

Based in New York City, LittleThings.com is one of the top 1000 websites in the world, receiving over 20 million visits per month and having over 1.6 million followers on Facebook.

Like many online blogs, LittleThings started small. The initial setup was not geared to handle thousands of visitors, which was sufficient until the site gained traction and began having issues when posts went 'viral'.

- *Scale With Ease*
- *Fast Page Loads*
- *100% Site Uptime*
- *No Server Timeouts*
- *Secure WordPress*
- *Development Environment*
- *Systems Monitoring & Alerts*

“We are growing at a rapid pace and require a solutions partner that can keep up with our needs.”



“The website demands uninterrupted service because of our high-volume marketing campaigns. Every second of downtime can be costly.”



Alex Zhardanovsky  
Founder, LittleThings.com

### CHALLENGE:

Design a WordPress setup that is secure, can handle over 100,000 concurrent visitors and unexpected traffic spikes, with on-demand global content delivery and guaranteed 100% uptime under adverse conditions.

### SOLUTION:

Utilize the power of high-performance servers, clustering and load-balancing, heavy server-side caching, a content delivery network, and advanced networking techniques to achieve a virtually bulletproof setup.

### FUNCTION:

The ISPRIME team leveraged the power of enterprise Dell servers, solid-state-disks, and the latest Intel processors, to power the heart of WordPress and its databases. Redundant hardware load-balancers ensure even traffic distribution and a seamless failover. For added fault tolerance, the team utilized a pair of 10 GigE Juniper switches, reducing bottlenecks and improving performance.

Using advanced caching methods and a high-performance CDN, the team was able to maintain a small footprint while serving up multiple gigabits of traffic per second.

A development & staging environment was designed around LT's workflow, with backup and rollback features. Strict firewall rules deployed, security tightened and permissions adjusted to ensure a safe and functional environment.

"The ISPRIME team has been very helpful and attentive, enabling us to grow quickly. From every aspect, our experience has been nothing short of fantastic." - Alex Z

### RESULT:

A fast, reliable, easily-scalable setup that can hold up in even the most demanding of circumstances, with all systems maintained by ISPRIME. A lean hardware setup saves the customer money over their previous cloud-hosted infrastructure, while next-generation technologies propel the site to new heights.

## Managed WordPress Hosting

**Learn More:** let ISPRIME supercharge your blog and take it to the next level.

Find us on Twitter, Facebook and Google+, or inquire via email at [sales@isprime.com](mailto:sales@isprime.com).

- Full WordPress Support
- Global Content Delivery
- 24x7x365 Technical Support
- Setup & Integration Assistance
- High-Efficiency Caching
- Off-Site Backups & Restore
- Real-Time Server Statistics