Meeting the Performance Expectations of Hardcore Gamers Around the World Regardless of Platform

Founded in 2009, Plarium Global Ltd. is dedicated to creating the best mobile and social experience for hardcore gamers worldwide. With over 90 million registered users, Plarium is consistently ranked among Facebook’s top hardcore game developers.

Plarium is headquartered in Israel with three offices and development studios across Europe. Our most popular titles include Total Domination®, Pirates: Tides of Fortune™, Stormfall: Age of War®, Soldiers Inc.™, Sparta: War of Empires™ and Total Domination: Reborn™ for iOS. With each title’s success, Plarium remains one of the world’s fastest growing game developers.

Its hardcore social games are available on all major social networks, including Facebook, Vkontakte, Odnoklassniki and Mail.ru, as well as web browsers and iOS. Plarium’s hardcore gamers constantly challenge the company to make its games better in ways that it never envisioned. They’ve built global communities, forged new friendships, and done more than just “play” its games – they’ve brought them to life.

Plarium’s growth is centered on expanding its gamer population globally. In addition, while most of its current players are hardcore gamers on social platforms, a key dimension to its strategy is to offer its games on any platform its gamers want to play, whether it is the web, social or mobile.

Hardcore gamers demand the highest performance and reliability regardless of platform. As a result, Limelight’s Orchestrate Content Delivery and Orchestrate Storage platform is critical to this global, multi-platform expansion strategy.

Yair Pines’ story: Head of IT for Plarium

Yair Pines is Plarium’s Head of IT and is responsible for “everything with blinking lights and cables” at the company. He describes himself as a curious guy. “If I can learn more about anything, I do it myself.” As a result, the company originally deployed homegrown load balancing technology, but reached a point where it became almost impossible to grow its delivery and performance infrastructure while maintaining sufficient caching.
Yair's Challenge: Expand globally, across platforms, while maintaining the high performance expected by hardcore gamers

The challenge of handling 90 million players globally and 3 million players per day is daunting. Knowing that you are responsible for the experience of millions of hardcore gamers that love our titles is challenging.

“As we expand globally, and maintain and grow a loyal user base, we need to have a long-term technology strategy.”
– YAIR PINES, Head of IT, Plarium

Plarium was expanding their reach globally, and the challenge was to find a solution that would have low latency with a very fast deployment. They wanted to address the issue of having their content in the right location for global access, and they didn’t want to worry about uploading content and then manually ensuring it was in the right location. The criteria for choosing the right solution focused on finding the fastest and most reliable technology from a vendor with the best technical service. In addition, planning for expansion for support of multiple platforms was in their long-term plans.

“It’s not acceptable to our gamers for content to go offline, so we needed to be assured that not only is the solution reliable, but that we get immediate help if something goes wrong and we can restore service as fast as possible.”
– YAIR PINES, Head of IT, Plarium

Yair’s Solution: Deploy a content delivery and storage solution to enhance game performance, delivery, reliability — and with the right level of support.

In searching for a solution, Yair had clear goals – a fast, global CDN that was reliable. More specifically, he wanted:

- **Performance**—How could Plarium ensure that their users got the content as soon as possible? Performance expectations from their gaming customers are very high.
- **Reliability**—How could Yair ensure that the content was always available?
- **Global Reach**—Plarium had expanded to other parts of the world, so their reach was now global. Any solution would need to be global, while still providing high performance and reliability.

Plarium’s process for selecting its content delivery and performance solution was to conduct anonymous RUM testing in multiple regions around the world over the course of a month. Limelight easily outperformed all competitors in certain regions of the world.
Plarium’s Limelight Solution: Limelight Orchestrate™ Content Delivery and Limelight Orchestrate™ Cloud Storage

Yair Pines and Plarium chose Limelight, teamed with local partner, Ray Networks, because they needed the peace of mind of a very fast content delivery solution that had the reliability that they required. Limelight’s Orchestrate Content Delivery and Orchestrate Storage services decreased loading time for Plarium’s gamers by over 200 percent.

“Limelight makes my world much easier,” said Yair. “That’s been true from the very beginning, as migrating to Limelight was a nobrainer. We fed our URL’s and files into the Orchestrate platform, performed some testing and we were done. Overall, I don’t want to worry about uploading content and making sure it gets delivered to all regions of the world. I just upload our content into one place in the cloud and that’s it. It’s there and our gamers get it with the performance that they expect.”

Limelight also has proved its value as the best platform with the best technical service. Yair recalled when he was at a customer event with his Limelight counterpart and a content delivery issue arose. “Our Limelight rep pulled out his mobile phone and they solved the problem in minutes. It turned out that content was not loading in one of our sub-domains, which ultimately was related to clients in some parts of the world, but Limelight still determined the source of the problem, and were able to bypass the problem.”

“Knowing that there’s always someone that I can talk to at Limelight that can solve any problem is very reassuring,” Yair continued. “Limelight gives us peace of mind. It has a very fast deployment, but technology is only half the picture. The customer service I get from Limelight is second to none.”