

Growing Without Groaning: Pain-free, Reality-based Migration for Your Web Presence

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Building on IIS6 and the .NET Framework, Verio provides an incredibly powerful hosting system based on Microsoft® Windows® software that allows customers to scale their Web presence easier and faster than they ever could before.

The challenges of growing a Website

As a business begins to outgrow its initial Web environment, there are a number of cost and technology challenges that quickly arise. The three most common ones are:

1. **SCALABILITY** – How easy is it to scale my Website if I need to upgrade from a shared hosting plan to a virtual or a dedicated Server?
2. **MANAGEABILITY** – What is the best way to manage the updates and security patches associated with a virtual or a dedicated server? Do I have to implement a completely new technology if I need to upgrade?
3. **USABILITY** – What are the real technology differences among hosting providers if I want to upgrade? Will I be able to manage my upgraded site myself — or will I need to hire a developer or an IT manager?

Migrating from a shared hosting plan to a virtual server (usually referred to as a “Virtual Private Server” or VPS) or to a dedicated server frequently requires that a business also acquire some additional server management capabilities. This happens because virtual and dedicated servers are fully functioning servers that require some serious IT expertise to manage.

Virtual servers present an additional problem: the management of patches and updates. Many hosting providers that offer Microsoft® VPS-like services utilize third-party software like SWsoft Virtuozzo to manage their services. SWsoft Virtuozzo blocks Microsoft updates and patches for long periods of time — choosing instead to receive occasional updates. This causes such hosting companies to run without the latest patches and upgrades for weeks or months at a time.

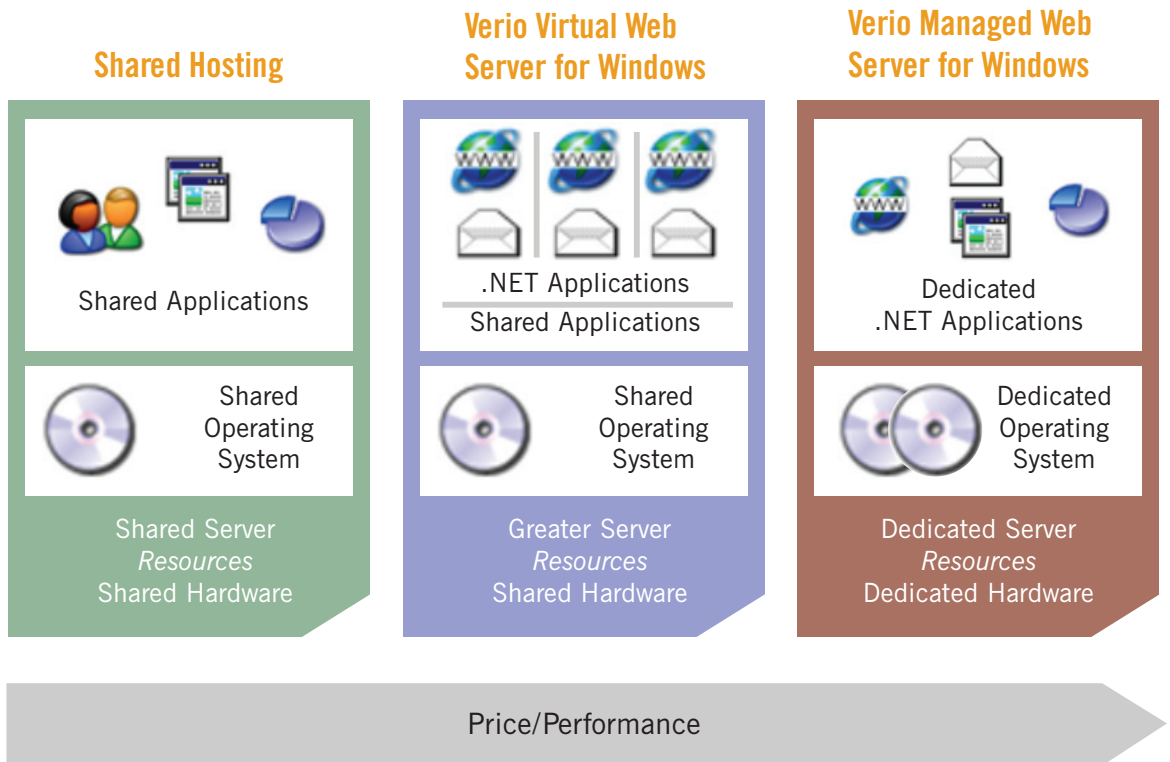
Verio's Vision for Virtual and Dedicated Hosting for Windows

With the launch of its Web Servers for Windows product line in 2006, Verio has erased the two largest hurdles to growing a Website: moving an existing Website to a virtual or dedicated server without having to relearn everything about how your site works, and timely security patches and OS updates.

