



# EQUINIX AND UNITAS GLOBAL CASE STUDY

## FORTUNE 500 ONLINE GAMING COMPANY



**Leading Online Gaming Company Improves Application Performance and Reduces Latency by Deploying Equinix and Unitas Global Solution**

### Challenges

- Inconsistent performance of business-critical online gaming application attributable to jitter
- Poor user QoE caused by latency led to decreased customer satisfaction which negatively impacted revenue

### Solution

Equinix and Unitas Global private cloud environment that includes Platform Equinix™ with Unitas Global Enterprise Private Cloud (EPC) hardware, software, and **MISSIONCONTROL** management platform.

### Customer Benefits

- Reduced latency by 50% in online gaming application—from an average of 90 milliseconds (ms) to 45ms
- Improved performance and QoE due to fewer latency issues
- All solution elements on a single paper covered by a single SLA
- Ability to focus on application development rather than infrastructure management
- Solution deployed in record time

### Company Background

This Fortune 500 online gaming company operates globally and is a premier producer, publisher and operator of online subscription entertainment.

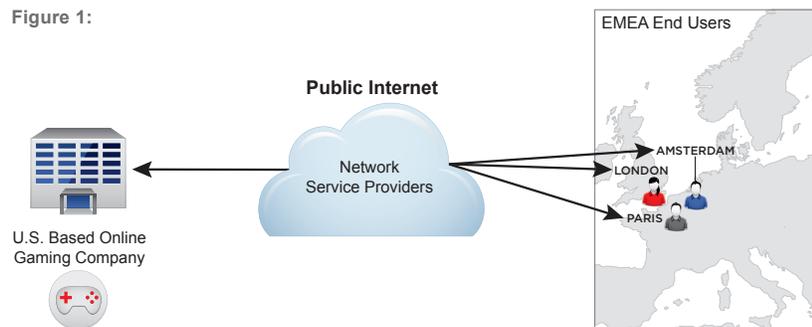
### Business Challenge

In an ideal online gaming world, every player in the game would experience the same consistent experience – with no latency or jitter. Online gaming users' tolerance for latency is extremely low and if a game doesn't live up to expectations, users – and ultimately revenue - are lost. To be successful, this online gaming provider must ensure that its gaming application is available to users 24x7x365 and that response times meet these users' expectations. Though it offers some of the industry's most popular games, the company recognizes that users have many online gaming options and in order to keep their loyalties, gaming experience must be lag-free. Application performance directly correlates to revenue, and users were encountering latencies that ultimately resulted in lost subscribers and revenue, and increased complaints to the company.

### IT Challenge

The company was hosting gaming applications in a public cloud environment that not only relied on the public internet for performance, but was also physically located far away from its end users. The distance caused latency, inconsistent performance, and an overall poor user quality of experience (QoE). Moreover, the company needed to launch a new game within a very short time table in an overseas market where it did not have a presence or experience with European broadband networks.

Figure 1:



Gamers in remote locations experienced network latency and poor QoE due to distance from the gaming application.

“The Equinix and Unitas Global solution enabled us to provide our players a higher-quality user experience, especially when compared to the experience we delivered with our previous public cloud solution.”

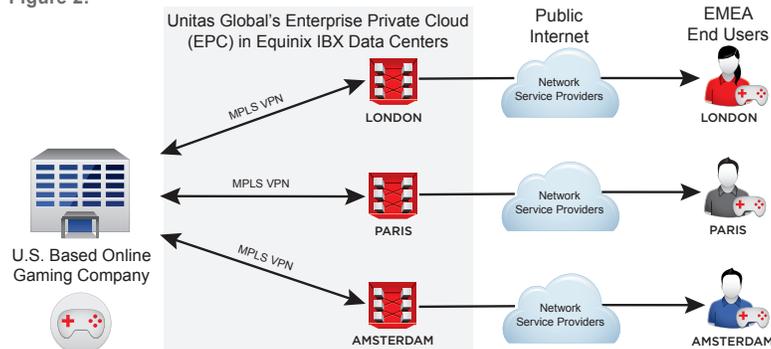
Fortune 500 Global Game Developer CIO

### Solution and Value Realized

To address the latency issues and position itself for growth in the European market, the company moved its IT environment from a public cloud to a private cloud within Equinix International Business Exchange™ (IBX®) data centers. Unitas Global, a leading enterprise cloud provider, delivers the infrastructure management component to ensure optimal application performance. By colocating inside Equinix, the company was able to deliver the application faster by being closer to end users and peering with European broadband network providers. The application proximity to end users caused latency to decrease from an average of 90ms to 45ms. In addition to providing standard requirements such as secure, power-dense, high-availability and high connectivity access, Equinix also served as a gateway to the new overseas market, helping the company accelerate its growth in the region.

The Unitas Global Enterprise Private Cloud (EPC) delivered the software and hardware required to build the cloud and support the compute in the storage element. Unitas Global's **MISSIONCONTROL** platform was installed to manage the infrastructure and proactively monitor application performance. Equinix and Unitas Global have integrated key benefits of the public cloud including flexibility, scalability and agility into a highly available, reliable and secure private cloud located in the vicinity of the company's users.

Figure 2:



The online gaming company creates a version of the application in data centers nearest to their customers to improve game performance and QoE. Unitas Global **MISSIONCONTROL** monitors application performance.

### Key Take Aways

Equinix and Unitas Global delivered a joint solution that resolved the online gaming company's application performance issues and protected its revenue stream and brand image. For global private or hybrid cloud deployments, organizations typically look for a comprehensive solution that includes space, power and cross connects. They also want the solution to include a management element due to limited personnel and resources, lack of expertise, or preference to focus on just the application. Simplicity in the purchase (all solution elements under one service contract covered by a single SLA), implementation and management of the Equinix and Unitas Global solution enable the company to free up resources and concentrate on the gaming application. Unitas Global can deploy in any Equinix IBX data center globally to bring applications closer to users which means less latency and positive user QoE.

### About Unitas Global

Unitas Global is the Enterprise Cloud company. The company's mission is to provide cloud solutions that enable clients to focus on more innovative and strategic business objectives. Specifically, the Unitas Enterprise Private Cloud solution provides clients with custom, highly secure and dedicated IT environments that are easy-to-consume, fully managed and backed by an end-to-end SLA, guaranteeing application uptime. By offloading day-to-day infrastructure operations to Unitas Global, clients are able to refocus and optimize their internal IT resources toward more innovative business-centric initiatives. Headquartered in Los Angeles, Unitas has global Support Operations Centers spanning three continents and presence in over 130 data centers worldwide.

For more information, please visit [Unitasglobal.com](http://Unitasglobal.com).

### About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at [Equinix.com](http://Equinix.com)