GROUND CONTROL TO THE MOON

Choose your hosting provider the right way

➤ http://talks.m4dz.net/choose-your-hosting-provider/

Hosting: We're in orbit

https://www.cyberspace.builders/

State of hosting in 2018

Bruno Borges
@brunoborges

$ whoami
ubuntu

$ whereami
In a Docker container. Inside a Kubernetes cluster. Running in a
VM. On top of a Hypervisor. In someone else's datacenter.

$ howdidigethere
No. Fucking. Clue.

05:42 - 3 juin 2018

♡ 8 574 ◯ 3 370 personnes parlent à ce sujet

IT MAY NOT BE DIFFICULT, ISN'T IT?
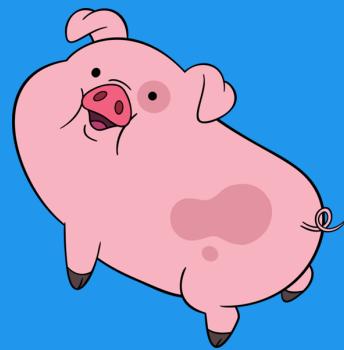
TIME TO GO THE MOON (AGAIN)
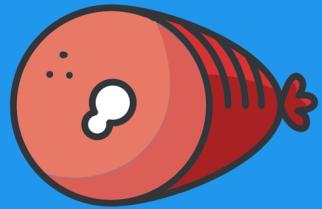
WHAT IS A WEB HOSTING PROVIDER?
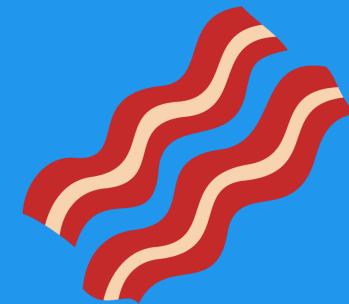
IaaS, PaaS, SaaS

INFRASTRUCTURE-AS-A-SERVICE

PLATFORM-AS-A-SERVICE

SOFTWARE-AS-A-SERVICE

Infrastructure as a Service

- Bare metal machine or VM machine

- You choose the OS

- You're alone on it

Platform as a Service

- Everything embed

- You push, it works

- We choose, you run

Software as a Service

- You never access the server

- You stay focus on the solution

- You're just a customer

Containers

Containers are sandboxed environment where you can arbitrary execute code, which can be an entire OS or just a subset of user-space dedicated for execution

Cloud

Cloud is a cluster of containers ready to run your code, without the knowledge of how the infrastructure works

Cloud is just computers

Function as a Service (FaaS)

- You don't have to think about backend

- You run code with dedicated APIs

- Servers are not required

Serverless

WHO ARE YOU?

Freelance

You run your own business, you've got clients for whom you develop apps and you host their services

SME

You run your own website to present/sell you services/solutions/products

Startup

You offer your solution as a SaaS for hundreds of customers

Big Corp™

You have a dense trafic of hundreds of thousands connections per day on your webservice

WHAT ARE YOUR NEEDS?

Freelance

- Strong hoster

- Multi-accounts

- Easy deploy

- Easy account management

- Built-in solution

SME

- Comprehensible offer

- Good support

- Tailored solution

Startup

- Controlled costs

- Easy to evolve

- Braindead to use

- Not too huge

Big Corp™

- Clusters

- Control on machines

- Strong protection

- Resilience

WHAT IS IMPORTANT?

Hmm… It Depends

Hosting Plan & Features

- SSL

- Remote access

- Power ((v)CPUs, Ram, Storage…)

- Supported features (languages, DBs, Brokers, HTTP/2, etc)

- Monitoring

- Support

- Billing slices
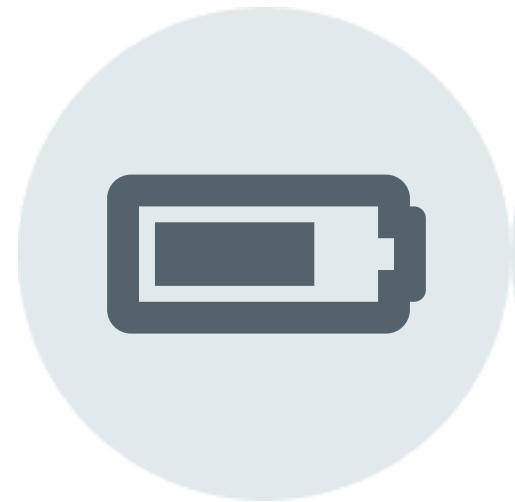
Ranking / e-reputation

Attacks resilience / Black-listing

- Listed anywhere?

