




ONLINE GAMING & CONTENT

Gaming Company Rolls Out Online Presence
with Unitas Global



CASESTUDY

ONLINE GAMING & CONTENT **REGIONAL GAME SERVERS**

	300 SERVERS INSTALLED AND DEPLOYED GLOBALLY WITHIN 10 BUSINESS DAYS
	30-DAY GLOBAL GAME LAUNCH SUCCESSFULLY COMPLETED
	REDUNDANT NETWORK ENSURED 100% AVAILABILITY AT LAUNCH

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THE GAMING AND CONTENT INDUSTRIES HAVE A KEY SIMILARITY: AVAILABILITY

OVERVIEW

Their constant need for reliable availability immediately removes any notion of effective public cloud utilization. These industries require dedicated hardware that's close to end users to ensure minimal latency. Thus, a private global network provides the ability to establish points of presence as close to these end users as possible. A private cloud deployed on top of the private network allows for the necessary dedicated computation and storage along with simplified provisioning capabilities, allowing seamless working relationships with multiple vendors.

QUANDRY

Previously, this game publisher always sold through the traditional retail route, but now wanted to move towards online gaming. Their newest game is planned to launch in five countries within thirty days, although the company has limited, and in some cases, no resources nor people in those countries. The launch must include specific dedicated GPU hardware in order to process high quality graphics along with minimal latency, as the game is a first-person shooter.

SOLUTION

After evaluating the gaming company's needs, Unitas recommended a private cloud comprised of on-demand, custom, dedicated servers located at major peering points throughout the five desired countries. Provisioning and installation could commence and conclude within ten business days with a total number of 300 servers installed and deployed. Furthermore, an easy path to add expansion in at least thirty different locations/countries would also be configured into the network.

RESULTS

The launch was both timely and successful. The infrastructure was installed and deployed in the allotted time and the time to market matched the desired thirty day project plan. After launch, the dedicated GPU hardware proved effective, along with the strategic placement in major peering points since latency did not detract from the user experience.



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