



## INDUSTRY

501c3 Non-profit: Food waste/  
hunger

## PRODUCTS

Cloud VPS

## PAIN POINTS

When AmpleHarvest received high-profile accolades in the press, it sent a large volume of traffic to the site, taxing their hosting provider, who also shut down the site at peak times mistakenly thinking quality traffic was malicious.

## HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ helped AmpleHarvest.org move to scalable Cloud VPS while providing sonar-monitoring and real-time security reports to better fight against hackers and code injections.



## “The best migration I’ve ever been a part of”

### [AmpleHarvest.org Outgrows Old Hosting Provider, Calls Liquid Web for VPS, Load Balancing, and More](#)

As AmpleHarvest.org’s reputation as a food waste/hunger organization grew, so did their mentions in national news outlets along with other high-profile accolades. However, these periods of high recognition were also causing traffic spikes on their site that were taxing their hosting provider, who was ill-equipped to handle the heavier loads. The situation became even more tenuous as an already large volume of traffic from a major Google advertising grant was compounded by a big push of AmpleHarvest.org PSA traffic from AppNexus’s “Technology for Good” program. While this was a tremendous boon for AmpleHarvest.org (the response was overwhelming on an enterprise level: site impressions reached 4.8 billion in 2016) their hosting provider frequently shut down the site at peak times because they were unaware that these were legitimate hits, not malicious traffic.

The unacceptable result was that after receiving these unprecedented levels of recognition, the site would be down for 24-48 hours with average wait times of 20 to 40 minutes for support. It also meant an untold number of prospective food donors continually left the site due to the long stretches of downtime.

## How Liquid Web Helped

AmpleHarvest.org's founder Gary Oppenheimer was getting great feedback about Liquid Web, and he was highly motivated to move on from his currently unfavorable situation. Once Oppenheimer began working with Liquid Web, he was quickly impressed with how fast Liquid Web found and fixed items in the testing, and how expertly and efficiently he was able to migrate his old site in spite of his concerns surrounding the often-complicated process.

Another superior service aspect that attracted him is Liquid Web's ability to scale traffic intelligently without having to shut the site down: a problem that had already cost him visitors and credibility. The performance of Liquid Web's Virtual Private Servers combined with load balancing features handled the site flawlessly: sudden traffic spikes were no longer a problem. They could now be treated with eager anticipation.

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As far as migrations go, this was the best I've ever been a part of. The success of our work towards ending hunger and improving the environment requires a hosting service that is up to the task, and we found it with Liquid Web.

- Gary Oppenheimer, Founder

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## Seeds for Positive Change

With AmpleHarvest.org having experienced some malicious traffic in the past, Liquid Web's ability to mitigate several different types of attacks without going offline was highly appreciated. "Customer service and responsiveness have been phenomenal thus far," Oppenheimer said. "With our high traffic, we've at times been a target for hackers attempting to inject code. I was previously oblivious to how much of this was going on, so Liquid Web's real-time reports have been enlightening. The success of our work towards ending hunger and improving the environment requires a hosting service that is up to the task, and we found it with Liquid Web."

### ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC Magazine's 5,000 Fastest Growing Companies for eleven years.

\*2017 NPS score of 66%

