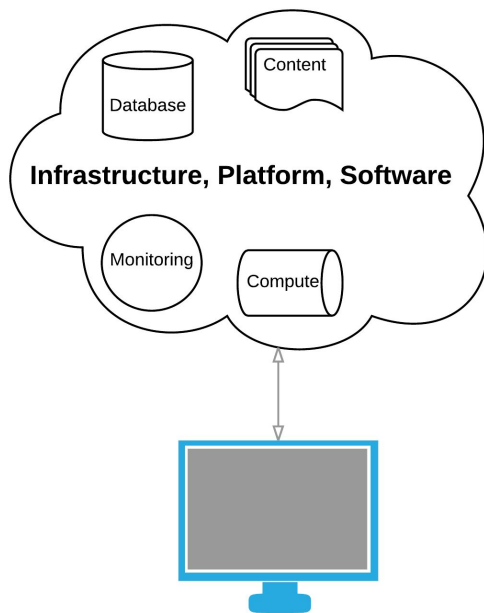# HeartyHosting

Smart hosting in the cloud

What is HeartyHosting?

At Boyle Software we have been early adopters of the cloud computing technology. Over the years we worked with and tested different cloud hosting solutions and found that **Amazon Web Services (AWS)** offers the most flexible and robust on-demand computing platform currently on the market. We diligently built, tweaked and tested our own highly optimized cloud computing solution based on AWS and the result of this effort is HeartyHosting**.**

HeartyHosting, essentially, is a robust and highly efficient hosting solution tailored to a client's needs.

In the cloud

Cloud computing is a cost-saving solution to store and process data in a third-party data center - no need to build your own infrastructure.

With HeartyHosting we determine the right type and size of computing resources that your business needs. Servers, storage, databases and a broad set of application services are accessed over the Internet and tailored to your specific needs.

Advantages

- cost savings: no upfront investments
- scalability: pay only for what you need
- flexibility: use of wide range of services

Today some of the highest-traffic websites and web applications are powered by cloud computing, including Netflix, Foursquare, Condé Nast and the New York Times.

Why choose HeartyHosting?

AWS offers a broad set of global compute, storage, database, analytics, application, and deployment services - the options are endless. In order to take full advantage of the benefits of cloud computing it is crucial that the right kind of services are used and set up to fit the particular needs of your website or application. HeartyHosting does exactly that.

In a nutshell HeartyHosting is a customized set of cloud computing services that has been specifically optimized for *your* business needs.

Below are some of the key factors that make HeartyHosting stand out as a highly efficient performance-oriented AWS-based hosting solution. If you would like to find out how HeartyHosting can work for you, call us at 212-691-0609.

Varnish Cache

Varnish Cache is a **web application accelerator** (aka caching HTTP reverse proxy) that significantly improves the performance of web pages.
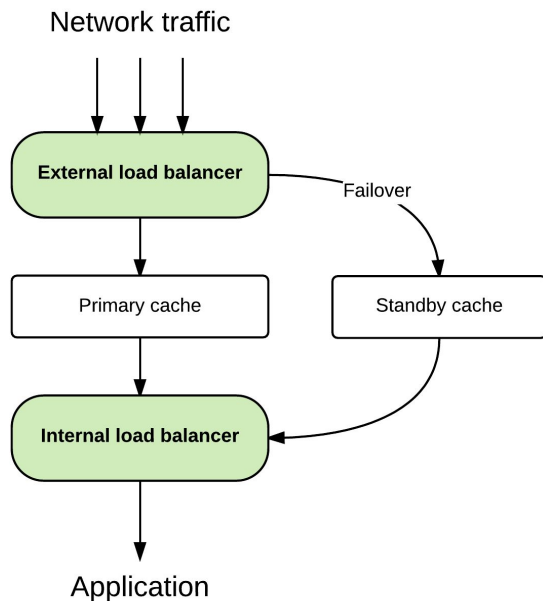

Websites hosted by HeartyHosting take advantage of both a primary and a standby cache (as fail-over).

HeartyHosting implements a custom Varnish Cache with a state-of-the-art, selective, purging mechanism to deliver static and dynamic content faster than traditional web sites - *much faster!*

In addition, HeartyHosting employs a custom **Memcache** technology that allows for fewer and faster CMS database requests, resulting in lightning-fast content delivery.

Load balancing and automatic failover

A load balancer distributes network traffic across a number of servers, which allows for increased capacity (concurrent users). At the same time it also increases the reliability of your application. HeartyHosting offers both external and internal load balancers to prepare your application for any spikes in web traffic.

Network traffic

```
External load balancer  ──Failover──>
        │
        ▼                          
  Primary cache            Standby cache
        │
        ▼
Internal load balancer  <──
        │
        ▼
   Application
```

In addition to the cache failover shown in the diagram to the left HeartyHosting also includes automatic failover instances for backend databases, such as MySQL, web servers and file systems.

At the heart of HeartyHosting is, of course, your application, distributed over a cluster of permanent and dynamic instances of whatever your website is running on, be it **Linux** running Tomcat or a CMS such as **Drupal** or **WordPress**.

HeartyHosting customers take full advantage of the global distribution of AWS servers in 11 geographical locations worldwide.

Other HeartyHosting benefits

- Unlimited number of 40GB web servers with auto-scaling and failover
- 2x 100GB SSD DB servers with automatic failover
- High-performance GlusterFS shared file system to serve static content
- Unlimited bandwidth
- 24/7 monitoring and troubleshooting
- Website health checking, DoS attack early warning system and auto-blacklisting
- Development/staging areas with one-click Jenkins release management
- Git version control
- CloudFront CDN and Solr search available
- Jira/Confluence project management
- Dedicated account manager

Get in touch

Call us today at 212-691-0609 or email us at info@boylesoftware.com to find out more about HeartyHosting.