of existing traffic management techniques.

Data collection through cloud-based traffic simulations.

Metrics: Response time, server utilization, latency, cache hit ratios.

methods



- 01
- 02
- 03
- 04

Load Balancing: Distributes traffic across servers.

Auto-Scaling: Adjusts the number of servers based on demand.

Caching: Stores frequently used data to reduce server load.

CDNs: Reduces latency by distributing content closer to users.



01

Load Balancing

Key techniques

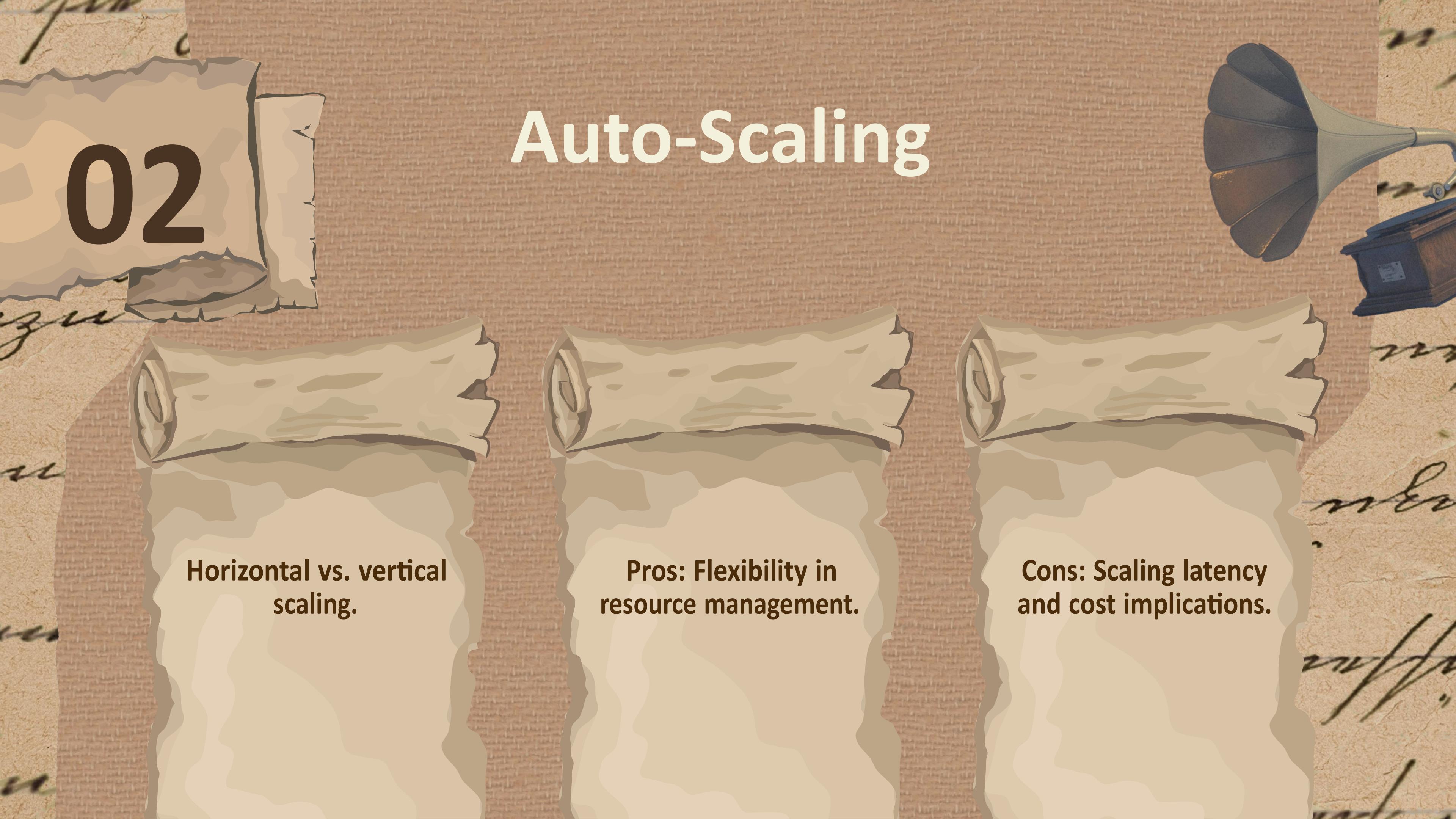
Round-Robin, Least Connections, IP Hashing.

Benefits

Dynamic traffic distribution, handling of surges.

Challenges

Caching reduced server load by up to 50% in high-traffic situations.



