

MagentoLive

Europe | 2019

Simple Tools for Modern Development



Jeries Eadeh

VP of Channel Sales at Nexcess

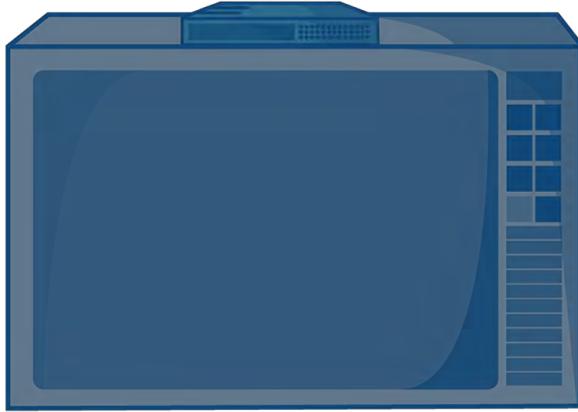
@ibnwadie

What are we here to learn about?

We All Have Our Stations in Life



CH: 2,4 & 6

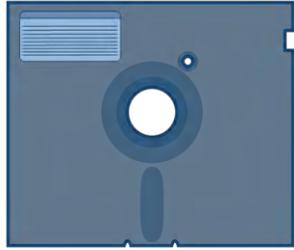


I want My MTV



Netflix & Hulu

Building efficiency in our resources.



