Global Cloud-based Gaming Company

(confidential Client)

case study

Executive summary

A global cloud-based gaming company

A global cloud-based gaming company recently entered a multi-year colocation agreement with Aligned Energy for their Texas data center located in the Dallas metro area. The confidential client 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 client 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 client delivers a graphically striking, real-time gaming experience through cutting-edge network and software services. To uphold its commitment to continuous, immersive play, the client 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.

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

Transcending the technological requirements of the client'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 our client 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 their potential market expansion.

2. IT benefit

Our flexible rack densities accommodate up to 50kW, providing mutable IT loads during peak hours of system demand.

3. Environmental benefit

Architected to reduce material and natural resource consumption, our systems produce a guaranteed PUE of 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 client retained Zenzu, 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, Zenzu chose Aligned Energy 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, Zenzu and the client chose Aligned Energy as their colocation provider and partner.

About Aligned Energy

Aligned Energy is an infrastructure technology company that offers colocation and build-to-scale data center solutions to cloud, enterprise, and service providers. Our intelligent infrastructure allows us to deliver data centers like a utility—accessible and consumable as needed. By reducing the energy, water, and space needed to operate, our technology innovations offer businesses a competitive advantage by improving reliability and their bottom-line, while helping secure the health of the planet.