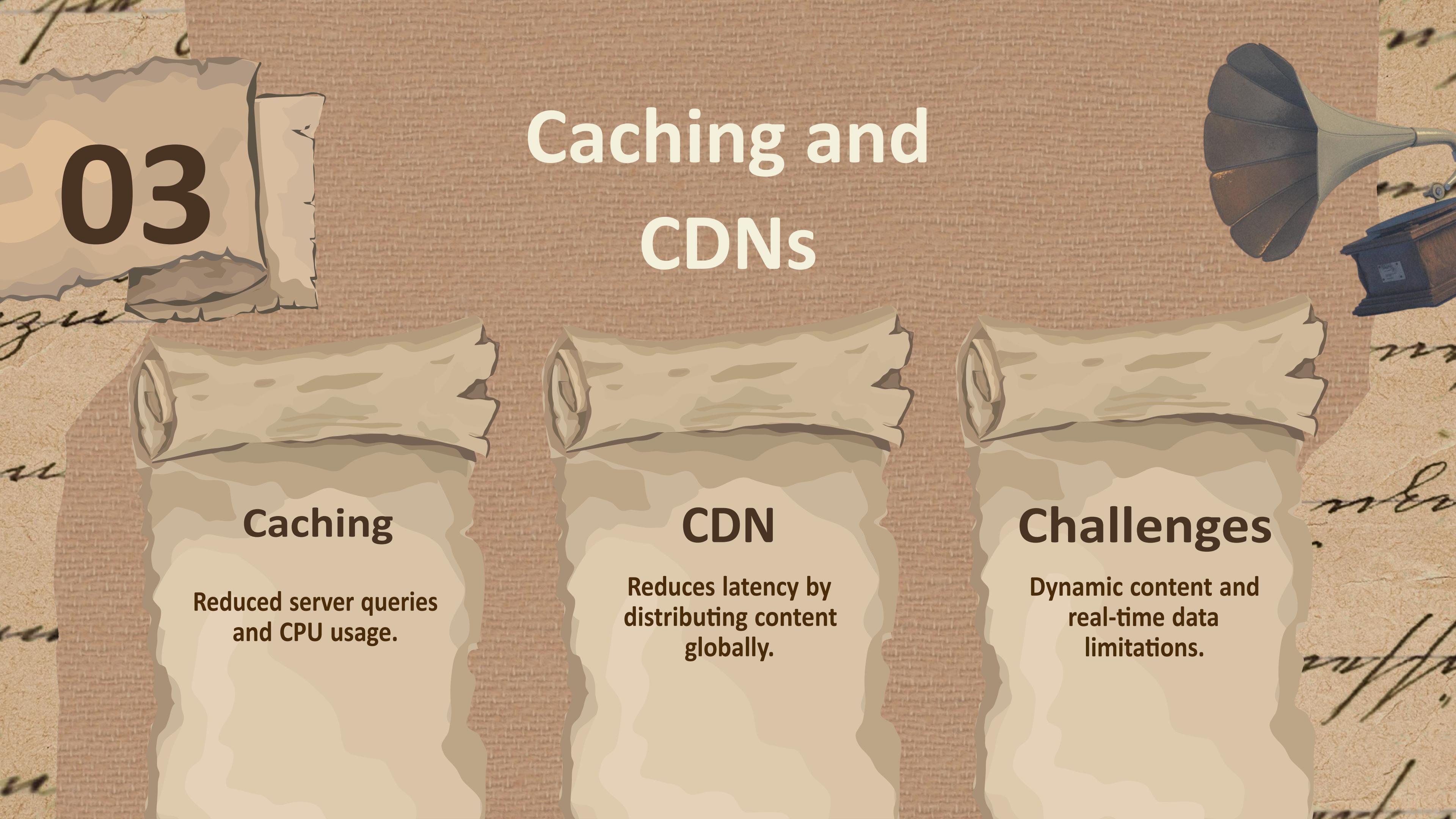
02

Auto-Scaling

Horizontal vs. vertical scaling.

Pros: Flexibility in resource management.

Cons: Scaling latency and cost implications.



03

Caching and CDNs

Caching

Reduced server queries
and CPU usage.

CDN

Reduces latency by
distributing content
globally.

Challenges

Dynamic content and
real-time data
limitations.

Critical Analysis

- **Strengths:** Load balancing, auto-scaling, caching, and CDNs are effective for managing static content and predictable traffic.
- **Weaknesses:** Limitations in dynamic environments and real-time traffic.
- **Future potential:** Machine learning integration for proactive server management.