Floppy



CD



USB



The Cloud

U.S. Military Will Stop Using Floppy Disks to Operate Its Nuclear Weapons System



Jennings Brown

Friday 12:20PM • Filed to: NUCLEAR WEAPONS ▾

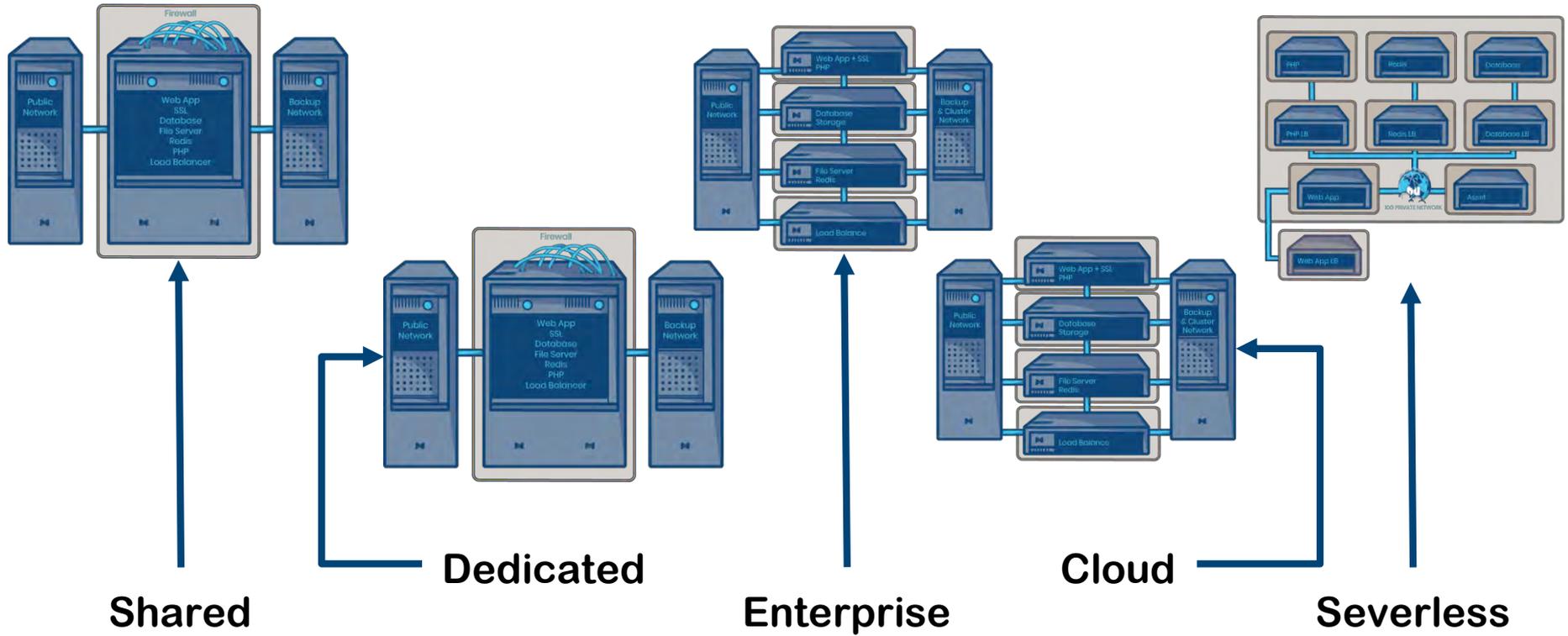
59.6K

109

4



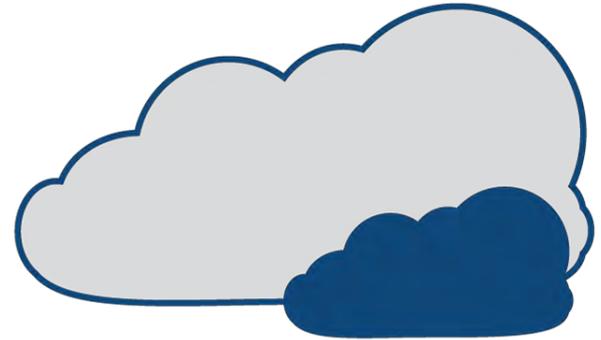
Tough, Tiresome & Taxing



Cloud Hosting is Divide & Rule

Resources required for maintaining your website are spread across more than one web server, and are rendered as per need basis.

- Reduces the chances of any downtimes.
- Allows you to manage peak loads easily.
- A cluster of servers that work together.

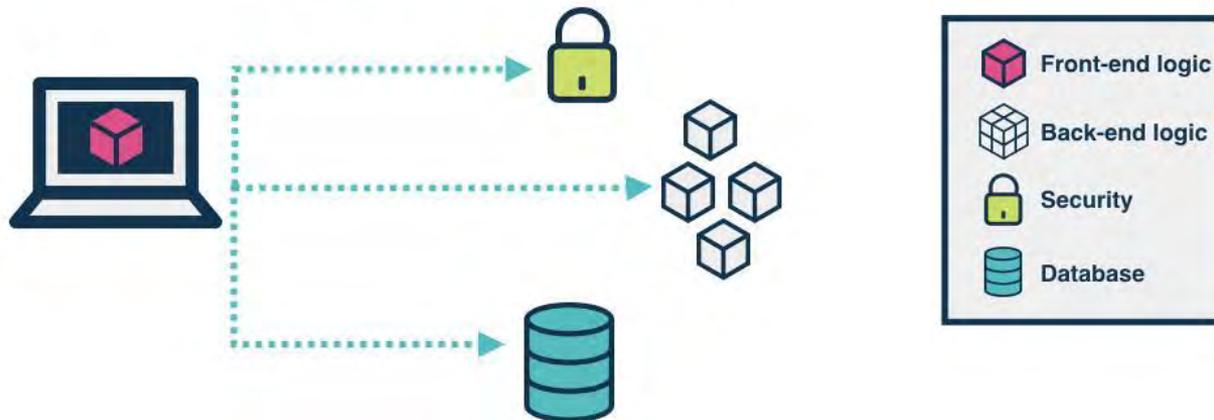


TRADITIONAL vs SERVERLESS

TRADITIONAL



SERVERLESS (using client-side logic and third-party services)



Not the usual server process

The software isn't running on a server that you can access.

- You don't own those servers.
- You can't log in to the servers.
- Managed by a cloud 3rd party.



