



Google Cloud

Formula for success: Google Cloud Platform & WP Engine.

WHITE PAPER



Introduction.

Businesses are choosing WordPress over other Content Management Systems (CMSs) because of its expansive ecosystem, low TCO, and faster time to market. However, just like any piece of software, optimizing WordPress for speed, scalability, and security can require an additional layer of attention and expertise.

At WP Engine, we offer 24/7 access to our in-house WordPress experts as well as best-in-class tools and technology, optimized for WordPress, so our customers can get the most out of their sites. This includes our suite of developer tools, which make it easier to build and maintain great websites, but it also means utilizing highly performant [public cloud](#) solutions like [Google Cloud Platform](#) (GCP), which gives our customers access to the same infrastructure Google uses internally for its end-user products, including G Suite, YouTube, and Google Search.

GCP is known as an extremely fast and flexible cloud platform, but it also boasts highly robust big data and analytics capabilities as well as a wide array of [modular products](#) that are all backed by Google's [recognized reputation](#) for performance, innovation, and security.

The following information will provide more detail on the benefits of using GCP as well as the added advantages of combining it with the WP Engine Digital Experience Platform (DXP).

The benefits of GCP.

If you're familiar with Google (who isn't), you might think of GCP as Google's take on cloud—it's built with the same power and functionality that's made Google a technology leader and a household name across the globe.

In that vein, GCP has quickly become one of the industry's fastest, most flexible and secure enterprise-ready cloud platforms, with scalable infrastructure and a global footprint that includes 18 cloud regions and 134 points of presence around the world. At its core, GCP is comprised of a series of open, interchangeable cloud services that run the gamut from data storage and data analytics to AI and machine learning, just to name a few.

GCP also offers a front-row seat for various open source projects, such as Google's [Accelerated Mobile Pages](#) (AMP)

Project, which helps users create websites and ads that are consistently fast, great-looking, and high-performing across different devices and distribution platforms. Or, Google's [Progressive Web Apps](#) (PWA) project, through which a website can be made to look and feel like an installed app or application on a smartphone, tablet, laptop, or desktop.

Google created the AMP and PWA projects in response to the [growing importance of mobile performance](#), the need for a better experience on mobile, as well as the continued presence of unresponsive and slow mobile sites across the web. Both projects help site owners provide their digital audiences with seamless experiences, regardless of the devices they're using to access them.

While AMP and PWA are not exclusive to Google users, GCP and other Google products interact with AMP pages and PWAs exceedingly well, and with more and more WordPress sites leveraging AMP and/or PWAs it's another one of the many benefits that make GCP such a powerful option for building fast, scalable, and mobile-friendly websites.

The benefits of WP Engine on GCP.

WP Engine offers a range of enterprise-grade, high resiliency, high availability solutions on WordPress-optimized GCP architecture. Through [Google Compute Engine](#), the Infrastructure as a Service (IaaS) component of GCP, customers are able to take advantage of the powerful technology Google is renowned for, including:

- **Live Migration** - Keep your virtual machine instances up and running, even if a host system event occurs, including software or hardware updates. GCP's Compute Engine will live migrate your running instances to another host in the same zone rather than rebooting your VMs.
- **Local SSD** - Always-encrypted, local solid-state drive (SSD) block storage. Local SSDs are physically attached to the server hosting the virtual machine instance and offer high input/output operations per second as well as low latency compared to persistent disks.
- **Custom Machine Types** - Machine types that are easy to create and customized to your needs. Custom Machine

Types allow you to create virtual machines with the optimal amount of CPU and memory for your workloads.

- **Global Fiber Network** - Benefit from strong and consistent cross-machine bandwidth. Connect to machines in other data centers and to other Google services using Google's private global fiber network.
- **Overall System Performance** - High-performance virtual machines running in Google's innovative data centers. Compute Engine VMs boot quickly and are consistently high-performance, particularly when compared to throughput on equivalent IaaS offerings.

