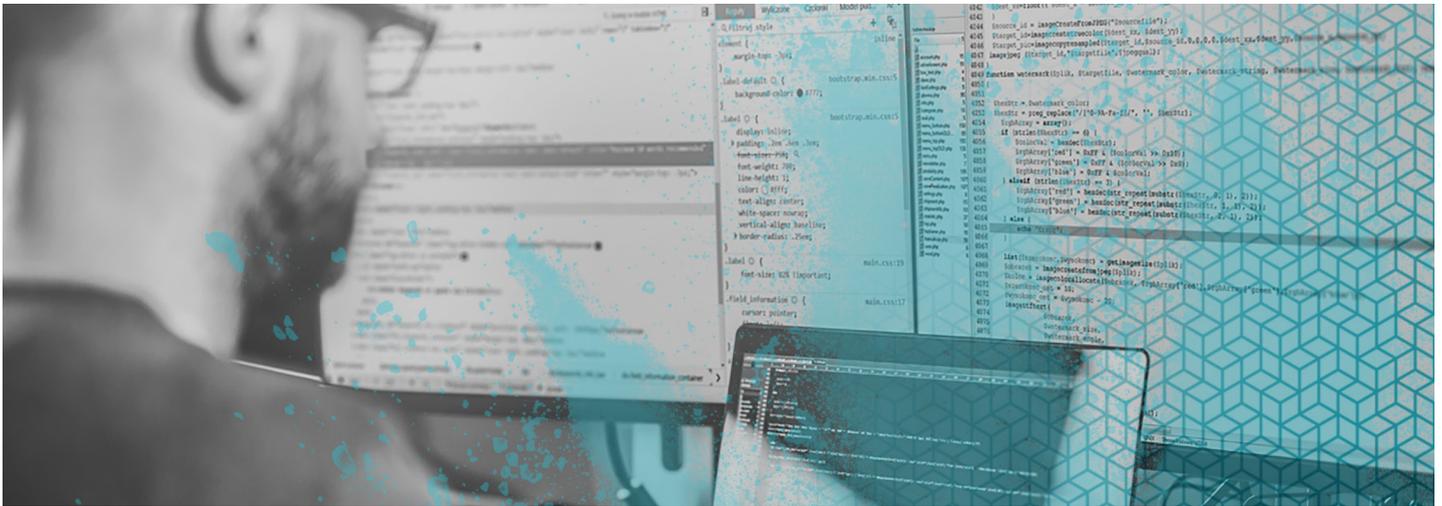




A Dynamic Duo: AWS & WP Engine

WHITE PAPER



Introduction.

WordPress at scale means two things: building an application or website that scales well for traffic growth or allocating additional infrastructure for planned and unplanned traffic spikes.

At WP Engine, we leverage a modern technology stack to make sure our customers have the right tools for scaling their WordPress environments. This includes offering a suite of developer tools so customers can build great websites, as well as utilizing best-in-class technologies like [Amazon Web Services \(AWS\)](#), a [public cloud](#) platform that adds resiliency and speed to our platform so we can deliver the best outcomes for our customers.

AWS offers excellent compute power, database storage, content delivery, and a wide array of [additional products](#) that are all delivered as a utility: on-demand, available in seconds, with pay-as-you-go pricing.

The following information will provide more detail on the benefits of using AWS as well as the added advantages of combining AWS with WP Engine's [enterprise WordPress Platform](#).

The Benefits of AWS

According to a recent Cloud Security Alliance (CSA) survey report, AWS sits at the top of the cloud market where it dominates. In the second quarter 2018, Amazon posted revenue growth of nearly 50% on revenue of \$6.1 billion. While other leading cloud

platforms may be catching up to Amazon Web Services, they still lag in market penetration and adoption.

This is all for good reason. AWS was one of the first providers of cloud infrastructure as a service, beginning as a set of eCommerce tools in 2000, and fully launching as a suite of cloud services in 2006. Given the number of years its products have been in market, AWS has had ample time to hone and optimize its impressive catalog of offerings.

At a macro level, the benefits of using AWS to power websites fall into the following buckets:

- **Reliability** - with AWS, users benefit from a scalable, reliable, and secure global computing infrastructure, which also serves as the virtual backbone of Amazon.com's multi-billion dollar business.
- **Scalable and highly-performant** - using AWS tools, Auto Scaling, and Elastic Load Balancing, websites and applications are able to scale up or down based on demand. Backed by AWS's massive infrastructure, users have access to compute and storage resources when they need them.
- **Secure** - AWS utilizes an end-to-end approach to secure and harden its infrastructure, including physical, operational, and software measures.

