

RAISING THE HOSTING BAR WITH GREATER SPEED

Managed hosting provider True boosts conversion rates on customer websites by 400 per cent through increasing the speed of its large-scale data centre



TRUE

Hosting

The Netherlands

Business needs

Managed hosting provider True operates in a highly competitive market where innovation is key. It wanted to modify its Dell EMC PowerEdge R630 servers for specific workloads and speed up loading times for customer websites, helping conversion rates.

Solutions at a glance

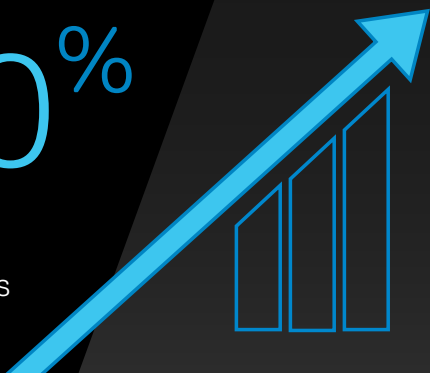
- [Servers](#)

Business results

- Significant reduction in loads across the hosting platform
- Sudden peaks in site traffic handled by scalable solution
- New configuration certified in just three weeks
- Zero risk with full server support from Dell EMC

400%

improvement
in customer
conversion rates



23%

faster loading times
for web pages





Business innovation is crucial in the world of web hosting. Competition between hosting providers is intense and customers want the fastest load times for their pages and an infrastructure that scales quickly. Plus, with the growth of cloud services, there are more options than ever to choose from.

Dutch managed hosting provider True has succeeded in this challenging environment by continuously improving its services. The company strives to offer customers the best solutions at the best prices, and to do this it needs high-quality hardware underpinning its services. "It's simple," says Erwin Bleeker, solutions architect at True, "we need fast, scalable performance across our data centre."

The need for greater website speeds

Bleeker wanted to add I/O (input/output) adapter cards to the Dell EMC PowerEdge R630 servers that make up more than 95 per cent of the server platform in the True data centre. Specifically, he looked to include Solarflare® Flareon® Ultra 10 Gigabit Ethernet (GbE) PCI Express (PCIe) I/O Adapters. "Customers always want to run their websites faster and I knew I could do this with the Solarflare network cards," he says.

New configuration quickly verified

Because the server configuration was nonstandard, True turned to the Dell EMC Extreme Scale Infrastructure (ESI) team for support. The team helped verify a tailored version of the Dell EMC PowerEdge R630 server using Solarflare technology. By working with ESI, True ensured that the servers remained under the standard Dell EMC support warranty. "What surprised me most when working with ESI was how quickly it helped deliver the product modification," says Bleeker. "It was amazing and showed just how much Dell EMC understands the web hosting market where time-to-market is crucial."

"Our customers have seen increases of 400 per cent in their conversion rates... through our Dell EMC PowerEdge R630 servers with Solarflare 10GbE cards."

Erwin Bleeker, Solutions Architect,
Managed hosting provider True

Web pages are loaded 23 per cent faster

Customers of managed hosting provider True whose websites are supported by the Dell EMC servers running Solarflare cards have seen a significant improvement in site performance. True engineers have fine-tuned the servers so they deliver much faster data speeds and load pages much quicker than leading cloud service providers. Says Bleeker: “We’ve boosted page loading times by 23 per cent by switching to Dell EMC PowerEdge R630 servers running Solarflare Flareon Ultra 10GbE cards.”

Conversion rates jump 400 per cent

With the improved data-centre performance, customers of True have also enjoyed major growth in website-based sales. Comments Bleeker: “One of our customers said it had seen a 400 per cent rise in conversion rates because site visitors are enjoying a more responsive service through our Dell EMC PowerEdge R630 servers with Solarflare 10GbE cards.”

Platform loads plummet across the hosting platform

True has reduced the risk of downtime and the likelihood of incidents impacting the performance of its data centre through the servers’ new design. The Solarflare cards

reduce CPU workloads on the servers for demanding networking tasks. “In benchmark tests, we saw the CPU workloads drop significantly with the Solarflare cards running in the Dell EMC PowerEdge R630 servers. It’ll mean less chance of the system overloading, which in turn will reduce the number of incidents, saving us management time and money,” says Bleeker.

Traffic peaks? No problem

The reduction in CPU usage also ensures that True can better handle spikes in visitor numbers to customers’ websites. “When customer campaigns are running, we often see surges in website traffic. With the Dell EMC servers running Solarflare cards, we can meet the peaks in site traffic without a problem,” comments Bleeker.

Reduced risk with full support from Dell EMC

The great news for managed hosting provider True is that the tailored Dell EMC servers are still covered with a full warranty and support from Dell EMC. Bleeker says: “When we need support, we just call Dell EMC and a technician will fix it. It’s not so easy with other server vendors.”



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