One of the ways Verio accomplishes this is by keeping a basic level of Control Panel tools consistent across

all of its offerings — from Shared Hosting all the way up to its top-of-the-line Verio Managed Web Server for Windows. So as a Website grows, the basic hosting tools for the account stay the same. Tools and functionality are added as a customer moves up the Verio hosting for Windows stack, which means that knowledge is continually accumulated based on what the customer has already learned.

Verio Hosting for Windows Growth Plan



Overview of Verio's Windows-Based Hosting Platform Specs

	Shared	Verio Virtual Web Server for Windows	Verio Managed Web Server for Windows
Operating System	Windows Server 2003		
Subhosting	MultiSite	MultiSite Pro	MultiSite Pro
Email	Shared Server	Virtual Email Server	Virtual Email Server
Disk Space	5–40 GB	10–40 GB	60–280 GB
Custom Log Files	included	included	included
ASP.NET (1.1 and 2.0)	Yes	Yes	Yes
Log Files	Yes	Yes	Yes
No. of AppPools per Plan	1	6–25	250
Sandboxing	No	Yes	Yes
Server Resource Controls	No	Yes	Yes
Virtual Resource Units	Not applicable	30–125	1,000
MS SQL	Yes	Yes	Yes

Verio Platform Architecture

Verio has built its entire hosting platform on the individual AppPool concept. According to Microsoft, individual AppPools are one of the most important best practices for hosting for Windows. Using this concept, Verio offers a single dedicated AppPool per account for customers on shared hosting plans, and multiple AppPools for accounts on Verio Web Servers for Windows (including Verio Virtual Web Server for Windows). This is important for companies with one or multiple Websites, as well as for .NET developers who need sandboxing or site isolation capabilities.

Virtual Resource Units (VRUs) and Verio FairShare Technology

Another of the major problems faced by Windows-based hosting providers is that poorly constructed Websites on a shared server can effectively consume all of the resources of the server — hurting the uptime and availability of the other accounts on the server and leaving their customers frustrated by low-response times and server failures. To combat this problem, Verio has created and implemented FairShare, a technology concept it adopted from its VPS offering on its sister platform, FreeBSD.

FairShare effectively prevents problem Websites from using all of the CPU and RAM on a shared server. It accomplishes this by carving the resources of the server (CPU and RAM) into Virtual Resource Units or VRUs. VRUs allow the physical resources of a server to function as multiple logical resources. Accounts receive a different number of VRUs depending on account level — so the larger the Plan type, the more VRUs are available to assign to accounts, and the higher the guaranteed performance of the site during peak usage times.

Enhanced subhosting technology

On its shared hosting platform based on Windows, Verio launched its award-winning MultiSite subhosting technology in 2005. MultiSite allows customers to host multiple independent

Websites on inexpensive shared hosting plans based on Windows. MultiSite is the only published subhosting technology available for shared hosting services. What makes the Verio MultiSite offering unique is that it isn't merely a series of redirects and subdirectories. Subhosted sites are viewed by the server as truly separate sites, so customers can get individual traffic reports by site, turn on/off selected features by site, etc.

For the Web Servers for Windows platform, Verio builds on the MultiSite concept. MultiSite Pro has all of the features of MultiSite (in fact, the two technologies share a code base) but adds more advanced features like multiple AppPools, site isolation capability, server resource controls (VRUs), disk quota controls, and file compression technology.

Verio Subhosting Technology

SHARED HOSTING MultiSite

- Available on Windows-based shared plans
- Supervisor control over subhosted sites
- Subhosted accounts act like their own hosting plans
- Individual site logins, FTP rights, and Urchin stats logs

VERIO WEB SERVERS FOR WINDOWS MultiSite Pro

- Available on Web Servers for Windows
- Q4 2006 launch
- All of the functionality of MultiSite *plus*:
 - *Site-level server resource control (CPU, RAM, etc.)*
 - *Site isolation capabilities*
 - *Custom log controls*
 - *File compression technology*

In terms of manageability, having separate email and hosting servers means that if your Website goes down for any reason, you will still get your email.

