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Magento® Conference

THE **ART** OF **COMMERCE**

The importance of fully
managed hosting for
Magento Enterprise



The importance of fully managed hosting for Magento Enterprise

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ZeroLag, a Platinum Magento Hosting Partner, specializes in working with Magento Solution Partners to host high volume and complex Magento Enterprise deployments. ZeroLag understands that achieving maximum reliability, speed, and security in a Magento deployment requires a close and collaborative working relationship between developer and host.

Introduction

- Cheap Hosting never ends up saving money due to:
 - ✓ Unstable Server Environment
 - ✓ Bad User Experience
 - ✓ Consistent Downtime
 - ✓ No Security procedures
 - ✓ No back ups if data is lost.
- Enterprise class managed hosting is the smart choice for Magento Enterprise.



Types of Hosting

- **Managed** - A managed server means that the hosting company is solely responsible for the integrity and security of the Operating System and the rest of the software stack.
- **Co-managed** - A co-managed server means that the hosting company will no longer be able to ensure the integrity of the server configuration. With multiple teams working on the server, the hosting company will be unable to diagnose and fix issues without having full knowledge of what the Client has done.
- **Unmanaged** - A unmanaged server means the hosting company will rack the server and provide full admin access to the client to configure and set up all software.

Comparison

	Managed	Co-Managed	Unmanaged
OS install	Yes	Yes	No
Software Stack install, if supported	Yes	Maybe	No
Proactive Security Patches	Yes	No	No
Stability Guaranteed	Yes	No	No
Root/Admin Access	No	Yes	Yes
SSH Access	Yes	Yes	Yes
FTP Access	Yes	Yes	Yes

It's All About the Approach

- Infrastructure is equivalent to the foundation of a house.
- If your foundation IS NOT stable you end up with a crooked house that can not support the weight of the building.



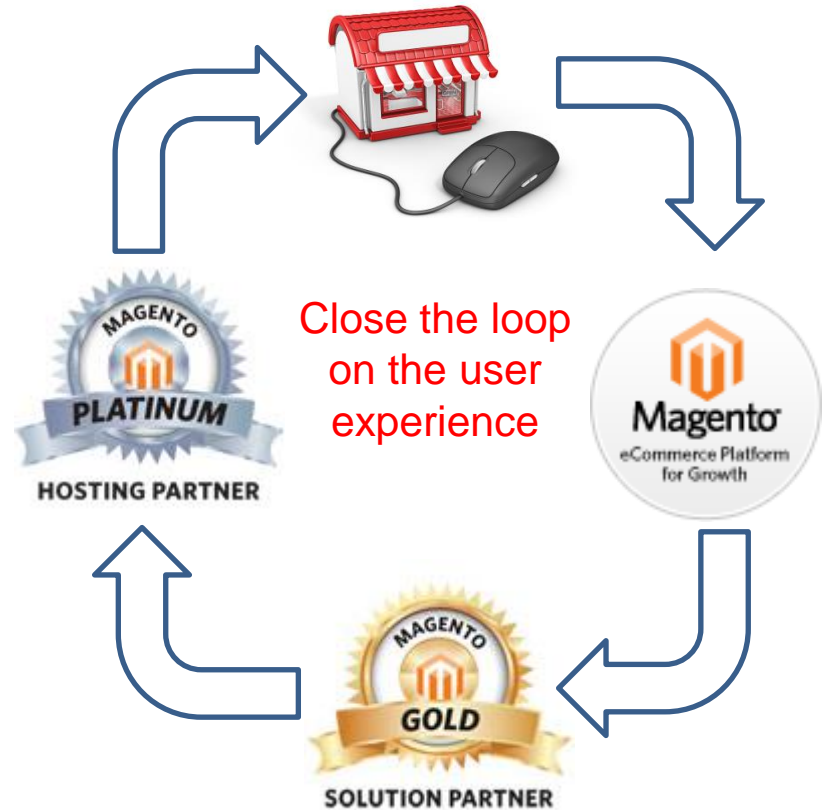
The Common Goal

- Produce a website with the best eCommerce application and infrastructure that provides a product to the customer and return to the business while creating and maintaining the best possible online user experience.



The Team Approach

- Everyone has a role they specialize in and they communicate throughout the entire development and life of the website:
 - ✓ eCommerce business
 - ✓ Magento
 - ✓ Magento Solution Partner
 - ✓ Magento Hosting Partner



Peace of Mind as a Service ("POMaaS")

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Marketplace at Lounge 74 to
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