



## CASE STUDY



### Industry

Technology: semiconductor

### Company Size

\$5 billion in revenue

### Site

AMD Developer Central  
developer.amd.com

### Monthly Traffic

260,000 visitors

### Challenge

Performance, reliability, and security concerns

### Results

Improved reliability and performance; improved security; reduced costs

# AMD Uses WP Engine To Dramatically Improve Reliability, Speed, And Security Of Its Developer Outreach Site

## The Company

*Advanced Micro Devices (NYSE:AMD) is a global semiconductor company that designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles, and cloud servers that define the new era of surround computing.*

## The Site

AMD Developer Central is the semiconductor giant's U.S.-based developer outreach site. Built on WordPress, the site serves 260,000 visitors per month, more than 50 percent of whom are outside the U.S. The Developer Central site builds and fosters relationships with AMD's developer community. These vital software developers create the software that unlocks the power of AMD's award-winning hardware. AMD leverages the site to promote its software products, and provides both information and education to its developer community.



## The Challenge

AMD Developer Central ([developer.amd.com](http://developer.amd.com)) faced performance, reliability, and uptime issues. This made it increasingly difficult to keep up with growing demand from its developer audience, which relies on the site for up-to-date developer-centric content and information, as well as software development tools and kits.

Meanwhile, the site used a content delivery network (CDN) with a 25MB file upload limit. However, many of the products created by AMD's various engineering teams, and destined to reach developers via Developer Central, were larger than 200MB. When the Developer Central team pointed out this issue, the CDN was turned off. While this "solution" eliminated the file size limitation problem, it caused an unacceptable side effect: serving content globally was sluggish and resulted in a high rate of download failures. This was especially damaging because more than half of Developer Central's audience is outside of the U.S.

Hosting the site internally also kept AMD's Developer Central team busy managing the site and battling unexpected fires rather than focusing on producing great content and engaging with AMD's valuable developer audience. Attempting to manage WordPress core and security updates internally with limited resources created inconsistency and could have exposed AMD's Developer Central site to potential security risks and other vulnerabilities.

**"During a two month period, we experienced a five times increase in two of our key metrics – site traffic and downloads – with flawless site performance thanks to WP Engine."**

- **Bob Whitecotton**,  
former Sr. Manager Developer Outreach, AMD

Because AMD hosted the site in-house, the team did not have access to the level of technical support and WordPress expertise that the mission-critical site demanded. The costs of colocation hosting, hardware, and infrastructure maintenance continued to increase.

The confluence of these issues made it difficult for AMD Developer Central to perform to its full potential and build relationships with the developer community that are key to its strategy and growth.

## The Solution

AMD migrated Developer Central to WP Engine to leverage WP Engine's managed hosting platform and WordPress expertise. WP Engine assumed full responsibility for managing all core WordPress and infrastructure updates for the site. With WP Engine, AMD's Developer Central receives:

- **Reliability** through improved uptime and a WordPress-compatible CDN that enables distribution of content quickly to anywhere in the world.
- **Performance** via WP Engine's advanced proprietary EverCache® technology that makes highly-cacheable sites up to 1,000 times faster.
- **Scale** from an enterprise-grade WordPress hosting platform that can accommodate 2 million visitors per month with 100 GB of local storage.
- **24x7 Technical Support** including a dedicated account manager who strategically consults with AMD and plans for business-impacting events in addition to providing best practices for optimized site performance.
- **Security** via WP Engine's team of specialists who proactively perform all core WordPress and infrastructure updates.
- **Backups** that ensure instant data recovery in the event that something goes wrong.

## The Results

Since migrating to WP Engine, AMD Developer Central content loads more swiftly worldwide. At the same time, the hardware maintenance costs of managing the site in-house have been eliminated, reducing hosting costs by half.

In addition, AMD believes that they avoided a customer nightmare because of the switch to WP Engine. Shortly after the changeover, Developer Central experienced a major increase in activity. Here's what Bob Whitecotton, AMD's Senior Manager of Developer Outreach at that time, had to say about that event: "During a two-month period, we experienced a five times increase in two of our key metrics - site traffic and downloads - with flawless site performance, thanks to WP Engine."

## AMD Developer Central's team no longer frets about updates, security, firefighting, or unexpected site problems.

This improves the team's overall productivity while reducing delays in posting new material and updating existing content.

The team also has peace of mind that its WordPress site is secure, reliable, and performs at the levels necessary to engage its highly technical and demanding developer community.

According to Jim Trudeau, AMD's current Senior Manager for Developer Outreach, "The value we provide to our developers is not site management. I could not do my job properly without WP Engine taking care of our infrastructure. I see them as a valuable, indeed a critical partner."

## About WP Engine

WP Engine is a leading SaaS content management platform for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.