

Team San Jose Case Study

The story behind moving
SanJose.org to Amazon EC2

www.sanjose.org

**TeamSanJose.**
Innovation starts here

A new site begins with an idea

- The previous SanJose.org site was originally developed in 2004, a custom php/html/mysql site using a very large flash header
- For the new site we identified three key requirements
 - A cleaner, modern site
 - User generated content
 - An easy to work with CMS (Content Management System)

Input & Planning

- Input was gathered from each department of Team San Jose, from Facility Operations, Marketing, Sales, IT to Administration
- An RFP was put out and eventually ThoughtMatrix was hired to develop the backend and Cintara to develop the UI
- During this time it was decided that we would use Drupal as our CMS

Hosting Concerns

- SanJose.org was on a shared hosting plan
 - This setup was a concern because the new site would potentially be using much more server resources with its use of UGC (User generated Content) and CMS

Hosting Option Choices

- With shared hosting not being a viable option any longer we looked at three types of hosting
 - Build a server ourselves and house it in our convention center and use our OC-192
 - Find a dedicated hosting provider
 - Looking into something called Cloud Computing

Server + OC-192 Decision

- Our Server with OC-192
 - While the cost of the server would be low, the OC-192 line supplies bandwidth for all of the Convention Center and it's activity. With a full convention during the work day, the bandwidth would be too limiting to support our visitor volume
 - Pluses were that we could facilitate the server ourselves on site

Dedicated Hosting Decision

- While the dedicated hosting option first seemed like a very viable option, our cost quotes were between \$300 to \$400 a month for most server configurations. This was substantially more than our previous shared hosting plan of \$60 a month.
 - Advantages included that all service providers had an automated backup in place

Why we chose a Cloud

- Cloud Computing with Amazon EC2 was ultimately decided
 - The cost estimates for the “Pay as you go” pricing placed us in the sub \$100 a month range for the resource usages
 - While no automated backup or support was available through Amazon, we felt comfortable that we could facilitate this in-house
 - On demand expandability

Benefits

- With the new SanJose.org site now on the cloud we've seen the following benefits
 - Increased server response with visitor use
 - Minimal cost increase with new costs averaging \$86.29 a month (4 month low: \$57.91, 4 month high: \$101.18)
 - Ability to add on demand resources as needed