- DDoS protection?

- Reported in any leak before?

- Uptime?
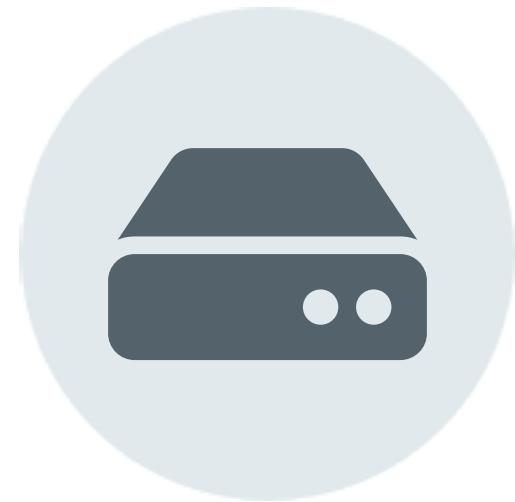
Limits

POWER

BANDWITDH

STORAGE

Backups

It's better to think about your needs

A marketing special-event website

- Absorbs a huge trafic in a unpredictable time window

- Distribute across many instances

- Quickly close the service after

A marketing special-event website

- Absorbs a huge trafic in a unpredictable time window

- Distribute across many instances

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→ **A cloud hoster w/ high-scalability**

A startup SaaS

- An easy to deploy environment

- A pre-provisionned instances

- A quick-to-evolve solution

A startup SaaS

- An easy to deploy environment

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→ **A managed PaaS hosting**

