INAP
COLO | CLOUD | NETWORK

MovieStarPlanet Success Story

MovieStarPlanet is a fun and secure website where children can participate in a virtual world using their own personalized avatar. Originally developed in cooperation with leading education authorities, MovieStartPlanet is gaining significant momentum among 8 to 13 year-olds. The interactive virtual avatar game and community lets tweens develop social and creative skills by designing their own celebrity avatars and animated movies, playing games, chatting with friends, creating looks and a lot more in a safe environment. In 2011, MovieStarPlanet expanded into seven new markets and now reaches more than 18 million users worldwide.

BUSINESS CHALLENGE

Headquartered in Denmark, MovieStarPlanet's user base had been increasing at a rapid rate. The company's need for server power was expanding at an equal rate, and its existing provider couldn't keep up with the explosive growth. MovieStarPlanet needed a new managed hosting partner that could handle its large storage requirements, which the company predicted would increase exponentially as it entered the U.S. market later that year.

> "We're in a very competitive market, so ensuring that our real-time virtual avatar game and community is always available while delivering fast, seamless access is a top priority. INAP's Performance IP network was a clear and obvious choice because of its 100% uptime service level guarantee and its 24/7 support team."
>
> **-PEER JAKOBSEN**
> *MovieStarPlanet, Chief Technology Officer*

SOLUTION

MovieStarPlanet required a partner that not only offered robust infrastructure services that could support the launch of its popular international web service in the United States, but also provided flexibility to scale as the user base grew. The provider needed to have a suite of services that included managed hosting and connectivity built upon a fast, reliable network. Most importantly, the partner had to be ready to deploy in a few weeks, when the company's national advertising campaign in the U.S. market was scheduled to launch.

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Success Story

KEY BENEFITS

MovieStarPlanet researched connectivity and managed hosting solutions from several providers, finally selecting INAP for our proven performance and guaranteed service and support. Since that time, the company has enjoyed several important benefits, including:

RAPID DEPLOYMENT
INAP designed a custom managed hosting environment in less than three weeks, effectively supporting MovieStarPlanet's time-to-market requirements.

SPEED
INAP helped MovieStarPlanet accomplish its mission of delivering fast, seamless access for website users. INAP's Performance IP™ service ensures quick, reliable connectivity by leveraging numerous major carrier backbones worldwide to provide diverse Internet routes in conjunction with its patented Managed Internet Route Optimizer™ (MIRO) technology.

PERFORMANCE
INAP analyzes network performance characteristics using MIRO technology, resulting in intelligent and reliable delivery of customer content, applications and communications throughout the world so MovieStarPlanet can ensure its users experience the highest performance levels.

SCALABILITY
INAP provides MovieStarPlanet with a flexible and scalable managed hosting environment that can handle its massive growth, support its significant storage requirements and ensure optimized network performance.

RELIABILITY
INAP guarantees MovieStarPlanet 100% uptime through its industry-leading Service Level Agreement, resulting in fewer abandoned sessions and a better user experience. In addition, its failsafe network features end-to-end N+1 redundancy.

SUPPORT
INAP staffs technical support and on-site security 24/7, monitoring MovieStarPlanet's network from its network operations centers.

INDUSTRY
Gaming

CHALLENGE
Data center services and Internet connectivity solutions

SOLUTION
- INAP Managed Hosting
- Performance IP™

RESULTS
- Deployed a managed hosting solution in just three weeks
- Delivered fast, seamless access for website users above and beyond previous provider's capability
- Provided flexibility to scale as the business evolved