



## **Ad Peeps Selects Amazon Simple Storage Service (Amazon S3) as Premier Ad Delivery Partner**

With Ad Peeps Hosted Solution reliability is at the core of our business model. Clients from around the world use Ad Peeps Hosted as their ad management provider and have come to expect consistently reliable performance when serving their advertisements.

Amazon Simple Storage Service provides a fully redundant data storage infrastructure for storing and retrieving any amount of data, at any time, from anywhere on the web.

Vendor URL: <http://aws.amazon.com/s3/>

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### **How we use Amazon S3**

Ad Peeps Hosted Solution utilizes Amazon S3 – at no cost to you, to provide redundancy in serving your uploaded banner advertisements as well as a failover provider in the event of an unexpected hardware failure at our data center.

In the event of a failure, our entire database will switch to a backup copy on a completely different web host. Meanwhile, your ads will continue running using the Amazon S3 service.

Amazon S3 provides a highly durable storage infrastructure designed for mission-critical and primary data storage. Objects are redundantly stored on multiple devices across multiple facilities in an Amazon S3 Region.

Amazon S3's standard storage is:

- Backed with the Amazon S3 Service Level Agreement.
- Designed to provide 99.999999999% durability and 99.99% availability of objects over a given year.
- Designed to sustain the concurrent loss of data in two facilities.

### **Do I need to do anything different?**

No. Our systems have internal processes running throughout the day to upload your ads to the Amazon S3 service. Your ads will initially be served from our local web servers until this change takes place. Once uploaded to the Amazon S3 service, your ads will be served from there on our main system as well as in our backup environment providing continuous service.

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