

UP TO **200%** faster  
page loads after upgrading  
from N1 to C2 instances on  
Google Cloud.<sup>1</sup>

“The reason we initially went with Google Cloud is their size, their speed, and their reliability. When we looked at upgrading our systems late last year, we were running on their N1 machines. For us, with the nature of WordPress, a higher CPU speed is better. Their C2 configurations, with 2nd Gen Intel Xeon Scalable processors, offered high single-threaded performance.”

**Daniel Pataki, CTO, Kinsta**

## Cloud-optimized Servers Offer High Performance Web Serving and Easy Scalability

Kinsta provides managed WordPress hosting, with a reputation for fast page loads, customer service, and reliability— all business-critical capabilities, but especially to e-commerce. To maintain the level of services they promise to customers, they needed to ensure their sites ran on the fastest offerings on Google Cloud. All of Kinsta’s customers, irrespective of their subscription levels, are hosted on high-performance servers on Google Cloud powered by 2nd Gen Intel® Xeon® Platinum processors, because of their scalability, speed, and reliability. The new C2 instances offered higher performance, which allowed them to easily scale, running more customers on fewer systems, and allowed them to maintain a leadership position in the market.

### Products and Solutions

[2nd Gen Intel® Xeon® Scalable processors](#)

### Industry

Information  
Technology &  
Services

### Organization Size

51–200

### Country

United States

### Partners

[Google Cloud](#)

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