

CASE STUDY

Vultr Victories: Around the world with WP Bolt

Under the guidance of its founder Kevin Graham, WP Bolt has emerged as a game-changer for high-performance WordPress VPS hosting. Their commitment to high-performance cloud computing solutions has made them a trusted ally for businesses of all sizes and sectors.

WP Bolt transcends traditional shared cloud computing services by offering fully managed VPS servers. This frees customers from server management concerns, allowing them to focus on their core operations. It also offers unparalleled performance and scalability, making it easy for businesses worldwide to expand their online presence.

“Our end users are small business owners, who have outgrown traditional shared hosting services like Bluehost or GoDaddy and are looking for a more powerful hosting solution for their WordPress site,” Graham explained.

WP Bolt’s business model also aims to deliver a hassle-free cloud computing experience. Their seasoned experts handle every technical aspect, from server setup to regular maintenance, to ensure robust security and unwavering reliability. This combination of outstanding performance and customer satisfaction has earned WP Bolt’s reputation as a top-tier WordPress cloud computing provider.

In search of global reach

WP Bolt addresses many of the challenges and limitations of traditional shared cloud computing services.

Physical infrastructure can be difficult and expensive to establish and maintain, especially across multiple locations. WP Bolt needed a robust cloud computing infrastructure to serve a global customer base that could deploy and scale cloud servers worldwide. This would allow them to ensure low-latency connectivity and peak performance for customers, regardless of their geographical location.

“When building WP Bolt, we wanted to be able to easily deploy and scale cloud servers across a wide geographic footprint without the capital outlay associated with deploying our own hardware in all of those cities,” said Graham.

wpbolt.com**Industry**WordPress VPS
Hosting**About WP Bolt**

WP Bolt provides robust and secure solutions for WordPress websites, offering easy, affordable, and high-performance VPS hosting.



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But merely having a global presence wasn't enough. WP Bolt's dedication to low latency required them to offer servers at the edge, as close to their customers' physical locations as possible. They needed a flexible, user-friendly solution that could spin up new servers quickly to match their growing client base. They also needed an appropriate and predictable pricing structure to prevent unanticipated costs that could overshadow the value of their global approach.

Everywhere, all at once: How Vultr meets WP Bolt's needs

To grow, WP Bolt needed a flexible, self-service approach that they could rapidly scale at their discretion. To help them, Vultr proposed a model that met these requirements. A hallmark of Vultr's services is its intuitive self-service platform, which empowers WP Bolt to effortlessly establish and manage virtual machines as required. Whether they need to scale up during peak traffic or down during quieter periods, WP Bolt can do so at their convenience, ensuring control over their growth trajectory.

Vultr's extensive global network of more than 30 cloud data centers became a pivotal element in WP Bolt's international scaling strategy. Vultr's dedication to worldwide expansion ensured WP Bolt could rely on Vultr to have a nearby cloud data center as it grew. The ability to deploy servers near their customers resulted in significant latency reduction and enhanced site performance. With infrastructure concerns eliminated, WP Bolt could focus solely on providing superior services and expanding its reach.

Vultr's comprehensive suite of services and global presence played a significant role in actualizing WP Bolt's vision of growth. As founder Kevin Graham explains, "Vultr's extensive network of cloud data centers is perfect for our WordPress hosting service, as it enables us to deploy closer to our customers."



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The integration of WP Bolt's cloud computing solutions with Vultr's reliable infrastructure and advanced features showcased a synergistic alliance between the two companies. WP Bolt leveraged [Vultr Cloud Compute VMs](#), bolstered by high-frequency AMD instances, to deliver unparalleled performance for WordPress sites. They also use Vultr to host some of their internal servers, as well as all of their customer's servers. WP Bolt uses a custom provisioning module that they developed in-house for the WHMCS billing system, and AlmaLinux, DirectAdmin and Softaculous on all customer servers. The majority of their use is through Vultr's API, which they credit for making it easy to automate core functions for their business, such as deploying servers, managing power state, connecting to VNC terminals, and managing DNS records.

A cost-effective global footprint: WP Bolt's results with Vultr

Unlike many other cloud services, Vultr adopts a straightforward pricing approach with no hidden surprises. This clarity allowed WP Bolt to accurately predict their infrastructure expenses and better manage their financial resources.

"Our server costs are about 20% lower because we use Vultr instead of AWS, GCP, or Azure. In addition, we don't have to pay extra for functionality like DNS hosting," said Graham. This cost-efficiency enabled WP Bolt to offer its customers competitive pricing and exceptional value.

The fruitful collaboration with Vultr enabled WP Bolt to establish a robust and reliable global footprint. Leveraging Vultr's network of cloud data centers, WP Bolt now provides WordPress VPS cloud computing in over 30 cities globally. This international presence equips WP Bolt's customers to deliver their websites with extraordinary speed and reliability, reaching audiences around the globe.

"Vultr has made it easy for us to offer WordPress Hosting in over 30 cities worldwide, without the need for a large capital outlay for servers and the associated challenges of managing them in third-party cloud data centers," said Graham.

"The entire success of WP Bolt has been because of Vultr and the mix of affordable cloud servers, large geographic footprint of cloud data centers, free DNS hosting, and a great API that makes it easy for us to build a fully featured WordPress Hosting platform on that infrastructure."



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Kevin Graham,
Founder

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