03

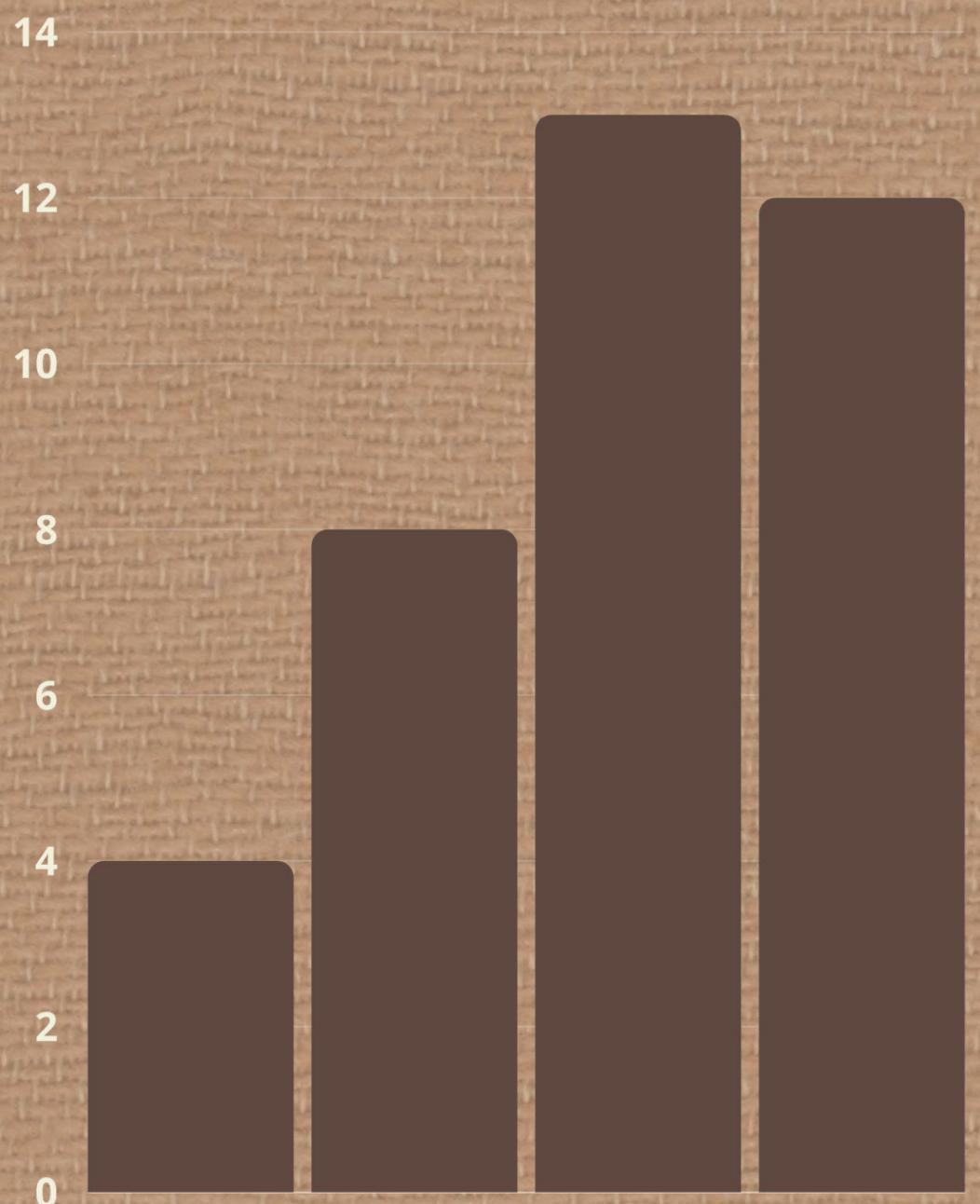
Proposed Solution

Hybrid approach combining load balancing, auto-scaling, caching, CDNs, and machine learning.

Anticipate and prepare for traffic surges to prevent overload.

Expected Results

- Proactive management via traffic prediction.
- Cost-effective scalability for small businesses.





- Improved server performance and reduced latency.

10 20 30 40

Conclusions

- Current Solutions and Their Limitations: While existing strategies like load balancing, autoscaling, caching, and CDNs have proven effective, they are often reactive and struggle with dynamic traffic conditions. These techniques are well-suited for managing static or predictable loads, but during sudden surges or highly dynamic events, such as flash sales or viral content, their limitations become evident. This results in latency, server overload, or even failures that degrade the user experience.
- Need for Proactive and Hybrid Approaches: To meet the demands of modern digital platforms, a more proactive approach is needed. Predictive models, particularly those using machine learning, offer a promising way forward. By forecasting traffic patterns and anticipating surges before they occur, resources can be preemptively allocated, significantly reducing response times and improving overall system performance.

times and preventing overloads. This reduces reliance on purely reactive methods and ensures servers remain responsive even during unpredictable traffic spikes.

The Future of Server Management: Combining traditional server management techniques with advanced predictive models and hybrid solutions is crucial for the future. Hybrid approaches can integrate multiple strategies, balancing load, dynamically scaling, and efficiently caching, while predictive algorithms handle unexpected demand. This will enhance overall performance, reduce downtime, and improve scalability—essential for businesses to maintain seamless operations in a world increasingly dependent on digital services.