

Table of Contents

Chapter 1	3
Why Relocate Your Web Site?	3
When to Migrate From Virtual Hosting.....	3
When to Migrate Between Data Centers.....	5
Factors That Affect Virtual and Self-Hosting.....	6
How to Analyze Migration Costs.....	6
Potential Increased Profits.....	7
Net Changes in Monthly Expenses.....	7
Capital Outlays.....	8
Conclusion.....	10
Chapter 2	11
Preparing for Server Relocation	11
Data Center Selection Criteria.....	11
Planning the Logistics of Relocation.....	14
Coordination Preparation.....	14
Customer Communications Preparation.....	16
Server Area Preparation.....	16
Network Preparation.....	18
Server Preparation.....	19
DNS Preparation.....	20
Transportation Preparation.....	21
Conclusion.....	22
Chapter 3	23
Post Relocation Activities	23
Activities During the Relocation.....	23
Post Relocation Activities.....	24
Conclusion.....	26
Appendix I	27
Relocation Check Sheets	27
Data Center Rating Form.....	28
ISP Rating Form.....	32
Cost Justification Work Sheet.....	35
Potential Monthly Profit Improvement.....	35
Relocation versus Data Center Upgrade Capital Outlays.....	36
Monthly Costs.....	37
Coordination Preparation Check Sheet.....	39
Customer Communication Check Sheet.....	41
Server Area Preparation Check Sheet.....	42
Network Preparation Check Sheet.....	44
Server Preparation Check Sheet.....	45
DNS Preparation Check Sheet.....	47
Transportation Preparation Check Sheet.....	48
Activities During the Relocation Check Sheet.....	49
Post Relocation Check Sheet.....	50
Individual Server Worksheet.....	51
Contractor Qualification Check Sheet.....	52
Post Mortem Analysis Sample Form.....	55
Appendix II	57

How to Choose a Data Center ISP57
Data Circuit Pricing 57
Data Circuit Types..... 58
 Table A3.1 - Common Data Circuit Terminologies 58
IP Address Ownership 59
Routing Protocols 60
 Border Gateway Protocol 60
 Table A3.2 - Common BGP Routing Terms 60
 Determining a BGP Autonomous System Number 61
 Administrative Tasks Needed to Advertise BGP Routes 62
Conclusion 62