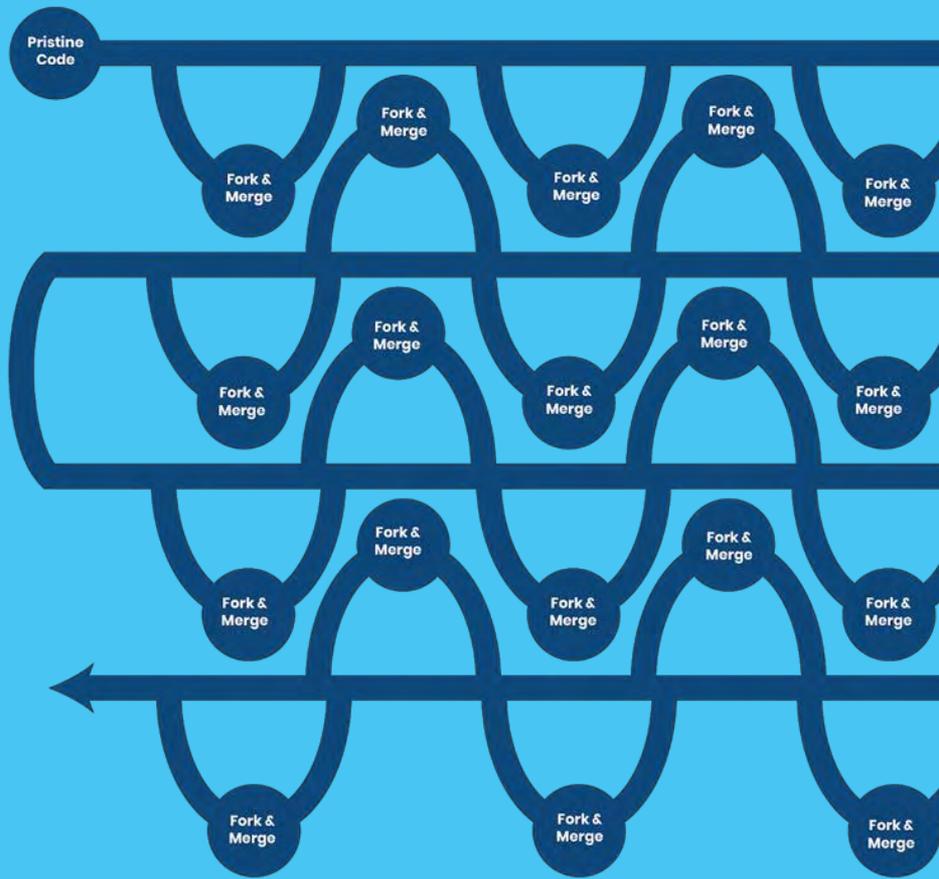
**What if we broke
down the
components of a
server
architecture?**



A Modern Web Application Stack

It is no longer ideal to simply host a modern web application on a Linux/Apache/MySQL/PHP (LAMP) stack.





Each new fork
of the code
causes additional
inefficiencies.

Amazon Elastic Container Service
Amazon Elastic Container Service for Kubernetes
Amazon Elastic Container Registry
Amazon Lightsail
Amazon VPC
AWS Batch
AWS Elastic Beanstalk
AWS Fargate
AWS Lambda
AWS Serverless Application Repository
Auto Scaling
Elastic Load Balancing

Storage

Amazon Simple Storage Service (S3)
Amazon Elastic Block Storage (EBS)
Amazon Elastic File System (EFS)

Amazon Glacier
AWS Storage Gateway
AWS Snowball
AWS Snowball Edge
AWS Snowmobile

Database

Amazon Aurora
Amazon RDS
Amazon DynamoDB
Amazon ElastiCache
Amazon Redshift

Amazon CloudFront
Amazon Route 53
Amazon API Gateway
AWS Direct Connect
Elastic Load Balancing

Developer Tools

AWS CodeStar
AWS CodeCommit
AWS CodeBuild
AWS CodeDeploy
AWS CodePipeline

AWS Cloud9
AWS X-Ray

AWS Tools & SDKs

Management Tools

Amazon CloudWatch
AWS CloudFormation
AWS CloudTrail
AWS Config
AWS OpsWorks
AWS Service Catalog
AWS Systems Manager
AWS Trusted Advisor
AWS Personal Health Dashboard
AWS Command Line Interface
AWS Management Console
AWS Managed Services

Amazon Comprehend
Amazon Lex
Amazon Polly
Amazon Rekognition
Amazon Machine Learning
Amazon Translate
Amazon Transcribe
AWS DeepLens
AWS Deep Learning AMIs
Apache MXNet on AWS
TensorFlow on AWS

Amazon EMR
Amazon Elasticsearch Service
Amazon Kinesis

Amazon Redshift
Amazon QuickSight
AWS Data Pipeline
AWS Glue

Security, Identity & Compliance

AWS Identity and Access Management (IAM)
Amazon Cloud Directory
Amazon Cognito
Amazon GuardDuty
Amazon Inspector

Application Integration

Amazon MQ
Amazon Simple Queue Service (SQS)
Amazon Simple Notification Service (SNS)
AWS AppSync
AWS Step Functions

Customer Engagement

Amazon Connect
Amazon Pinpoint
Amazon Simple Email Service (SES)

Business Productivity

Alexa for Business
Amazon Chime
Amazon WorkDocs
Amazon WorkMail

Desktop & App Streaming

Amazon WorkSpaces
Amazon AppStream 2.0

Internet of Things

AWS IoT Core
Amazon FreeRTOS
AWS Greengrass
AWS IoT 1-Click
AWS IoT Analytics
AWS IoT Button

It's too big and too tough.
Managing on your own risks limiting growth.

