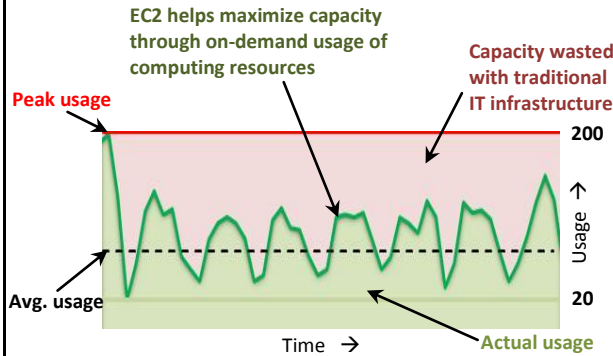


Web Hosting with Occasional Traffic Spikes

Use Case: Relatively low steady state usage, with occasional need for sufficient resources to handle traffic spikes. Traditional co-located data center model requires planning for peak usage, resulting in significant idle capacity a majority of the time.



Assumptions

- » 20 servers running constantly at 100% full capacity
- » 200 servers needed during occasional traffic spikes, with average annual utilization of only 20%
- » 10 GB average monthly data transfer “in” and 50 GB average monthly data transfer “out” per instance
- » Region: US East (Northern Virginia)
- » Operating System: Linux/Unix

Note: These assumptions are used for demonstration purposes only. You may input your own assumptions in the Amazon EC2 Cost Comparison Calculator for an accurate cost comparison based on your own use case and computing needs.

Co-Located Data Center		Amazon EC2*	
	<u>Annual Cost</u>		<u>Annual Cost</u>
Server Hardware	\$26,620	Instance Hours	\$44,554
Network Hardware	\$5,324	Data Transfer	\$5,400
Hardware Maintenance	\$9,583		
Co-Location Expense	\$274,293		
Remote Hands Support	\$3,300		
Data Transfer	\$9,401		
Total	\$328,521	Total	\$49,954

*Amazon EC2 costs are calculated based on the On-Demand pricing structure. Further savings may be possible by using Reserved Instances.

