



## **TalkPhotography.co.uk – A Virtual Private Server Solution**

TalkPhotography.co.uk is one of the UK's largest hobby and professional photography forums. With a community of over 4,000 active members, who regularly discuss topics ranging from photographic equipment and techniques, to individual photograph critique, the forum currently has over 130,000 threads, 1.5 million posts and boasts an extensive online photographic gallery.

The forum is busiest during the evening when you'll find over 500 users interacting with the forum on average. Traffic doubles during the busy Christmas period.

TalkPhotography originally approached Global Gold in January 2008 when their existing host was unable to cope with their growing traffic demands. Another key issue for them was that the forum is run as a not-for-profit-organisation, so they needed to a solution that was cost-effective, scalable and delivered high performance.

Given the traffic and budgetary concerns of TalkPhotography, Global Gold recommended the implementation of a virtual private server (VPS) because it:

- can be upgraded at a moment's notice and without any downtime;
- delivers high-performance;
- cuts page-download times;
- offers total security;
- is available at a very reasonable entry level price point.

A VPS solution at Global Gold always delivers high-performance in a shared virtual hosting environment. Like all vBulletin forum solutions each VPS server runs on an HP ProLiant DL360 G5 using Quad Core processors and a fast RAID 1+0 array, giving forum users the flexibility to do more things simultaneously without interrupting or slowing the progress of any other client or user on the server.

In the case of TalkPhotography.co.uk Global Gold specifically configured their VPS using xCache and gzip compression to decrease page download times and improve overall user-experience when visiting the forum. It operates in a secure and isolated environment, that way each customer can be assured that their web site and/or forum is entirely unaffected by the action of any other customer on the VPS.

Global Gold proactively monitors each server, so that any peaks are monitored and adjustments can be made in an instant.

Since its implementation the forum has hit a record high of over 2,000 members visiting the forum in a single day and over 880 simultaneous users interacting with it without experiencing any difficulty.

In the TalkPhotography's own words:

***“One of the main differences we've noticed since working with Global Gold is in the level of helpfulness you get as standard. They pay attention to the details, the server performance is excellent and if there are any issues their technical team respond so swiftly that you scarcely experience any unplanned downtime. Overall they're better than good, they're great, so is their uptime!”***

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