... it's never seen a price drop, we're still paying 1998 prices for data transfer. It's really the cloud's Achilles heel.

- Corey Quinn, @QuinnyPig

James Sanders. "AWS billing is broken and Kubernetes won't last, says irreverent cloud economist Corey Quinn." *TechRepublic*. CBS Interactive. 4 Oct 2019, <https://www.techrepublic.com/article/aws-billing-is-broken-and-kubernetes-wont-last-says-irreverent-economist-corey-quinn/>

Over Provisioned Infrastructure With low Utilization



Magento[®]
An Adobe Company

Complex Cloud Computing

Cloud Computing is here,
& everyone has a unique
recipe.



**Those with knowledge to manage
a unique infrastructure will see
undeniable growth.**

Secure

3,500,000+
Blocked Attacks Per Day

Scalable

200,000+
Daily Transactions

In Service

99.999%
Uptime

Imagine you had a team who managed
and built a hosting
**platform with a promise of
unlimited growth, and
undeniable security.**

**Engineered
for simplicity.**

Tools for Growth

Welcome

Call In PIN

**** **

[Show](#)**Active Tickets**

0

[View](#)**My Services**

6

Account**\$0.00**

Amount Due

Credit**\$0.00****Default Payment** **Credit Card**

-****-****-****-****

Address **mbalparda@nexcess.net**
Via Duomo 152
Napoli 80138
Italy**Announcements**

Oct 17, 2019 - [us-west-1] Annual UPS Preventative Maintenance

Start Time: 21 Oct 2019 10:00 AM EDT (-0400)**Estimated End Time:** 23 Oct 2019 10:00 PM EDT (-0400)**Location:** us-west-1 (Santa Clara, CA)**Description:** Facilities engineers at our us-west-1 data center will be performing their annual preventative maintenance on the UPS and STS systems. No impact to our environment is expected or any impact to redundancy of the cooling and electrical systems, but as the work is occurring on critical infrastructure of the facility we're

! magento2.testdev.com
 4f5bc1f95e.nxcli.net

NOTE: WE'VE NOTICED YOU HAVEN'T MIGRATED YOUR DNS [HOW TO MIGRATE DNS](#)

☰ MENU

PERFORMANCE

Cloud Auto Scaling

Auto Scaling allows you to instantly scale concurrent users.

Auto Scaling

Cloud Accelerator

NGINX accelerates content and application delivery. The NGINX Cache is a micro-cache that



Cloud Account


[+ CREATE ACCOUNT](#)
[DOMAIN](#)
[APP ENVIRONMENT](#)
[IP ADDRESS](#)
[RENEWAL](#)
[SERVICE LEVEL](#)

 magento2.testdev.com 54876a3da1.nxcli.net nl-west-1		185.145.13.66	Nov 17, 2019	nc.xsmall-test \$0.00 / Month	
 mage2.test.com 38a19abbd7.nxcli.net us-midwest-1		209.126.25.17	Nov 17, 2019	nc.xsmall-test \$0.00 / Month	
 m1test.test.com d7d72032a3.nxcli.net us-midwest-1		209.126.24.101	Nov 15, 2019	nc.xsmall-test \$0.00 / Month	



XS

\$49/mon

S

\$99/mon

M

\$179/mon

L

\$299/mon

XL

\$549/mon

XXL

\$849/mon

SCALED
PRICE/MIN*

\$0.03

\$0.06

\$0.09

\$0.12

\$0.14

\$0.16

BASE
CONCURRENT
USERS

25

50

75

100

125

150

SCALED
CONCURRENT
USERS

50

75

100

125

150

175



Cloud Auto Scaling

Auto Scaling allows you to instantly scale concurrent users.

Auto
Scaling



OFF



Cloud Accelerator



NGINX Caching

NGINX accelerates content and application delivery. The NGINX Cache is a micro-cache that compresses and stores static content in-memory for short periods of time.

ON



Varnish Caching

Varnish Cache as-a-service is no longer available and has been disabled. We'll be introducing private Varnish containers in early 2019.

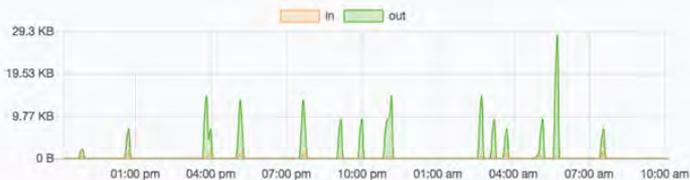
Purge Cache

Clear cached content from Nginx and/or Varnish to force updated versions to be pulled from the web server. This may temporarily degrade performance on your website.