In addition to the above, WP Engine's integration with GCP offers customers the opportunity to benefit from [Google BigQuery](#), Google's serverless, enterprise-grade data warehouse for analytics, with built-in machine learning. Because there is no infrastructure to manage, BigQuery lets analysts do what they do best—analyze data—to find meaningful insights using familiar SQL without the need for a database administrator.

BigQuery is a game changer in terms of analytical cloud databases. It removes a lot of complexity around storage and challenges many data paradigms of the past such as ETL and Kimble methodology. It essentially allows us to have a data warehouse with all source SaaS systems and homegrown databases synchronizing into one place for analytics and reporting from a single source.

We were really impressed by BigQuery's rich SQL querying capabilities and we've just touched the tip of the iceberg. We're looking forward to uncovering more data-driven insights and business predictions to give us a competitive edge.

- **Matthew Miller**, Senior Director of BI, WP Engine.

For more information about the various benefits GCP has to offer, as well as the specific solutions and tools that can integrate with it, visit the [Google Cloud Platform Marketplace](#), where WP Engine is a [partner](#).

Customers with mobile-specific needs should consider running their WP Engine DXP on GCP precisely because of its native integration capabilities with AMP and PWA. When implemented correctly, an AMP site for WordPress or a PWA running on WP Engine and GCP will ensure high speeds and deliver a premium overall user experience for site visitors, regardless of the device they're on.

WP Engine also provides world-class WordPress expertise, including award-winning, 24/7 support from our WordPress experts and an R&D organization that's constantly working to optimize integrations across the martech stack with tools like the [AMP plugin](#) for WordPress, a wide variety of Gutenberg enabled themes, and countless other WordPress ecosystem plugins that have been tested at scale on our platform among many others. By outsourcing the backend management and maintenance of their WordPress sites to WP Engine, our customers get peace of mind that updates, security patches, and backups are all being taken care of without the burden of doing it all themselves.

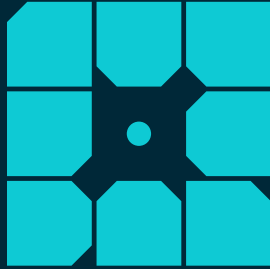
WP Engine is also focused on ongoing innovation for WordPress, including tools built for additional intelligence, development tools for faster deployment, and, with the [acquisition of StudioPress](#) and its [Genesis Framework](#), themes that help WordPress site owners create beautiful digital experiences to help differentiate them from their competitors online.

Genesis, which WP Engine users can access at [no additional cost](#), is the most popular WordPress theme framework; it's used as a foundation for more than 1 million WordPress sites and thousands of designers and agencies rely on it as the way to build beautiful, secure, and future-proof WordPress themes. When combined with AMP, Genesis-built themes truly shine, and all of the great-looking components they contain will appear on a mobile device the same way they appear on a desktop or laptop with no difference in load time.

WP Engine: WordPress expertise with GCP competency.

WP Engine is known for its WordPress expertise, and our cloud engineers are GCP-certified, which means customers not only have access to some of the best WordPress specialists in the world, they also benefit from a managed GCP experience that optimizes the cloud platform for WordPress as well as maximum speed and scalability.

Rather than try and deploy a WordPress site using GCP by themselves, or with a full-time employee whose time (or salary) is better spent elsewhere, relying on WP Engine for WordPress expertise and GCP management is the best way to take advantage of Google's high-powered tools and technology.



About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. WP Engine's combination of tech innovation and an award-winning team of WordPress experts are trusted by over 70,000 companies across 130 countries to provide counsel and support, helping brands create world-class digital experiences. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.

www.wpengine.com



About Google Cloud Platform

Google Cloud is widely recognized as a global leader in delivering a secure, open, intelligent and transformative enterprise cloud platform. Its technology is built on Google's private network and is the product of nearly 20 years of innovation in security, network architecture, collaboration, artificial intelligence, and open source software. Google Cloud offers a simply engineered set of tools and unparalleled technology across the Google Cloud Platform and G Suite that helps bring people, insights, and ideas together. Customers across more than 150 countries trust Google Cloud to modernize their computing environment for today's digital world.



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