![Joyent logo]

Social Game Universe Success Story

![SOCIAL GAME UNIVERSE logo]

ENVIRONMENT

- Six 1 GB Joyent SmartMachines using PHP and Memcached
- MySQL appliances with master/slave replication
- Zeus SmartMachine

Just like the cosmos, the Social Game Universe is expanding. The company is currently launching its inter-game application programming interface (IGAPI) to link any social network game. But that kind of stellar expansion requires maximum scalability.

Nathon Gunn, CEO of Social Game Universe (SGU), has a mission: connect games across the vast expanse of social networks. The company's current hit games, Hollywood Tycoon and Avastar, are already linked. And the company wants to share its connected gaming experience. "We want to revolutionize the ad banner and gaming space," says Gunn. "With our IGAPI, players can click on the ad banner and share with any friend, in any game." SGU has already signed Lion's Gate, IAC, and Fremantle Media to use its IGAPI integration.

The Challenge

Growing a full universe of connected games has its challenges. First, the company must plan for massive and sudden bursts of traffic. Technical Director Francis Pelland says the site will start with thousands of users and potentially expand to over a million when all its partner players from games such as Family Feud and the MySafari use its IGAPI. Next, the company needs to manage that growth and guarantee availability. "If a server is down and users can't log in, that's unacceptable," said Pelland.

Resource Management. As the technical team at Social Game Universe compared cloud service costs, it found that many vendors charged extra for scalability engineering and management. In its experience, this a la carte pricing added up quickly. They wanted a vendor that could engineer its scalability and bundle all the services and equipment they needed for one price.

Scalability. Social Game Universe required a platform that could absorb sudden spikes in traffic without losing performance or bringing down services as new partner customers log in to the Social Game Universe network. The company expected to grow from thousands to hundreds of thousands to millions of users in a matter of weeks.

Customization. With multiple partner games coming online to its network, Social Game Universe needed the ability to spread its users across multiple servers to balance the load yet preserve the gaming experience—its applications would need to save unique user information on specific servers for later retrieval, such as status, game points, and other unique variables. The system required a powerful yet flexible way to balance user loads and maintain user statistics.

Reliability. The company demanded 24x7 uptime to deliver the best-performing social gaming experience possible.

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After its extensive comparisons of cloud service providers, Social Game Universe decided that Joyent delivered the best package of technology, services, and support for its connected gaming universe.

> "Joyent's account management team offered us excellent service in identifying the best architecture for our initial deployment. Their involvement actually helped to reduce our service cost based on their recommended testing."

Francis Pelland,
Technical Director, Social Game Universe

![SOCIAL GAME UNIVERSE logo]

CUSTOMER PROFILE

Company: Social Game Universe

Segment: Social Gaming/Entertainment

Location: Canada

The Solution

Joyent delivers the following critical elements for the Social Game Universe cloud:

Consultative Planning. Joyent worked with Social Game Universe on an extensive due diligence process and business case for using cloud computing services. The team identified a cost model that was much lower than Joyent's largest competitor. Pricing projections for scale of up to 1.5 million daily active users was almost 50% less expensive simply because Social Game Universe will require fewer servers to scale due to Joyent's unique architecture and software design.

Effortless Scalability. "With Joyent, I don't have to monitor our servers all the time. If there's a burst of traffic, the Joyent cloud allocates resources to make sure we don't lose performance or customers. No other cloud provider does this," said Francis Pelland. In addition, Joyent helped Social Game Universe engineer the initial resource scalability requirements for its platform—a service that other providers either did not have or charged extra for providing. This initial network guidance included not only scalability engineering but also recommendations on load balancing and database deployment. "With the Joyent cloud we can add resources easily if we decide customer traffic levels consistently demand more resources," Pelland added.

Professional Support. Joyent provided initial system engineering and scalability support for Social Game Universe and additionally delivers ongoing technical support. "Whenever we've had a question, Joyent gives us an answer, usually within minutes," said Pelland. "In the few instances that they couldn't respond quickly, they've escalated us to senior engineers within an hour, who worked to get us the answers." The company also consulted with Joyent engineering to adapt load balancing scripts for better performance of its platform.

Reliability and Security. "We feel very confident about Joyent's security," said Pelland. "And I love the fact that with Joyent's automatic bursting capacity if a server ever goes down I can quickly and quietly replace it. Users will never notice." The Joyent cloud is also highly resilient, with multiple data centers spread throughout North America that house redundant network, storage, and application resources in the event of any equipment failure or local disaster.