

# Hi-Rez Studios Delivers Online Gaming Worldwide

Hi-Rez Studios was established in 2005 to create exceptional online interactive entertainment. In 2010, the company released their first title, the squad-based shooter MMO Global Agenda. In April 2012, the company released the critically acclaimed Tribes: Ascend, billed as the World's Fastest Shooter. In March 2014, Hi-Rez Studios launched the #1 action MOBA game SMITE. Hi-Rez is now developing the team-based shooter, Paladins, their fastest growing game ever. For more information, visit: [www.hirezstudios.com](http://www.hirezstudios.com).



## BUSINESS CHALLENGE

Hi-Rez Studios sought a scalable, high-performance IT infrastructure to host online games and provide an efficient, low latency network to deliver a near-life experience for gamers. The right solution would include on-demand scalability to support a rapidly growing user base and manage massive traffic spikes during new game releases, as well as other game traffic peaks and valleys. A highly available infrastructure would support the successful launch of new games and attract new gamers.

## SOLUTION

Hi-Rez Studios uses a hybrid infrastructure running OpenStack bare-metal cloud, managed hosting and Performance IP™ service from INAP. Combined, these solutions provide exceptional online performance for gamers worldwide.

## WHY INAP?

INAP is the high-performance Internet infrastructure provider that powers the applications shaping the way we live, work and play. Our hybrid infrastructure delivers performance without compromise – blending virtual and bare-metal cloud, hosting and colocation services across a global network of data centers, optimized from the application to the end user and backed by rock-solid customer support and a 100% uptime guarantee.

“It's all about latency for gamers, and we have to make sure that they are able to play on the best network, using the most efficient route in order to have the best experience. INAP delivers all of that.”

- Todd Harris

*Chief Operating Officer, Hi-Rez Studios*

# Success Story

## KEY BENEFITS

### INCREASED OPERATIONAL EFFICIENCY

Adding bare-metal servers to their virtual cloud environment has resulted in a 33% increase in efficiency for Hi-Rez Studios, according to internal calculations. Bare-metal servers now handle more than 85% of their gaming traffic and can deliver up to 8x better performance than comparable virtual environments. Dedicated, on-demand bare-metal servers provide highly consistent disk and network I/O.

### SECURITY AND CONTROL

INAP's hosting locations in Atlanta and London provide a higher level of privacy and control than shared, public cloud solutions can offer. Managed storage capabilities support the growing amount of data delivered by Hi-Rez Studios, which has grown from 100 gigabits of data per year to more than 1.9 petabytes per month today.

### SCALABILITY

To accommodate game launches and changing traffic demands, Hi-Rez Studios scales capacity on demand globally using INAP's bare-metal cloud servers in Amsterdam, Hong Kong, Santa Clara, Dallas and Secaucus. Bare-metal cloud servers provide large amounts of memory and CPU power, which typically isn't available on virtual instances. Combined with the OpenStack API framework, bare-metal cloud provides the high throughput and processing power of dedicated servers with the ability to provision and de-provision instances like virtual cloud instances. This combination provides the superior online experience that users have come to expect.

### HIGH AVAILABILITY NETWORK WITH LOW LATENCY

INAP's route-optimized Performance IP service with Managed Internet Route Optimizer™ (MIRO) technology chooses the fastest route based on latency, packet loss and stability, resulting in low latency and high network availability. Hi-Rez Studios is assured of reliable game uptime and optimized gaming performance for its players.

### INDUSTRY

Online Gaming

### NEED

High-performance, high availability, scalable IT infrastructure with low latency

### SOLUTION

- OpenStack Bare-metal servers
- Managed Hosting
- Hybrid Infrastructure
- Performance IP™

### RESULTS

- Increased operational efficiency
- Accelerated global game delivery
- Improved scalability to handle traffic spikes and game launches
- Optimized network performance with low latency and high availability