

Making progress continual with server technology that never stands still

Hostinger accelerates growth, offering customers better traditional and AI-enhanced hosting services with Dell PowerEdge servers powered by AMD.

Business needs

Already growing 50% a year, Hostinger expects that figure to increase in the coming years. With success reliant on its infrastructure, Hostinger needed high-performing servers and chose Dell PowerEdge with AMD processors. To take its infrastructure to the next level, it sought to roll out hundreds of servers with the latest AMD EPYC™ chipsets globally.

Business results

-  Boosts website performance by 20%.
-  Drives up server price/performance by 20%.
-  Gains 50% more server core count.
-  Protects data in an evolving threat landscape.
-  Extends server life for greater sustainability.
-  Fuels innovation with new server configurations.

Solutions at a glance

- Dell PowerEdge R6615 servers with AMD EPYC processors

Success in web hosting relies on the underlying infrastructure. It should guarantee service reliability, uptime, performance and speed, security and scalability. Creating such an infrastructure is a challenge without the right technology in place. However, Hostinger, headquartered in Lithuania, appears to have got it right. Today, the web hosting business serves over 3 million customers across 150 countries from 12 data centers globally. Its product offering includes web and email hosting, domains, website builder and virtual private server (VPS) hosting.

Hostinger's business has grown 50% each year for more than five years. The quality of its services has helped maintain this momentum, attracting new customers and retaining existing ones. Even with this high rate of growth, the company expects it to grow even more as it expands its portfolio of products to feature artificial intelligence (AI) services such as AI-based assistants for customer support.

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Skirmantas Juraška,
Head of Infrastructure, Hostinger

When continuous improvement is in a company's DNA

The company's server infrastructure is critical for future expansion. Although Hostinger runs services in the cloud, the core of its products — like web, VPS and email hosting — is delivered via Dell PowerEdge servers in its 12 facilities. These servers must maintain 24x7 uptime, offer predictable pricing and come with global technical support. Skirmantas Juraška, head of infrastructure at Hostinger, says, “Anyone can offer good hosting services in the market, but if you don't have the infrastructure to support them, you're going to fail.”

To avoid failure and drive success, Hostinger always looks to get more out of its servers. Juraška and his colleagues are continually testing new configurations, even though the company keeps a large number of PowerEdge servers in stock at any one time. “We love pushing boundaries to see what more we can get out of our infrastructure,” states Juraška. “You have to keep improving.” Based on successful testing, Hostinger ordered 800 PowerEdge servers with AMD EPYC processors in March 2024. It wasn't the first time Hostinger had bought PowerEdge servers with AMD chips. Juraška comments, “PowerEdge and AMD have delivered all our core services for several years. We have around 2,000 AMD-based PowerEdge servers at the moment.”

Gaining 50% more core count per server

Hostinger purchased the latest generation of PowerEdge R6615 servers with 4th generation AMD EPYC processors. “When we tested the AMD EPYC-based PowerEdge servers, we found they offered the best investment per dollar, providing performance, flexibility and low-latency storage options,” comments Juraška. The new servers would handle critical workloads such as web and email hosting as well as Hostinger's VPS offering. With its 1U footprint, the server model delivers up to 50% more core count per single socket platform in an innovative air-cooled blueprint. It also leverages the PowerEdge cyber-resilient architecture that helps companies adopt Zero Trust security.

800 servers seamlessly deployed thanks to open standards

The company deployed the new servers across its 12 data centers, replacing legacy Intel-based servers that were past their prime. To implement the servers into its facilities, the Hostinger IT team used open-source tools. “Whenever we implement technology, we try to automate as much of the process as possible to cut down on management time,” says Juraška. “We've gotten deployment down to a seamless process by leveraging the open standards in Dell PowerEdge servers to integrate with our in-house tools.”



Energy-optimizing product features and component upgrades extend server life for greater sustainability.

20% faster website access

By modernizing its data centers with PowerEdge servers powered by AMD processors, Hostinger gained 20% greater performance across core services, including website hosting. In addition, it saw a 20% improvement in latency to enhance the user experience across hosted websites. "Given that we operate in a highly competitive market, improving service performance by 20% with Dell PowerEdge servers powered by AMD is a powerful benefit," says Juraška. "It helps us maintain our edge."

Price/performance becomes 20% better

Hostinger has also reduced costs through the latest server development. The company's IT outgoings are spread between cloud and on-premises workloads in its data centers. But while the price/performance for cloud services is unpredictable, the AMD-based PowerEdge price/performance is continuously improving. Juraška explains, "With the greater throughput we're achieving with our Dell PowerEdge R6615 servers, our price/performance has risen by as much as 20%."

Keeping customer data well protected at all times

Despite a rapidly evolving threat landscape, Hostinger can continue protecting customer data through its server investment. Cyber resiliency is integrated into all PowerEdge models, supporting Zero Trust environments. And Hostinger leverages the servers' security features while easily integrating its own security tools to maximize protection. "We always prioritize security

through a combination of hardware configurations, software tools and best practices," comments Juraška. "With Dell PowerEdge and AMD servers on-premises, we can ensure a consistent security approach across our complete server landscape."

Extending server life to support sustainability

Sustainability is also a priority for Hostinger. Its use of renewable energy to power its data centers increased from 35% to 42% in 2023. With the product design features of AMD-based PowerEdge servers optimizing energy usage, the company is making sustainability progress. Juraška states, "Our sustainability team works closely with Dell Technologies on environmental initiatives. We upgrade server components whenever possible to extend our servers' lives up to 7 years."



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Fully prepared to drive AI innovation

Even though Hostinger maintains a stock of servers, global disruptions over recent years have highlighted the importance of vendor support. “With Dell Technologies, we know that new servers will arrive at our distribution location in around a month, giving us peace of mind,” comments Juraška. In the company’s experience, shipping servers globally with Dell Technologies avoids delays. Juraška says, “The technology always arrives at border controls with the correct documentation, so the Dell solutions arrive on time. Wherever we need the Dell PowerEdge servers to be, we can get them there in weeks to try out new configurations, fueling our innovation powers.”

Today, innovation at Hostinger revolves around AI, and Dell Technologies offers the PowerEdge XE9680 with an AMD Instinct™ MI300X accelerator for AI workloads. While the company’s AI workloads currently run in the cloud, it is exploring the possibility of running some workflows on-premises to support potential use cases, such as AI-based assistants for customer-facing or business-facing support roles. Juraška concludes, “Our AI operations will expand over time, and Dell PowerEdge servers with AMD processors will help drive that transformation, integrating the power of AI with our data.”

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