



CASE STUDY – IAH Games

CDN Services Leveraged to Deliver Global Gaming Platform

Challenges

- Serving the needs of an increasingly global customer base
- Delivering large file downloads – from 1 to 4 GB each
- Sourcing an affordable solution that could roll out quickly
- Avoiding large upfront capital expenditures

Tata Communications' Solution Benefits

- Speedy solution rollout with no upfront capital expenditures
- Removed need to manage multiple distribution channels
- Game content automatically propagated to global CDN service
- Users are matched to nearest point of presence for improved performance
- High-capacity CDN servers ideal for large files
- Simple, high-speed FTP upload speeds updates
- Support for high-definition video to drive promotional efforts

Infocomm Asia Holdings Pte Ltd. (IAHGames) is realising its corporate vision to become an interactive, digital media hub for Southeast Asia.

As a leading publisher, operator and distributor of online games, IAHGames currently hosts award-winning game titles such as Dragonica, EA SPORTS™ FIFA Online 2, Granado Espada and the entire product line from global publisher, Take 2 Interactive, including hits such as Grand Theft Auto IV and the Midnight Club series. Leveraging Singapore's strategic geographical location with its advanced IT infrastructure and the significant growth and popularity of online gaming in Asia, IAHGames continues to strengthen its position as a global leader in a rapidly growing online games market while helping publishers and developers bring the world's best games to Southeast Asia.

Improved Speed of Delivery

As company management began expanding operations, they sought a telecommunications partner to help streamline game delivery to an increasingly global customer base. Prior to partnering with Tata Communications, IAHGames was distributing game clients ranging from less than 1 GB to over 4 GB with various regional hosting providers and DVD Rom distribution. An additional distribution channel included the peer-to-peer (P2P) file sharing protocol.

Immediate Access to Gaming Content

IAHGames contracted with Tata Communications to provide its Content Delivery Network (CDN) services for rapid deployment of its gaming platform. Criteria included a commercially affordable system that would be easy to deploy. Speed-to-market was an additional important consideration for the company.

Tata Communications' Content Delivery Network, powered by BitGravity, provides a fully distributed architecture that delivers improved performance and higher reliability, resulting in reduced routing and shorter transits. As a result, even the most difficult formats, such as high definition video, play immediately and uninterrupted.

Tata Communications' CDN services enabled IAHGames to avoid the capital outlay required to build and operate data centers in major cities to distribute game content to users. By using Tata Communications' CDN services, game clients could be automatically propagated to IAHGames nodes throughout the world.

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For example, gamers from Taiwan, Hong Kong and Macau are no longer required to connect to Singapore servers to download games and instead are automatically matched to the closest Point-of-Presence (PoP) in Hong Kong or Japan.

Easy Implementation

Implementation of CDN services was simple. “We provided a high-speed FTP account and IAHGames simply uploaded their content for distribution,” said Genius Wong, Senior Vice President of Global IP and VPN Services from Tata Communications. “Supporting IAHGames to deliver its suite of games to the Asia Pacific gaming community reduces the gaming industry’s need for expensive infrastructure build-outs and instantly extends content delivery to the entire world.”



“As one of the top gaming operators in the Asia-Pacific region, we choose to work with the best global partners, to offer an unparalleled gaming experience to our customers,” said Mr. Yeo Yeok Chuan, Vice President of Marketing and Strategy for IAHGames. “Partnering with Tata Communications and utilizing their global CDN allows IAHGames to provide a faster, more efficient way to deliver digital content to our Southeast Asia gamers.”



Why IAH Games Chose Tata Communications' CDN Services

- CDN servers with large storage capacity, well-suited for distribution of multiple games regardless of file sizes and storage of older game versions
- Simple, high speed FTP upload allows for quick and easy distribution of game upgrades, patches, new content, etc.
- Support for High Definition Video enables IAHGames to distribute promotional video trailers and teasers for upcoming versions or new games
- Complete redundancy as files uploaded to the local CDN server are immediately replicated and made available globally across all Tata Communications' CDN servers

About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information please visit CDN.TataCommunications.com or email CDN.Solution@tatacommunications.com.
