

### The take home message:

LiteSpeed Web Server (LSWS) can save users money by cutting their resource usage (especially load) while increasing server performance. This saves them from expensive hardware upgrades.

**Customers saving money means happier customers**

### LiteSpeed Benefits

- Cuts load and RAM usage.
- Improves speed. Not just static content, but also greatly improves web application performance (like WordPress, Magento, etc.)
- More users on one server.
- Saves money on hardware and optimization.
- Built-in page caching.
- Stops and/or mitigates DDoS attacks.
- Works with existing Apache configurations and all major control panels.
- Installation takes 15 minutes.



### How to identify

a customer that will benefit from LiteSpeed?

- **High load or load spikes** causing slow service or crashes.
- **High or increasing traffic.**
- **Using cPanel/WHM, Plesk, DirectAdmin, or Interworx control panels.** (Easy installation and administration with LSWS control panel plugins.)
- Customer **provides shared hosting.** (LSWS suEXEC PHP is far faster and more flexible than Apache. LSWS is compatible with Cloudlinux.)
- Has attempted Apache, PHP, and/or MySQL optimization already.

### How LiteSpeed cuts resource usage:

LiteSpeed Web Server uses event-driven architecture, as opposed Apache's process-based architecture.

Instead of creating a new process for each connection as Apache does, LSWS cuts overhead by serving all connections with one or a few processes. In this way, LSWS serves connections faster than Apache using far, far less resources with no spikes.

### How LiteSpeed improves speed:

1. Our extremely optimized coding serves both static content and web applications (like WordPress and Magento) much, much faster.

2. A lighter web server means more resources for your database and web applications.