ABSOLUTE HOSTING DELIVERS CLASS-LEADING VPS SERVERS WITH AMD EPYC™ CPUS

Performance and rack density for powerful VPS servers

AMD EPYC

When it comes to hosting services, customers demand reliable and consistent performance from dedicated resources. Virtual Private Servers (VPS) are the preferred choice for customers seeking predictable, stable and secure server capabilities. To meet these needs, Absolute Hosting in South Africa has established itself as a leading provider of exceptional VPS servers at a competitive price point. In order to expand its service offerings, the company turned to Supermicro servers powered by the high-performance AMD EPYC™ processors. With this cutting-edge technology, Absolute Hosting is able to provide its customers with the fast, reliable and secure VPS services they need to succeed.

Perfect performance for VPS

Jade Benson, Managing Director of Absolute Hosting, explains the company's journey: "Our company was founded in 2011 and provided services to hosting resellers and in 2016, we changed our business model to better offer a range of services that cater specifically to the needs of small and medium-sized enterprises. We understood that our customers were looking for affordable web hosting solutions, but many also required specialized application servers. To meet these specific demands, we launched our VPS services a few years ago. We take pride in being a bespoke hosting provider with a small, focused team who is able to service our 5000 clients. Our approach is simple: we are focused on what we do, and do it best."

Absolute Hosting initially made use of a mix of servers purchased from different providers and because of this it was constrained in terms of available resources. The company made use of mostly 2U servers, which required a significant amount of rack space. At one stage, Absolute Hosting had around fifty servers occupying five data center racks. In an effort to refresh and upgrade hardware, improve performance and

reduce costs, the company sought to decrease its physical server footprint while also optimizing server performance. This search led to the acquisition of Supermicro servers, powered by AMD EPYC™ processors. The specifications of each server depend on the type of service that Absolute Hosting intends to provide hosted on that server.

Benson notes that "For shared hosting environments, the specifications vary depending on our clients' requirements." Currently, the company owns approximately 100 servers and manages around 300 VPS servers as client servers. These VPS servers range from 2-core to 32-core servers, depending on the client's needs."

"AMD lets us win all day every day."

Jade Benson, Managing Director, Absolute Hosting

Benson recounts how Absolute Hosting came to purchase its first Supermicro server: "We initially rented dedicated servers from a provider who used exclusively Supermicro hardware. Having worked with other providers that used different hardware, I always found Supermicro to be the most impressive. Supermicro's service and support have been exceptional, so when we decided to purchase our own hardware, we made it a requirement to use Supermicro. During our research, we kept seeing AMD as a recommended option, and when we mentioned this to Supermicro, they provided us with the necessary specifications."

According to Benson, Absolute Hosting's first AMD EPYC server was an immediate success, thanks to its impressive stability and ability to outperform competitors making use of other servers. The company conducted benchmarking tests with applications like Cinebench and Passmark, including others and was thrilled to find that they consistently topped the leader board for every test application they ran. This achievement was a significant win for Absolute Hosting and its clients.

"We launched our VPS server products by advertising on social media and local IT forums," says Benson. "Within a couple of months, we'd reached our first 100 VPS servers. We ran a public beta for potential clients and anybody within the local IT community to stress test. The feedback we received was phenomenal. Everybody was blown away by how powerful these AMD EPYC CPUs were." This enthusiastic feedback helped to solidify Absolute Hosting's reputation as a leading provider of reliable and high-performance VPS services.

Smaller data center footprint
According to Benson, "Our goal was to offer the best VPS environment in South Africa, and we were able to achieve that with the help of AMD. Clients who have switched over to us have been amazed by the performance of our AMD EPYC powered servers. We're constantly moving forward and what we set out to achieve, we achieve. AMD has been the core factor behind that. With the AMD EPYC CPUs, we can offer clients the best frequency for number-crunching applications that require a quick response time."

In addition to improved performance, the AMD EPYC servers have also helped Absolute Hosting reduce its data center requirements. "Supermicro's server technology allows for multiple nodes within a high-density solution, like four CPUs within a 2U form factor. This significantly reduces our footprint and allows us to maximize our rack space and reduce costs."

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Absolute Hosting currently operates a large number of virtual machines on a few servers such as a dual 48-core 2nd Gen AMD EPYC 7552 server, as well as dual 64-core 3rd Gen AMD EPYC 7763 and 16-core 3rd Gen AMD EPYC 7353 servers. "We chose the 16-core CPU because it provided a high core frequency with a low number of cores, optimizing performance against Microsoft licensing requirements."

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Benson also anticipates a cost savings on power consumption with Absolute Hosting's new tier 4 colocation partner, Africa Data Centres. "AMD provides us with a cost-effective solution that has been able to outperform other servers offered by our competitors in terms of both performance and frequency. Our clients specifically sign up with us to take advantage of this increased frequency and performance."

Looking forward to 4th Gen AMD EPYC CPUs
According to Benson, the AMD EPYC processors' performance is their most compelling feature as they aim to offer their clients the best possible service. They want their clients to be proud of their hosting and the superior performance of AMD CPUs. In fact, they are replacing all their other servers, including firewalls and Intrusion Detection System devices, with AMD CPUs.

Moreover, they are eagerly awaiting AMD's future releases, with a new server on its way. They plan to run WordPress on the 4th Gen AMD EPYC CPU-powered server, which will be using the 16-core 9174F CPU for shared Linux servers. The base clock speed of 4.1GHz is expected to deliver excellent results for single-threaded applications such as PHP, which benefit from high frequency.

In Benson's words, "We breathe, and we love AMD." They are constantly striving to stay on top of the latest technological developments and deliver them to their clients. AMD's victories are Absolute Hosting's victories, which, in turn, are their clients' victories. "There are only a few people that we don't tell about AMD, and that's our competitors. We don't want them to compete with us. AMD lets us win all day every day."

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About Absolute Hosting
Absolute Hosting was founded in 2011 by Jade Benson and initially catered primarily to resellers and dedicated clients. However, in 2016 the company shifted its focus to end-users, small-to-medium enterprise hosting and virtual servers. The company specializes in high-performance hosting using newer web servers, including those powered by AMD EPYC processors. In addition to this, they offer Virtual Private Server (VPS) hosting that allows for the virtualization of dedicated resources on multi-user servers. They also offer a range of other hosting services such as Windows VPS, Linux Web, Windows Web, WordPress, cPanel Web, and Email-only hosting. For more information on their services, visit their website at absolutehosting.co.za.

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