Purge Cache



Bandwidth

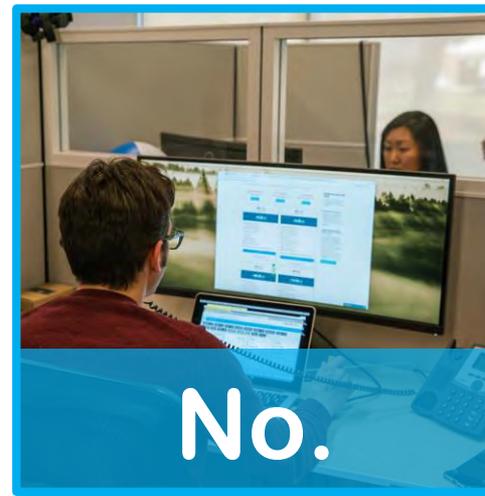
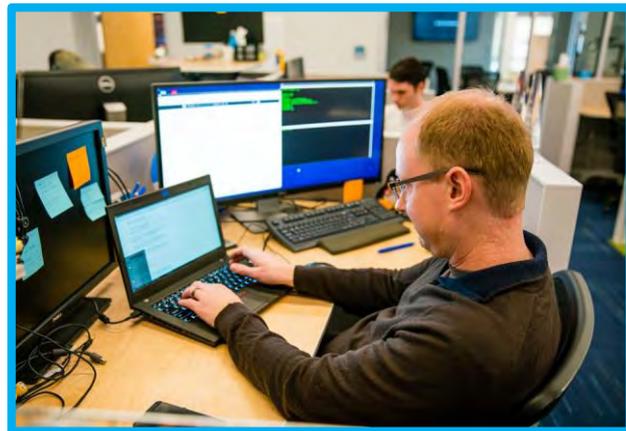
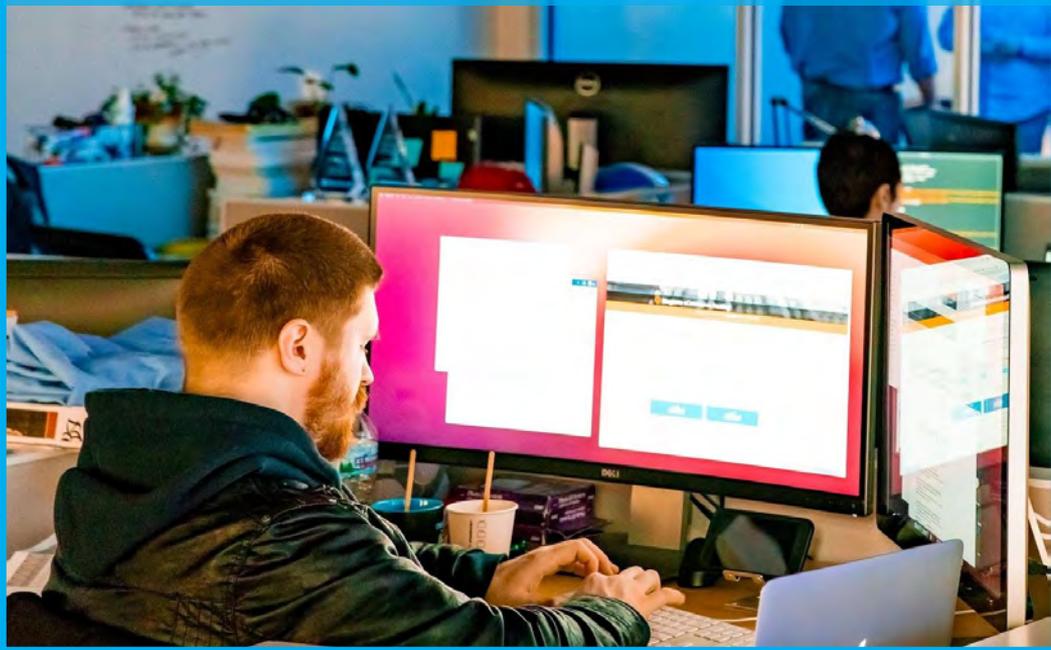


PHP-FPM



A team there to support you;
whenever you need it.

Do we do more than stare at screens?



No.

Brands Who Trust Nexcess



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