

A Global **Cloud-Based** Gaming Company

CASE STUDY



A global cloud-based gaming company and subsidiary of a global leader in consumer-based computer entertainment entered a multi-year colocation agreement with Aligned for its Texas data center located in the Dallas metro area. The company wanted to improve gamers' online experience by reducing latency, so they sought a colocation partner that could execute a rapid deployment schedule, as well as deliver flexible solutions capable of scaling with business growth. Empowered by our dynamic infrastructure, mixed density footprints and centralized location, the cloud-based gaming company continues to excel in providing customers an excellent real-time gaming experience, without disruption.

CHALLENGE

Reduce Latency, Deploy Quickly

To stay at the top of the global online gaming market, the global cloud-based gaming company delivers a graphically striking, real-time gaming experience through cutting-edge network and software services. To uphold its commitment to continuous, immersive play, it required an availability zone centrally located in the U.S. to reduce latency, as well as assurance of reliable, uninterrupted service during peak IT hours. In addition to infrastructure capable of supporting peak loads, the organization also required an adaptive cooling technology that drove efficiencies which resulted in a lower Total Cost of Ownership (TCO) during times of lower usage or off-peak hours.

SOLUTION

Centrality, Flexible Solutions, Speed to Market

Centrally located in the U.S., our Dallas data center offers high-speed connectivity to geographies throughout the South and Midwest. In proximity to both urban and rural markets, our facility offers unimpeded data transmission to end-users throughout the region, reducing latency and bolstering streaming quality.

Our patented infrastructure technology can continuously improve performance and surpasses the global cloud-based gaming company's standards and high-density storage requirements during regular, peak and high-traffic hours. Our dynamic infrastructure enables the company to deploy 50kW per rack and mixed densities within the same row, if needed. As end-user demand for the gaming company's cloud-based streaming services fluctuates throughout the day, our technology accommodates high-demand without interruption or latency.

Transcending the technological requirements of the company's mutable IT loads, our team of experienced operational professionals delivered a 100% deployment schedule in just six weeks.

BUSINESS RESULTS

1. Economic Benefit

Our experienced team deployed the project in just six weeks, enabling the global cloud-based gaming company to implement business-as-usual practices without delay. In addition to speed-to-market, we also provide fast deployment of additional capacity as needed, anticipating and aligning with the company's potential market expansion.

2. IT Benefit

As rack densities increase, the heat rejection problem of the data center grows. Aligned's Delta³ cooling system is specifically designed to support higher densities and to flex as IT load changes. Our flexible rack densities accommodate up to 50kW, providing mutable IT loads during peak hours of system demand. The global cloud-based gaming company is now able to Expand on Demand™, effectively future-proofing its environment without added OpEx or exotic cooling technologies, as well as reconfiguring infrastructure or stranding capacity. Aligned also has experience deploying water-cooled racks for densities exceeding 50kW per rack.

3. Environmental Benefit

Architected to reduce material and natural resource consumption, our systems produce an industry leading PUE, in many cases as low as 1.15, as well as a reduction of up to 85 percent less water and up to 80 percent less power consumed.



| SOLUTION PARTNERS

How We Engage

The global cloud-based gaming company retained a boutique advisory and consulting firm to conduct a global data center search for multiple deployments. The Dallas metro area was chosen as one of the availability zones given its central United States geography, abundance of network providers and low utility costs.

Through our strong relationships and flexible solutions, the advisory and consulting firm chose Aligned to engage in a formal procurement process, that included responding to RFPs, presentation meetings and conducting data center tours. Based on this process and the solutions we were able to provide, both organizations chose Aligned as their colocation provider and partner.

| ABOUT ALIGNED

Aligned is an infrastructure technology company that offers adaptable colocation and build-to-scale solutions to cloud, enterprise, and managed service providers. Our intelligent infrastructure allows densification and vertical growth within the same footprint, enabling customers to scale up without disruption, all while maintaining industry-leading Power Usage Effectiveness (PUE). By reducing the energy, water and space needed to operate, our data center solutions, combined with our patented cooling technology, offer businesses a competitive advantage by improving sustainability, reliability and their bottom line. For more information, visit www.aligneddc.com and connect with us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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