

Garena

SoftLayer® Customer Success Story

Contact Us
866.398.7638
214.442.0602
softlayer.com

■ Who They Are

Founded in April 2007, Garena is a Singapore-based software company with more than 300 employees and offices in Singapore, Malaysia, the Philippines, Vietnam, and Taiwan. Its primary product is the Garena Client, a multifunction, online gaming platform that supports games from many different game developers. Roughly 60 million gamers around the world meet, challenge opponents, chat, and play their favorite games using the Garena Client.

Garena allows users to play online video games in a controlled environment and as if they were all playing on a local area network (LAN), making connection speed—a common problem with online gaming—a non-issue. The platform also includes tools that mitigate hacking, and supports English, simplified and traditional Chinese, Korean, Japanese, Spanish, Russian, Portuguese, Vietnamese, Kazakh, Thai, and Mongolian.

In addition to its online platform, Garena publishes video games and currently has four games published in southeast Asia and Taiwan: Heroes of Newerth, Go Kart, League of Legends, and BlackShot. The company promotes e-sports (competitive video gaming) and organizes tournaments and leagues.

■ Challenge

In Garena's early stages, knowledge of infrastructure, server administration, and networking were limited within the organization. Though the company briefly considered hosting an environment internally, the option proved infeasible. The company needed to answer the very common question of whether or not to invest in building internal expertise, or focus on product development.

Part of that question included how to meet a constantly changing level of demand. Garena's user base grew quickly, with dozens of new users being added daily, and the company's e-sports tournaments and leagues cause sudden spikes in traffic. The hardware supporting the Garena Client had to be able to scale quickly.

"When we need to deploy an application, or when our business grows suddenly, we need servers...and we need them fast," said Ye Gang of Garena.

Garena — At A Glance

Company

Garena

Location

Singapore

URL

garena.com

Industry

Gaming

Profile

A software company providing an online platform for computer gamers around the world to meet, chat, and play video games together.

Challenge

Finding an IaaS provider to deliver on-demand, secure, and scalable services.

Solution

Leveraged a combination of Dedicated and CloudLayer® servers from SoftLayer® to reliably and seamlessly deliver its products to its gamers.

Additionally, it is common for online platforms like the Garena Client to attract distributed denial of service (DDoS) attacks. Security measures to prevent DDoS attacks are one of Garena's core advantages, and it's essential for the company to deliver it to its users without service interruption. While the company has its own proprietary anti-DDoS solution, it requires a customized network setup.

Garena needed a highly scalable infrastructure solution with robust and secure networking options, as well as the freedom to hand over the responsibility of maintaining such a system to an outside vendor—allowing the company to allocate its time and resources on core competencies rather than on finding the right hardware and manpower to build the solution from the ground up.

■ Solution and Results

Garena selected a combination of SoftLayer Dedicated Servers and CloudLayer services to meet its hosting needs. The company leverages SoftLayer's on-demand deployment and month-to-month commitments to quickly scale up and out—and then back—to handle regular growth, meet sudden spikes in traffic, and to create environments for testing applications, all while avoiding investing in unnecessary equipment.

"If we had built a network and hosting service ourselves, it would have cost us a lot of money to find and hire the right people, and we probably would have wasted a lot of money on the wrong hardware, too," said Mr. Gang. "We're free of all those infrastructure investments in routers, switches, racks etc., and we can opt out any time. It's very flexible."

SoftLayer's industry-leading Customer Portal and automation advantage allows Garena to monitor and make changes to its setup without having to engage the ticket system, making server administration easy, convenient, and on-demand.

"Many providers claim they have automation. But none comes close to the convenience and versatility of SoftLayer system," said Gang.

While outsourcing its infrastructure needs was a clear choice in the company's beginning, even now at its current size (and continuing growth) the company still sees the advantage of the SoftLayer platform and not bringing its infrastructure in-house.

"For us, we like the way SoftLayer does business—it's innovative and customer-oriented. SoftLayer does the right things in the right ways, and people like us are willing to pay a premium for that," said Mr. Gang. "It allows us to focus on our core business and outsource the 'IT trouble' to the professionals for a marginal cost."

■ About SoftLayer

Headquartered in Dallas, SoftLayer is the innovation leader in on-demand Web hosting and data center services. As the largest hosting company in the world, SoftLayer lets customers create Cloud, Dedicated, or seamlessly integrated computing environments, leveraging world-class data centers in Dallas, Houston, San Jose, Seattle, Washington D.C., and network Points of Presence nationwide. SoftLayer automates all elements of its platform, empowering enterprises of any size with complete control, security, scalability, and ease-of-management via a leading Customer Portal and Open API. The company's proprietary offerings include the industry's first Network-Within-a-Network topology for true out-of-band access, providing remote access to all management options.