



GlobalDots

We Make IT Faster

Playtika
Case Study

THE GOAL:

Transition from their previous colocation partner to our servers due to 25% growth — with minimal downtime to reduce potential revenues loss.

THE SOLUTION:

Build a custom, private cage with 154 kW/22 cabinets.

THE RESULTS:

GlobalDots successfully migrated Playtika to our servers, installing almost 700 servers with 100 network gear. The whole migration was completed ahead of schedule, enabling Playtika to save millions of dollars in revenue.



Intro

How does a global leader in the social casino games industry ensure a seamless gaming experience to its global audience? By using GlobalDots colocation services.

See how GlobalDots helps Playtika reach 20 million users worldwide.

For Playtika, the world's largest social casino games company, the ability to deliver constantly optimized user experience to their customers is the most important business objective.

With over 20 million users worldwide, it's crucial for Playtika to be able to deliver their online games to an audience that is scattered geographically and uses different technologies and devices to play games.

Since 2010, Playtika has been a pioneer in the games industry.

The company was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. They were also one of the originators of live game operations, offering users personalized, daily game experiences with new events and exciting new features 365 days a year.

As new trends and technologies continue to disrupt and reshape the gaming landscape, Playtika's eyes are keenly set on becoming the world's leading provider of casual game entertainment. Through their diverse and constantly growing portfolio of games, they seek to create the most engaging and beloved entertainment experiences in the world.

But they needed a partner that could help them provide such experiences to their users, and they found one in GlobalDots.

Playtika chose to partner with GlobalDots due to our proven ability to provide solutions to the gaming industry. GlobalDots was able to provide Playtika with ample room for expansion in a critical location for future needs, as well as the ability to ensure excellent gameplay experiences for all of Playtika's online games.

Data center migration

Playtika approached GlobalDots to see how we can help them with moving their data center. Their goal was to transition from their previous colocation partner to our servers - with minimal downtime to reduce potential revenues loss.

What they needed was a robust colocation solution, a data center to house their servers based on the latest technology. They requested that we build them a private cage with 154 kW, 22 cabinets (2 storage, 2 network, 18 storage cabinets).

The migration was planned to start on October 4th 2018, and be finished on Saturday 6th, with estimated downtime from Thursday to Saturday.

First disconnection, transport and delivery consisted of 7 storage devices and 23 network gear devices. Second disconnection, transport and delivery consisted of 210 servers (46 HP & 164 Dell), 2 storage/backup device and 39 network devices).

Migration included the disconnect of all switches, routers, servers, packing, transport, delivery, and connection. The main equipment migrated was: 250 x 1u and 2 u servers 100 x network gears – mixed 2-3-4-5 u 7 x storage device – 1 of 7 (one of which is in excess of 500 kg).

Globaldots' team of 12 people, arrived in two trucks, unmounted all servers, network gear, storage and moved them to the new data centre.

GlobalDots team managed to have everything done by Friday 12 AM (CET), starting on Thursday at around 5 PM.

GlobalDots' expert team managed to shave off 24 hours from the entire process, saving Playtika millions of dollars in revenue.



ABOUT GLOBALDOTS

GlobalDots is the largest worldwide independent cloud and performance optimization integration partner. With more than 15 years in the acceleration business, GlobalDots has trained personnel to help clients achieve performance optimization, ROI boost, and cost reduction.

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