



## Ad Peeps – Guide to Deciding Which Version Is Best For You

Ad Peeps banner and text ad management system has two distinct offerings. The first is a PHP/MYSQL version that is available for download and is installed on your web server the other is our Software as a Service (SaaS) solution which is completely hosted by us. It is our hope that you select the product that best fit yours individual needs.

When deciding on which platform to use, here are some quick comparisons between the two products.

### Deployment Time

*Hosted* - With our SaaS solution, deployment is generally quicker because there is no software to install or MYSQL databases to setup and configure. This means with a few clicks, you would be up and running. You could also brand-the software using your own sub-domain so customers ads could be served from ads.YOURDOMAIN.com

*PHP/MYSQL* - If you are technically inclined, comfortable with setting up and configuring a MYSQL database, FTPing files and settings permissions on folders the download version maybe good fit as it gives you control over when the software is updated, customizations, etc.

### Scalability

*Hosted* – High traffic sites normally require a lot of computing power, after all ad rotators record a wealth of statistics from IP Addresses, geo-targeting information, hourly statistics, etc. With our SaaS solution, you pay according to a set monthly impression limit and can upgrade or download your plan at any time. Ad Peeps would be responsible for ensuring our servers are allocated the proper resources to handle all the traffic including adding additional servers, memory, or load balancers.

*PHP/MYSQL* – Customers using the download product are responsible for ensuring their hardware requirements match the needs of the ad rotator. This includes knowing how to tune MYSQL, having enough disk space and bandwidth to host and serve all of your ads. If other things are running concurrently on your website slowing things down, you would be responsible for researching

For a web developer, this generally is not an issue or with customers who use managed services.

### Upgrades

*Hosted* – Upgrades with a SaaS solution are planned and executed during a maintenance window. There is generally very little downtime as we switch traffic to another server while this activity takes place. SaaS solution ensures you are always up-to-date on new features, bug fixes and enhancements.

Generally however with a SaaS solution, customers all get upgraded at the same time and can't choose when to update.

*PHP/MYSQL* – Ad Peeps provide its updates free of charge. Customers are responsible however for backing up their data, applying updates and validating the system is back up and running.

## Support

There is no support different between the hosted and download customers. We provide the same support and will work to resolve any technical issues. There is no cost for support.

## Data Backups

*Hosted* – Your data is backed up hourly to an isolated network with our SaaS solution. This ensures in the event of an unforeseen emergency or system failure, we can recover quicker. This process is automated and built into our hosted platform.

*PHP/MYSQL* – Customers are responsible for the regular and routine backup of their database in the event of corruption, hard disk failure, etc. Ad Peeps has a backup utility built in but it is manual.

## Total Cost of Ownership

*Hosted* – Our SaaS solution gives you a bigger bang for your buck as we host your ads, pay any related bandwidth cost, perform system upgrades, monitor the servers and provide stability for a small monthly fee as low as \$3.99 per month.

Over time however, this could add up especially if you are on a higher pricing tier. You could look at as a small cost of doing business and there may be tax benefits.

*PHP/MYSQL* – The download version has a higher upfront cost, starting at \$99 but it's a one-time fee with free upgrades. You would however be responsible for managing your server, the performance, etc. so there is associated cost that you will have to pay in labor to yourself or to a provider to keep the systems up-to-date and running optimally.

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Product Support	1.0	10/15/13	Initial Version

## Need additional help?

You can contact us for general questions by visiting [AdPeeps.com](http://AdPeeps.com) > Contact Us