



How Simply Hosting benefited from collaborative service and support

Simply Hosting makes complex IT simple. With more than 540,000 customers and over 15 years of high-end hosting experience, Simply assists customers with complicated infrastructure requirements by providing reliable, dedicated cloud and virtual servers or building custom environments. Simply differentiates itself by producing a high level of service whilst regularly examining metrics associated with both server performance and customer satisfaction. As a result, it continually explores how technology innovations and infrastructure investment can improve the services it offers. Aware of the benefits of adopting SSDs across its server estate, Simply set about exploring how this premium offering could enhance customer performance and experience further.



The challenge

Simply supports over 11,000 servers with 7PB worth of data storage, which made finding the right SSD technology critical. In most server platforms, HDDs can be directly replaced by their SSD counterparts, providing they are identical in fit, form and function. There are plenty of options available, but it is a complex technology that is fast evolving, so selecting the right type for your workload and customer demands can be tricky.

It's well documented that SSDs offer significant performance benefits over HDDs, so it's common for technology adopters to fall into the trap of looking at the spec sheets and price to decide. Those adopters typically compare speeds, warranties and MTBF rates before selecting options that are more suited for the workplace, where the demands on the drive are much less.

The problem with this approach is down to the way NAND flash works. Since it will degrade over time, using the wrong technology for your workload results in loss of data and complete device failure. When Simply experienced these issues first hand during a testing phase, it knew exactly where to turn.

The solution

After advising on the technology limitations and trade-offs, Kingston and its specialist distribution partner were quickly able to pinpoint NAND endurance as the most logical reason for failure. Given the severe consequences of potential data loss or drive failure in the infrastructure, no time was wasted in providing additional technical support in the form of direct access to the chosen manufacturer Kingston. The technical teams at Kingston analysed the workloads, performed a health check on the drive and diagnosed the fault before recommending the [DC450R enterprise SSD](#) as an appropriate solution. Happy to proceed with the recommendations, samples for testing arrived next day and the '[Ask an Expert](#)' team at Kingston guided Simply through their optimum configuration, helping them evaluate and understand performance metrics in a real-world environment.

Delighted with the increased performance, reliability and the support received, Simply approved the Kingston DC450R as the incumbent drive within its data center. Kingston and its specialist distribution partner continue to offer technical assistance and help Simply navigate the volatile pricing and supply nature of the SSD market, ensuring its services remain always-on.



The results

-  **Faster site speeds:** Improving customer conversion rates, user experience and site ranking.
-  **Competitive advantage:** Improved performance at a fraction of the cost of new platforms.
-  **Lower power usage:** SSDs deliver a 20% power reduction compared to HDD equivalents.
-  **Better hosting:** Customers are able to execute web requests faster, reducing CPU reliance and freeing up servers.
-  **Reliable performance:** Robust SSDs and no fragmentation deliver improved peace of mind to customers.

“ We have offered SSD drives as a premium upgrade in our estate for a while. As customer requirements and market conditions continue to favour this technology, it was important for us to identify a partner that could provide a reliable, cost-effective enterprise product to enable us to meet the changing landscape. We decided on Kingston. The support, advice and availability of stock has been second to none, especially during challenges presented by the current pandemic. I would have no hesitation in recommending them as a preferred partner of choice. ”

Jason, NOC Manager
Simply