

## Gaming the System

Global online gaming platform uses CoreSite's Any2Exchange® to connect with network partners and reach millions of new gamers



### The Challenge

#### CREATING A RICHER ENVIRONMENT FOR GAMING CONTENT

For much of the past decade, online gaming – especially massive multiplayer online games (MMOGs) and eSports – has exploded in popularity. One leading gaming company is playing a big role in that expansion by providing a unique platform that unites global audiences of gamers and developers for an immersive, continuously evolving and interactive experience.

Consistently delivering such an experience to players in every corner of the world is a core requirement to maintaining an engaged and profitable audience. And a key element to maintaining a great experience is hosting the games on a well-planned and high-performance global network, as today's games are richer in content than previous generations and command both more bandwidth and computing power.

More importantly, the gaming experience has moved to purely online, introducing latency and in-game performance as critical factors in supporting players and growing the company's presence further. As a result, the company needed to regionalize its core gaming infrastructure, increase both its bandwidth and computing capacity and find a way to access more high-performance networks required for delivering the low-latency, seamless gaming experience players around the world demand.

### The Solution

#### IMPROVING ACCESS, STABILITY, AND SCALE WITH A SINGLE PARTNER

The success of online gaming platforms depends on game performance and its availability. Content distribution is key to growing and sustaining a global gamer base, but requires connecting a multitude of high speed data networks that enable gamers to interact and play with other users half a world away.

### Gaming Case Study at a Glance

#### CHALLENGE

- Increasing the number of gamers on the platform
- Reducing latency to improve game performance
- Solidifying core infrastructure for greater resilience and availability

#### SOLUTION

- A leading gaming company is using CoreSite colocation solutions and the Any2Exchange for Internet peering platform to reach millions of online gamers with fast, responsive and interactive gaming experiences while enhancing its business continuity and disaster recovery capabilities

#### RESULTS

- Grew the addressable market of online gamers, potentially by millions
- Gained instant access to high-performance, high-throughput network partners
- Established a resilient network and robust disaster recovery environment

As a long-time CoreSite customer, the company already had an established colocation presence in two CoreSite data centers where its core gaming operations — specifically data processing and storage — reside. The company initially selected CoreSite for its highly knowledgeable and experienced staff, configurable cages and cabinets and easy growth options within each data center that include direct connections within and between CoreSite facilities.

As demand for its game grew to include new markets and users in widespread global locations, the platform provider needed a way to seamlessly connect with network service providers to reach those audiences.

To accommodate spiking demand, the company expanded its CoreSite footprint to three additional data centers — one on each coast and the third in the Midwest — to locate its infrastructure in edge markets, physically closer to huge populations of gamers as a way to reduce latency and improve performance.

#### **IMPROVED RESILIENCE, PERFORMANCE AND CUSTOMER EXPERIENCE**

Expanding to additional CoreSite data centers provided an opportunity for the company to leverage direct connectivity to cloud providers and CoreSite's blended IP solutions for internet connectivity to improve network performance and availability.

More importantly, the company could take advantage of CoreSite's Any2Exchange® for Internet peering to reach larger audiences of domestic and international users while also adding capacity to handle unexpected traffic spikes without the latency issues that plague many growing networks.

The Any2 is one of the largest internet exchanges in the United States and enables the gaming company to directly connect with a wide range of network and internet service providers around the world to deliver its gaming content to global users. From any CoreSite data center, the company can use Any2 connections up to 100GB with preferred network service providers to reach gamers virtually anywhere with fast, reliable connectivity.

In addition to the high-speed, secure connections that allow players to fully enjoy an immersive gaming experience, peering via Any2 gives the company alternative options for routing traffic in case of unexpected traffic spikes or unplanned interruptions. While degraded game play is a constant threat to the user experience, outages or other disruptions that keep gamers off the platform can be catastrophic to the company's hard-earned reputation and its bottom line.

With CoreSite, the company's core gaming operations can be routed to another CoreSite data center at any time and route traffic to the most geographically appropriate Any2 peering partners to create a resilient, highly available network that doesn't require sacrificing service quality or risking costly downtime.

## **Customer Experience and Benefits**

### **SOLIDIFYING CURRENT OPERATIONS AND PAVING THE WAY FOR FUTURE EXPANSION**

Partnering with CoreSite has helped put the gaming company on a new path toward sustainable growth and profitability. With CoreSite data centers, the company can achieve instant scale — easily adding compute and storage capacity within its existing physical footprint — to support rapidly increasing demand for its gaming service.

More importantly, the newfound direct connections with other network providers dramatically increases the company's reach and addressable market. That is, between the strategic locations of its core gaming infrastructure and the ability to instantly hand off traffic to network partners, the company can service tens of millions of online gamers with a responsive, immersive and engaging gaming experience.

As the online gaming market continues to grow — especially amid a global health crisis driving millions of people indoors and online — the company is eager to take full advantage of CoreSite's interconnected platform of data centers, robust community of national networks and peering options to fortify its operations and deliver its brand of interactive entertainment to millions more gamers across the country and around the world.

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