Vercel: A Modern Hosting Solution

Aaron Doyle  
*Department of Computing*  
*SETU Carlow*Carlow, Ireland  
C00272515@setu.ie

# Introduction

This report aims to explore and discuss Vercel and how it is revolutionising web application hosting. Vercel is a cloud platform that aims to facilitate the hosting and instantaneous deployment of modern front end web applications. In this modern age trying to find a hosting service for web applications, especially ones that offer free hosting is an extremely tough task.

Unlike platforms like AWS or Azure who offer a hosting service for a full stack web application, Vercel has a different target audience. Vercel is purely focused on the front-end developers and how easy and seamless they can make the process of deploying their front-end web applications to the web. This is where they differ from the other cloud deployment services available. Unlike AWS and Azure where the end user is required to do a lot of server configuration which can be very confusing for the user and leads to big problems later down the line if it isn’t configured correctly, Vercel handles all of this for the user as it is serverless for the user. This is a big benefit for front-end developers who might not have the knowledge of setting up the server correctly for their needs.

Vercel have some very big companies included as their use cases such as the likes of Chick-Fil-A, Stripe, Sonos, Adobe and Loom just to name a few.

I have used Vercel myself for some personal projects as for front end web applications the process of deploying it is seamless. Traditional deployment can be very time consuming as you need to specify every aspect of your application and manually deploy every time a change is made to your application. Fast and automated deployment is so important in the modern age as the tech world is progressing and expanding at such a rapid rate and the expectations and deadlines that are put on developers to create and ship new features and products is increasing exponentially. My use of Vercel is what made me want to choose it for this report as I would like to further my knowledge on the platform so that I can find out where it excels and where it falls.

Vercel excels as when linked to your GitHub account it can automatically deploy the updated version of your application when a push to main is made which takes the need for manual deployment away from the user. This can be very useful as manual deployment can lead to human error in the deployment process compared to when it is automated. In this report I will discuss the benefits and detriments of Vercel and how it is a leader in modern age front end web application hosting and deployment. I will also be delving into and discussing the architecture of the platform and how it works at a deeper level.

# Literature Review

## Serverless vs Traditional Hosting & Deployment [1]

This section of the Literature Review aims to discover and highlight the key differences in Serverless vs Traditional hosting and how it can benefit Vercel and their target audience. The first piece of research that I wanted to carry out so I could build a foundation of knowledge on this topic was the strengths and weaknesses of the different types of hosting and deployment. Vercel is very much a serverless hosting platform, but I wanted to see what the benefits of each were. There are great benefits for both, starting with traditional hosting, this Is a better method if you need full control over the entire environment. You might need this for a few reasons such as the software you are using might need specific requirements on the server or you need to have very monitored control over the hardware resources if it’s a high intensity application. The issue with traditional hosting methods is that it is all down to the user to configure and manage throughout the lifecycle of the application. For certain applications this won’t be a big issue but for smaller applications this can be a lot of needless overhead. This brings us on to the serverless hosting and deployment services such as Vercel.

Vercel have made the right choice here in making this a serverless platform as for their target audience and projects you don’t want a huge overhead of managing the specifics of the server. A big benefit of having serverless hosting is that it auto scales. What is meant by this is that as the application starts to gain more traction Vercel will automatically up the number of resources that the app has available so that you won’t have an issue with it running out leading to downtime on the application. Having a serverless system also leads to much faster deployment as it can be set up to use Continuous deployment and integration. This means that the user isn’t having to manually having to deploy their changes each time it is just automatically done by a trigger which is usually something like a commit or push to a certain branch in a repository for example.

Kubernetes [2] is a container orchestration platform that offers autoscaling within its features. I have used Kubernetes and it is great for deployment it is still more of a infrastructure based method as you do have to still manually configure and setup the auto-scaling feature to get it started. This is great but I think that Vercel’s method of auto-scaling is way better suited for their application. This is because the way Kubernetes implements this feature can still be quite confusing and overwhelming to setup initially whereas in Vercel is this all taken care of by Vercel for the user. There isn’t any user configuration required to get it working and for a front-end developer whose focus is just the application that they are working on this is a huge benefit to using the application.

Understanding both methods of deploying a project really helped me in understanding why Vercel chose to go with a serverless model. It fits perfectly with their target audience and projects as they aim their services to front-end applications and developers and most of these projects aren’t going to have huge amounts of logic and its ease of launch is perfect for a front-end developer who mightn’t be used to server management and the overhead that comes with it. Having the automatic scaling is also a huge benefit to Vercel as it allows them to be prepared for any size of application that comes their way whether it’s a personal portfolio site or dealing with projects for Adobe with millions of users. In conclusion of this section, I think that Vercel have excelled in their method of deployment in choosing serverless as their target audience will want to deal with as little of the server side of things as possible, so Vercel’s rapid deployment and auto-scaling is perfect for this.

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