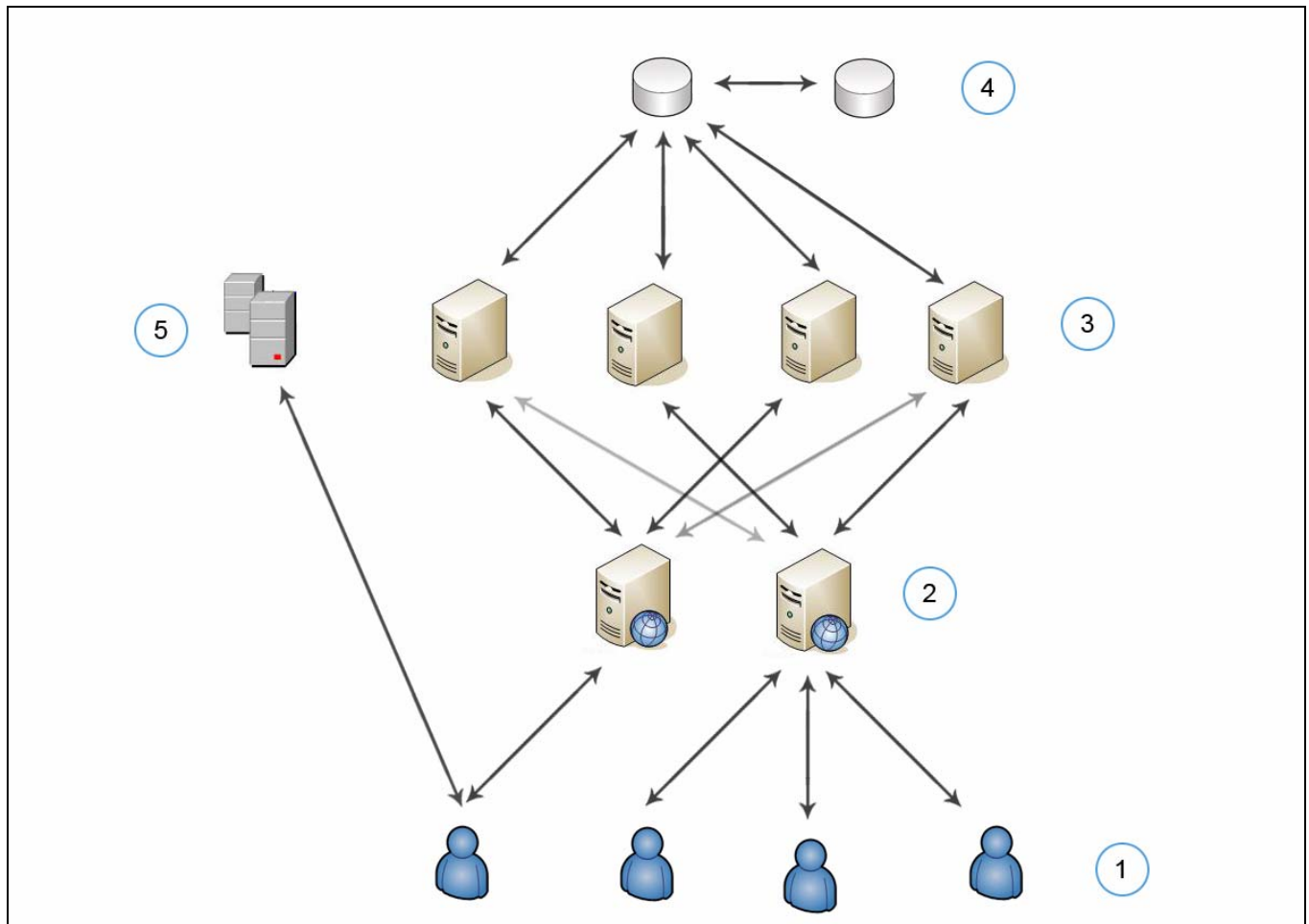


NetDirector e-Trade Pro Hosting Infrastructure



NetDirector e-Trade Pro – Hosting Environment

Description of Image Elements (above):

1. Customers
2. Web accelerators (Amazon EC2)
3. Load-balanced web servers (Amazon EC2)
4. Database server and it's failover (Amazon EC2)
5. Media files server (Amazon S3)



[Amazon Simple Storage Service \(Amazon S3\)](#)

Amazon S3 provides a simple web services interface that can be used to store and retrieve any amount of data, at any time, from anywhere on the web. It gives access to the same highly scalable, reliable, fast data storage infrastructure that Amazon uses to run its own global network of web sites. The service aims to maximize benefits of scale.

Amazon S3 was built to fulfil the following design requirements:

- **Scalable:** Amazon S3 can scale in terms of storage, request rate, and users to support an unlimited number of web-scale applications. It uses scale as an advantage: Adding nodes to the system increases, not decreases, its availability, speed, throughput, capacity, and robustness.
- **Reliable:** Store data durably, with 99.99% availability. There can be no single points of failure. All failures must be tolerated or repaired by the system without any downtime.
- **Fast:** Amazon S3 must be fast enough to support high-performance applications. Server-side latency must be insignificant relative to Internet latency. Any performance bottlenecks can be fixed by simply adding nodes to the system.
- **Simple:** Building highly scalable, reliable, fast, and inexpensive storage is difficult. Doing so in a way that makes it easy to use for any application anywhere is more difficult. Amazon S3 must do both.

[Key Advantages for NetDirector e-Trade Pro:](#)

- Effortless, reliable backup
- Scalable infrastructure for serving media files (images, product attachments etc.)
- Access optimised for US and Europe
- Unlimited storage for premium customers

[Amazon Elastic Compute Cloud \(Amazon EC2\)](#)

Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier.

Just as Amazon Simple Storage Service (Amazon S3) enables storage in the cloud, Amazon EC2 enables 'compute' in the cloud. Amazon EC2's simple web service interface allows you to obtain and configure capacity with minimal friction. It provides you with complete control of your computing resources and lets you run on Amazon's proven computing environment. Amazon



EC2 reduces the time required to obtain and boot new server instances to minutes, allowing you to quickly scale capacity, both up and down, as your computing requirements change.

Service Highlights:

Elastic

Amazon EC2 enables you to increase or decrease capacity within minutes, not hours or days. You can commission one, hundreds or even thousands of server instances simultaneously. Of course, because this is all controlled with web service APIs, your application can automatically scale itself up and down depending on its needs.

Completely Controlled

Complete control of instances, ability to interact with them as with any machine. Instances can be rebooted remotely using web service APIs. You also have access to console output of your instances.

Flexible

You have the choice of several instance types, allowing you to select a configuration of memory, CPU, and instance storage that is optimal for your application.

Designed for use with Amazon S3

Amazon EC2 works in conjunction with Amazon Simple Storage Service (Amazon S3) to provide a combined solution for computing and storage across a wide range of applications.

Reliable

Amazon EC2 offers a highly reliable environment where replacement instances can be rapidly and reliably commissioned. The service runs within Amazon's proven network infrastructure and datacentres.

Secure

Amazon EC2 provides web service interfaces to configure firewall settings that control network access to and between groups of instances.

Key Advantages for NetDirector e-Trade Pro:

- Flexibility in adding more computing power when necessary
- Ability to create dedicated environment for premium customers