Little serverless website

- FaaS

- Simple hosting

Little serverless website

- FaaS

- Simple hosting

→ **Cloud hosting**

HOW TO CHOOSE WELL?
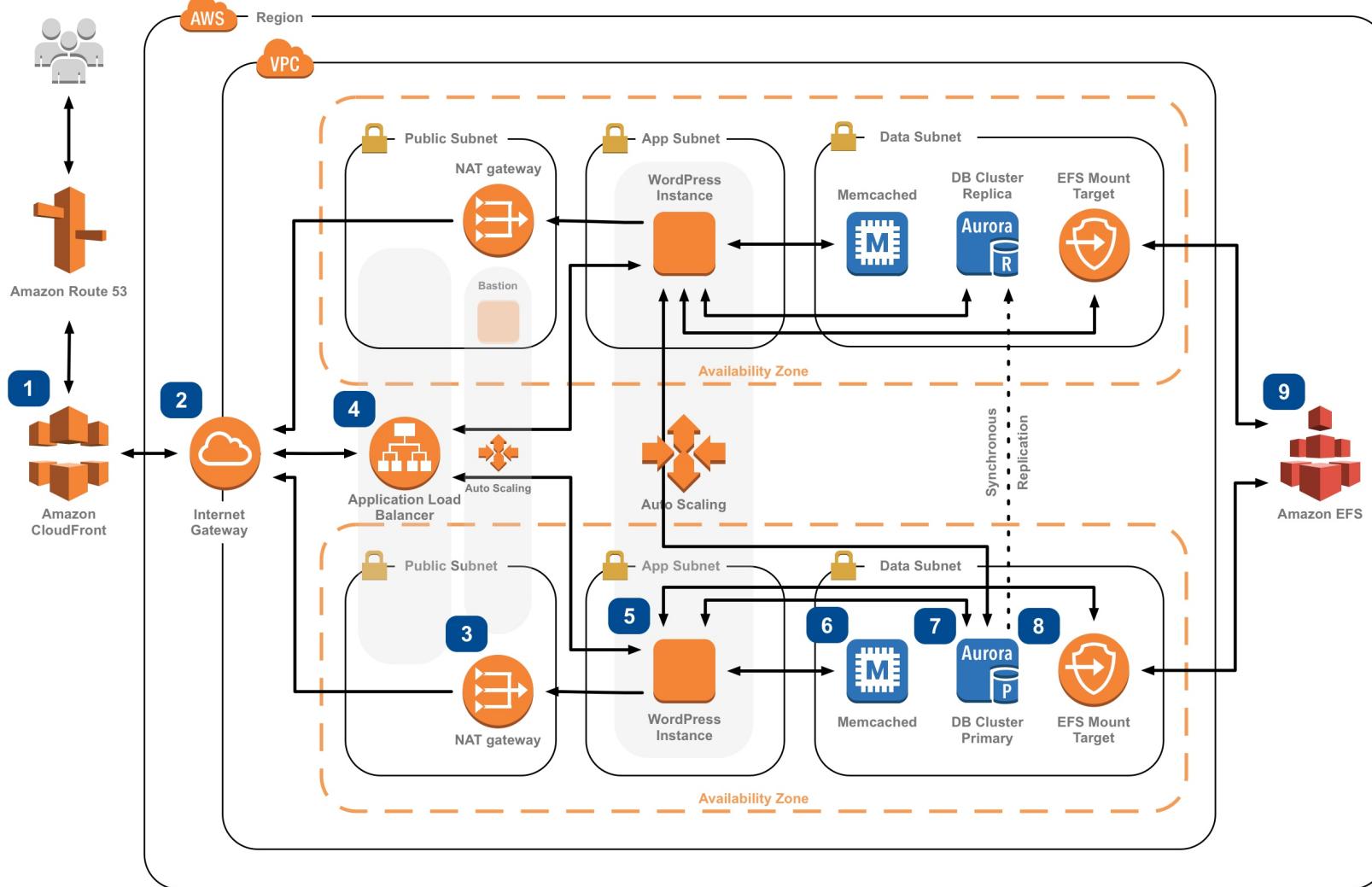
Free Trial

Simplicity

WordPress Hosting
How to run WordPress on AWS

WordPress is one of the world's most popular web publishing platforms, being used to publish 27% of all websites, from personal blogs to some of the biggest news sites. This reference architecture simplifies the complexity of deploying a scalable and highly available WordPress site on AWS.

1 Static and dynamic content is delivered by **Amazon CloudFront**.

2 An **Internet gateway** allows communication between instances in your VPC and the Internet.

3 **NAT gateways** in each public subnet enable Amazon EC2 instances in private subnets (App & Data) to access the Internet.

4 Use an **Application Load Balancer** to distribute web traffic across an Auto Scaling Group of Amazon EC2 instances in multiple AZs.

5 Run your WordPress site using an **Auto Scaling group** of **Amazon EC2 instances**. Install the latest versions of WordPress, Apache web server, PHP 7, and OPcache and build an Amazon Machine Image that will be used by the Auto Scaling group launch configuration to launch new instances in the Auto Scaling group.

6 If database access patterns are read-heavy, consider using a WordPress plugin that takes advantage of a caching layer like **Amazon ElastiCache** (**Memcached**) in front of the database layer to cache frequently accessed data.

7 Simplify your database administration by running your database layer in **Amazon RDS** using either Aurora or MySQL.

8 Amazon EC2 instances access shared WordPress data in an Amazon EFS file system using **Mount Targets** in each AZ in your VPC.

9 Use **Amazon EFS**, a simple, highly available, and scalable network file system so WordPress instances have access to your shared, unstructured WordPress data, like php files, config, themes, plugins, etc.

Options

- What features are mandatory?

- How can you grow-up?

- Which costs are hidden?