Email Server

Verio has implemented separate email and hosting servers in its Web Servers for Windows architecture. This provides two major advantages over competitor platforms that put those functions on one server: **manageability** and **performance**. In terms of manageability, having separate email and hosting servers means that if your Website goes down for any reason, you will still get your email. And reliability during peak usage times also increases as the servers are optimized to their respective functions — the email server is optimized for email, and the hosting server is optimized for hosting, providing better performance for each, particularly during peak usage times. By contrast, competitors who place hosting and email on the same server tend to degrade the performance of both functions.

Verio's Hosting Labs for Windows

In addition to an advanced Windows-based hosting platform, Verio offers a hosting technology playground where customers can try out beta versions of the latest tools and hosting software.

The Labs section also includes a robust feedback mechanism that allows customers to make comments and suggestions directly to our top development team.

Examples of current tools in the Hosting labs:

- **Podcasting** – Create and host your own Podcasts.
- **.NET Framework Selector** – Choose either .NET v1.1 or 2.0.
- **Starter Kits** – Open source development kits for Windows.
- **Scheduler** – Ability to schedule cron-like jobs.
- **Threshold Notifications** – Request email notification when your account approaches a user-defined percentage of max disk quota.
- **Website Repair Wizard** – Automatically detects many of the coding issues that cause sites to crash and restarts the site.
- **Developer Feedback Mechanism** – Permits customers to send messages to Verio's top developers.

Conclusion

Through multiple AppPools, the Hosting Labs, and its FairShare technology, Verio offers a highly secure, cutting-edge Web Server platform that is user friendly and can easily scale to meet customers' growing hosting needs.

Verio sets a new standard in hosting by providing the ability to move from a shared hosting account to a virtual or dedicated hosting server with no learning curve for the customer, and with no additional investment in server management or IT required.

Verio Hosting Solutions Based on Windows

Shared Hosting			Verio Web Servers for Windows	
Low-End	Mid-Range	High-End	Virtual Hosting	Dedicated Hosting
Starter \$12.95/mo. Includes: 2 Websites, EasySite	PremierSite \$19.95/mo. Includes: 2 Websites, EasySite Plus	WebMaster \$59.95/mo. Includes: 30 Websites, EasySite, ShopSite, MS SQL Server, 40 GB Web disk, 1,000 email accounts	Virtual Pro \$89.95/mo. Low-Density Shared Server, 10 GB disk (usable)	Basic \$299/mo. 60 GB disk (usable) 1 GB RAM, 3.0 GHz Xeon
	MultiSite \$24.95/mo. Includes: 10 Websites			Virtual Pro Plus \$189.95/mo. Low-Density Shared Server, 40 GB disk (usable)
	e-Storefront \$24.95/mo. Includes: 2 Websites, Shopping Cart		Pro Plus \$599/mo. 280 GB disk (usable) 4 GB RAM, Dual 3.0 GHz Xeon	
	MS SQL Server \$29.95/mo. Includes: 2 Websites, MS SQL Server db			

MS Hosting Award – Advanced Hosting Infrastructure Solutions (awarded 2006)

Verio was recognized by Microsoft in July 2006 with a Specialization Excellence Award in Advanced Infrastructure with a focus on Hosting. Awards were presented in a number of categories, with winners chosen from a pool of more than 1,800 entrants worldwide. The Advanced Infrastructure Solutions Specialization Award recognizes partner excellence in delivering solutions, including Web-based applications, internal and external portals, solutions for managing large amounts of data and translating it into business intelligence, and more efficient communications both within the enterprise and from remote sites.

Instructional Video Demo Library

Verio offers short video demos of many of its hosting features and functions within its control panel (CP). Videos are offered both in the appropriate CP section (so if you're trying to use the Subhosting function, you can view an instructional demonstration of the Subhosting feature from the Subhosting portion of the CP) and in a special Table of Contents format in case you want to pick and choose topics.

These video demos are available only to customers of Verio hosting for Windows. Language options for the instructional videos are available for in-country providers.

About Verio

Verio Inc. is a leading provider of Web hosting and managed services serving the online business needs of SMB companies and partners worldwide, and is a wholly owned subsidiary of NTT America, the U.S. subsidiary of NTT Communications, which provides complementary global network access reaching over 200 countries worldwide. The company focuses on how to help companies and partners achieve their business goals with functional hosting solutions, applications, and services that enable them to drive success online. Verio supports its operations with highly reliable and scalable global infrastructure and systems including the NTT Communications Global IP Network, and provides business solutions to customers and partners in more than 146 countries. More information can be found at www.verio.com.