To put it simply, people who choose to power their digital experiences with AWS are choosing one of the most popular and powerful cloud platforms available. With the right

configuration and management, they can expect top-tier performance and the ability to handle almost any amount of website traffic that comes their way.

The Benefits of WP Engine on AWS

WP Engine offers a range of enterprise-grade, high resiliency, high availability solutions on WordPress-optimized AWS architecture. With AWS's global data centers and multi-zone redundancy across all traffic-serving layers, customers benefit from the best uptime protection and risk mitigation with the elimination of single points of failure—all on WP Engine's enterprise WordPress platform.

Because AWS is essentially a self-service offering, taking advantage of it through a WP Engine account plan means it's managed for our customers by our engineers. When a custom, dedicated plan is established, account managers recommend the cloud platform that best suits a customer's website(s). If AWS is indeed that platform, WP Engine gives a customer peace of mind so they get the most out of it and that it's optimized for WordPress—something AWS isn't set-up for on its own.

Furthermore, WP Engine provides world-class WordPress expertise, including award-winning, 24/7 support from our WordPress experts, an R&D organization that's constantly working to optimize integrations across the martech stack with tools like the [Amazon Polly plugin](#) for WordPress, which was co-authored by WP Engine and AWS.

WP Engine is also focused on continual innovation for WordPress, including tools built for additional intelligence, development tools for faster deployment, and, with the recent acquisition of StudioPress and its Genesis framework, themes that help WordPress site owners create beautiful digital experiences that help them differentiate their businesses online.

Just as WP Engine can help customers get the most out of AWS for their WordPress sites, leveraging AWS also adds value to our WordPress platform. This is most evident with regard to enterprise-grade performance. When customers power their WP

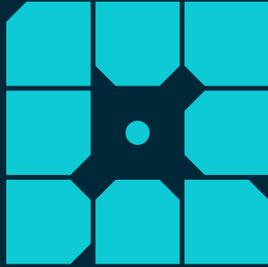
Engine platform with AWS, they're gaining the ability to deliver digital experiences with our highest levels of speed, scale, and high-availability. More than 85,000 customers trust WP Engine to power 500,000+ digital experiences at the speed and scale required to meet the needs of today's empowered consumer, and those who rely on AWS make up the top tier of that list.

Security is also a major benefit in this scenario, as AWS offers security for its cloud infrastructure, but not the additional WordPress-specific security measures that WP Engine puts in place. These measures were recently boosted with the world's first [Global Edge Security](#) solution for WordPress which includes Cloudflare's managed web application firewall (WAF), advanced distributed denial of service (DDoS) mitigation, SSL/TLS encryption, and CDN across a global edge network spanning more than 70 countries to deliver secure, scalable digital experiences on WordPress. When WordPress sites running on AWS are combined with the extra layer of security provided by WP Engine, those concerns become much more limited.

WP Engine: WordPress Expertise with AWS Competency

At WP Engine, our WordPress expertise is renowned, and our cloud engineers are AWS-certified, which means customers not only have access to experts in WordPress sites they also benefit from a managed AWS experience that optimizes the AWS offering for maximum speed and scalability.

Rather than try and deploy a WordPress site on AWS by themselves, or with a full-time employee who's time (or salary) is better spent elsewhere, relying on WP Engine for WordPress expertise and AWS management is usually a customer's most attractive option.



About WP Engine

WP Engine, the WordPress technology company, provides the most relied upon and trusted brands and developer-centric WordPress products for companies and agencies of all sizes, including [managed WordPress hosting](#), [enterprise WordPress](#), [Headless WordPress](#), [Flywheel](#), [Local](#) and [Genesis](#). WP Engine's tech innovation and award-winning WordPress experts help to power more than 1.5 million sites across 150 countries..

www.wpengine.com



About Amazon Web Services

For over 12 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 125 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 55 Availability Zones (AZs) within 18 geographic regions and one Local Region around the world, spanning the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of active customers around the world—including the fastest-growing startups, largest enterprises, and leading government agencies—to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit aws.amazon.com.