Support

Resilience

Reputation

DON'T BE BLINDED

Costs

- Highest competitors are nearly same-priced

- Low-level IaaS can be cheaper **in money**

- All PaaS are not identicals

PaaS vs PaaS
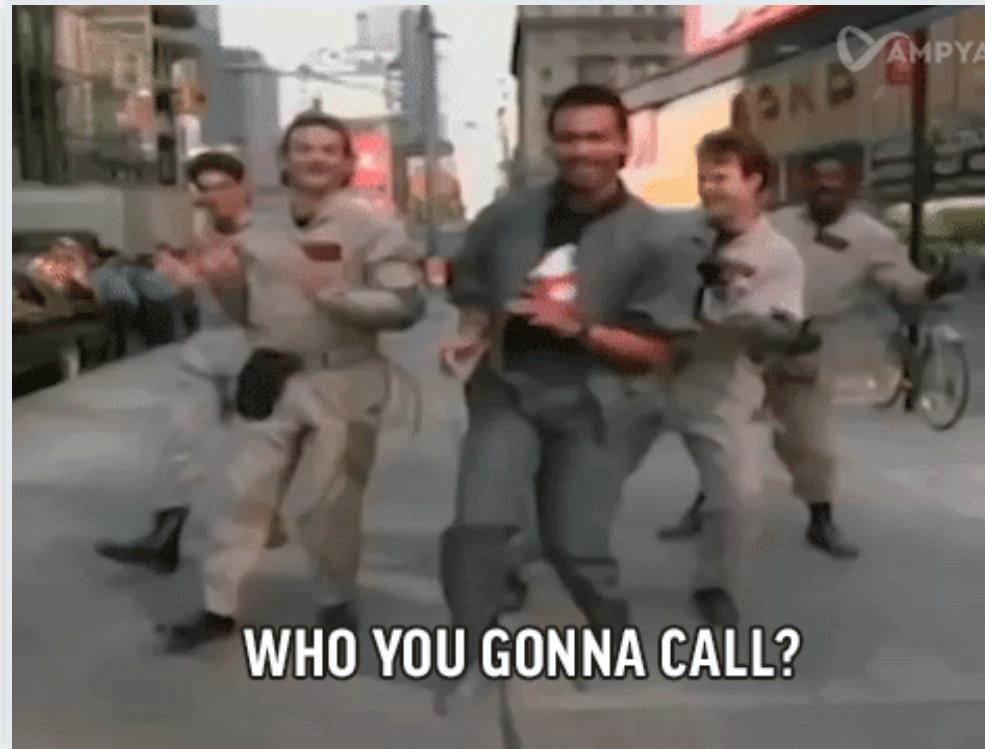
~~PaaS vs PaaS~~

New-school vs Old-school

Scaling

Who will fix the mess?
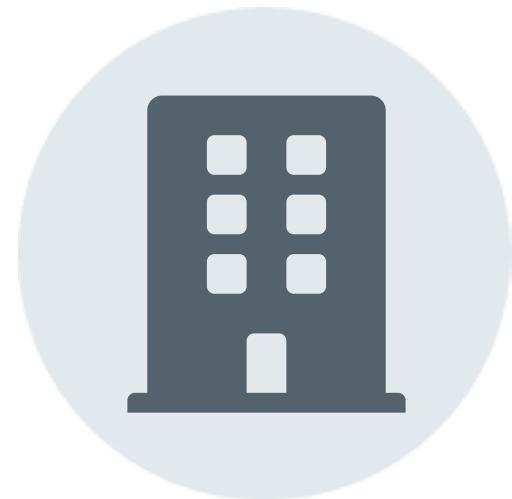
There's more important

Localization

APIs

Resources

SHARED

DEDICATED

CLOUD

A word about performance

- Bandwith

- Load time

- Cache

- Requests handling

- Latency

NOW I'M SURE I'M PICKING THE RIGHT PROVIDER!

NO, YOU DON'T.

Hosting costs ressources: money, labor time, support…

Where will you put your energy on?

Independance and portability are mandatory

Don't be stucked to a hosting provider, you're free!

NO, YOU DON'T.

But you can seek for:

- Confidence

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- Simplicity

But you can seek for:

- Confidence

- (Tech) Support

- Reliability

- Simplicity

- Efficiency

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www.alwaysdata.com

QUESTIONS ?

➤ http://talks.m4dz.net/choose-your-hosting-provider/

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