

WordPress.com Demands Fast, Reliable Network

ABOUT WORDPRESS.COM



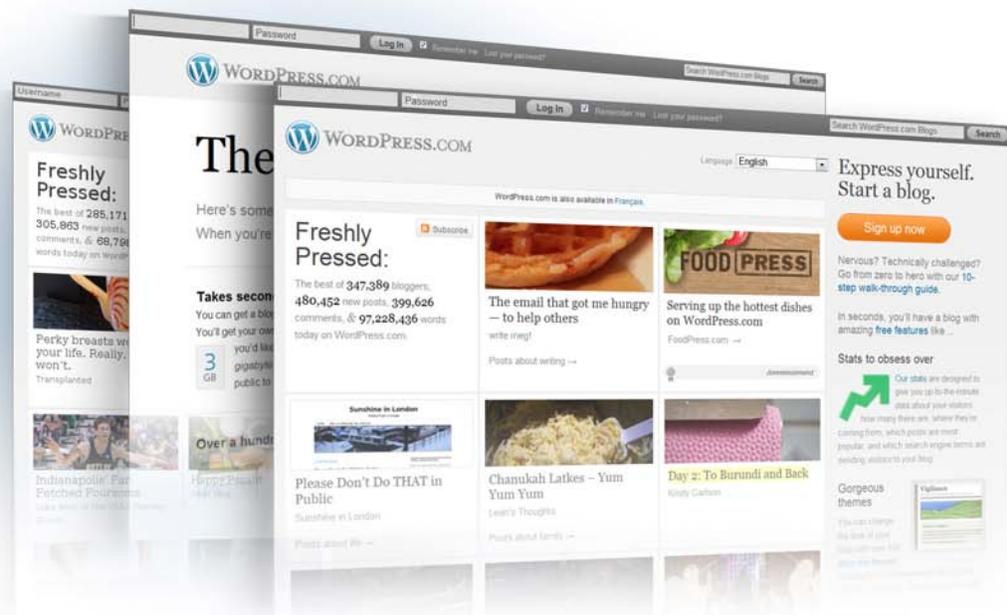
From its roots in 2003 as a simple piece of code for enhancing the typography of everyday writing, WordPress, the open source blogging software, has grown to become the world's most popular blogging tool. As of November 2010 there are over 30 million WordPress publishers worldwide. WordPress powers the sites of high profile media brands like CNN, the BBC, and Time Inc. and is firmly established as the most used platform in Technorati's ranking of the Top 100 blogs. A thriving global community of developers, designers, and publishers collaborates on the ongoing development of the WordPress open source software project.



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Barry Abrahamson, Systems Wrangler, Automattic

WordPress.com is a popular, free blog hosting service operated by Automattic, Inc. and built on top of open source WordPress. One of the world's largest WordPress installations, WordPress.com hosts 15.1 million blogs in over 120 languages as of November 2010. WordPress.com authors publish an average of 500,000 posts and readers leave over 400,000 new comments daily. The activity on WordPress.com is an indicator of its popularity and global reach. As measured by Quantcast, every month over 260 million people worldwide visit WordPress.com blogs, where they view over 2.1 billion pages.



THE CHALLENGE

Launched in 2005, WordPress.com experienced almost immediate growing pains as new user demand for the service accelerated. The systems team behind WordPress.com was started by and continues to be led by **Barry Abrahamson**, Automattic's first Systems Wrangler. Their goal was to continually deliver a leading combination of reliability, speed, and performance to WordPress.com users. WordPress.com needed a scalable, reliable, and robust hosting partner to ensure users' blogs stayed up during traffic spikes, and were served quickly across the world.

Recalling the early days of the partnership between WordPress.com and ServerBeach, Abrahamson says, "When you deliver a service that people love to use like WordPress.com, you have to be prepared for the demands that rapid user growth makes on your hosting infrastructure. The team at ServerBeach has contributed their technology and expertise to our hosting operations from the beginning of our work together in 2007, and has scaled alongside us as we've grown."

SOLUTION

WordPress.com has deployed over 350 servers within ServerBeach's US datacenter grid, connected via its 10Gb FastFiber Network™, and to a global network of multiple hosting providers operating in excess of 1,200 servers.

Because ServerBeach along with its parent company, PEER 1 Hosting, owns its own high-performance network backbone, WordPress.com leverages peering relationships with 1,050 global networks and Tier 1 upstream providers, including Yahoo! and Google. This arrangement maximizes the uptime and performance of the hosted blogging platform for its millions of users.

BENEFITS

Abrahamson is clear about the advantages of WordPress.com's long-standing relationship with ServerBeach: "I believe there are three key benefits we get from working with ServerBeach which sets them apart: First, our ability to partner in beta testing new technology; second, fast deployment and provisioning and; third, and most critically, ServerBeach's network expertise."

In tandem with ServerBeach's product development team, WordPress.com helps to maintain its cutting edge by, for instance, beta testing solid state drives to jointly validate new technologies within the ServerBeach infrastructure.

With millions of users posting and commenting every minute, minimizing downtime is mission critical for WordPress.com. By owning its backbone network, ServerBeach also owns issue resolution from start to finish. This enables ServerBeach to resolve issues much more swiftly than other hosting providers. ServerBeach deploys its own Network Operations Center (NOC) team, rather than passing the issue to other carriers to address.

"Running its own global backbone is a real point of differentiation for ServerBeach, and significantly minimizes our fault resolution times," he continues. "We also gain from their peering relationships, which ultimately deliver improved performance for WordPress.com bloggers. At the end of day, this is what we care the most about, keeping our users happy and satisfied with WordPress.com."

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- Go to **www.serverbeach.com** and chat with an online sales assistant.