



AHREFS SELECTS SUPERMICRO AMD SERVERS TO EXPAND OFFERINGS AND DELIVER MORE OPTIMIZED RESULTS

Ahrefs Toolset Helps Business To Increase Search Traffic and Rank Higher on Google

INDUSTRY

Internet Optimization

CHALLENGES

- Keeping Low Latency Responses as business grows
- Increasing software suite offerings
- Including more data to determine optimal results



Supermicro H13 Hyper AS -2125HS-TNR

Introduction

Organizations worldwide increasingly depend on digital marketing and search optimization to find new customers and improve their advertising focus. Higher rankings in popular search engines can mean significantly more traffic to a website, special shopping deals, and more visibility for product or service offerings. Determining the most effective search terms for websites, documents, and videos requires significant computing power and memory capacity. The right choice of words and phrases for effective SEO can lead to better business outcomes.

Ahrefs is a focused SEO toolset provider that enables Fortune 100 companies and small businesses worldwide to optimize their search visibility on Google. By constantly crawling the web, Ahrefs stores billions of keywords, discovers millions of pages daily, and updates the information in hundreds of millions of pages daily. Petabytes of data are stored on a custom-designed, state-of-the-art backend using today's most powerful servers. Increasing the interactivity and response times of a complex calculation is a goal of Ahrefs. Ahrefs offers a complete SEO suite by developing tools like Keywords Explorer for keyword research, Content Explorer for analyzing content, Rank Tracker for monitoring keyword rankings, or Site Audit for auditing and optimizing websites.

Challenges

Ahrefs services tens of thousands of customers that require a fast turnaround and insightful knowledge of what keywords to use for SEO. With their business growing substantially as more information becomes available online, Ahrefs needed to expand their backend data center computing and storage power. Using existing generations of servers and CPUs would not be enough to meet their ongoing requirements, which included an increasing number of sites to

SOLUTION

Supermicro H13 Hyper

AS -2125HS-TNR

- Dual AMD EPYC™ 9004 processors
- 64C/128T at 3.1 GHz
- 1.5 TB Memory per server
- 120TB Storage per server

index. And, with a growing customer base, Ahrefs needed powerful servers with significant amounts of cores and memory to satisfy their customer requirements and meet stringent SLAs.

Solution

After careful consideration and benchmarking, Ahrefs purchased over six hundred Supermicro AMD based servers, the [AS -2125HS-TNR](#) system, configured with the newly announced AMD EPYC™ 9004 series of processors. These systems each contain 1.5TB of DDR5 memory and over 120TB of storage space per server. The Supermicro Hyper system is a top-of-the-line rackmount system that can accommodate CPUs with a TDP of up to 360W. Ahrefs chose the AMD EPYC™ 9554 processor with 64 cores and 128 threads, running at a base clock speed of 3.1GHz and an all-core boost speed of 3.75GHz. In addition, each system contains 8 NVMe 15.3 TB SSD storage devices. Finally, each system communicates to the data network with two 100Gbps ports.

Benefits

Ahrefs immediately saw the benefits of the new Supermicro AMD based servers. Even as the business grew, the response times to customers looking for optimal SEO terms decreased due to the new generation of Supermicro servers with AMD EPYC 9004 Series processors. As a result, Ahrefs can also offer more services to its customers, increasing revenue.

"Ahrefs continues to grow and requires state-of-the-art servers. Supermicro's AMD based servers were an ideal fit for our business. We were able to acquire the Supermicro Hyper servers with the latest and high-performing AMD EPYC processors without delay. The servers are working flawlessly, and it continues to be a pleasure to work with Supermicro." – Dmytro Gerasymenko, founder and CEO, Ahrefs

SUPERMICRO

Supermicro is a global leader in high performance, green computing server technology and innovation. We provide our global customers with application-optimized servers and workstations customized with blade, storage, and GPU solutions. Our products offer proven reliability, superior design, and one of the industry's broadest array of product configurations, to fit all computational need.

For more information, visit <https://www.supermicro.com>

AHREFS

Ahrefs is a Singapore-based SEO software company that helps optimize websites of any scale – from giants like Netflix, Facebook, Uber, and Forbes to small businesses looking to build their presence on Google's top page. According to The Straits Times, Ahrefs is one of Singapore's fastest-growing companies in 2023. TechRadar also named Ahrefs one of the top five best online marketing service in 2023, along with Google Ads, Facebook, Hubspot, and Mailchimp. For more information, visit www.ahrefs.com