



## Finding the performance efficiency and scalability to grow globally

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### Overview

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#### ■ Challenge

*An affordable, scalable, high-performance infrastructure to accommodate global demand*

#### ■ Solution

*IBM BladeCenter servers*

#### ■ Key benefits

*Improved reliability, increased uptime, reduced staff-resource costs, instant credibility*

### Background

Quazal Technologies Inc. delivers multiplayer technologies to the videogames market through two product lines: Quazal Net-Z is a game state engine with an SDK for game developers, and Quazal Rendez-Vous is a fully featured lobby server that hosts game communities on all gaming platforms. The hosting services range from basic ranking and matchmaking to complex tournaments to game-tailored services. Together, Quazal Net-Z and Quazal Rendez-Vous deliver advanced NAT-traversal capability.

### Business challenge

Already the leading independent provider of multiplayer solutions for game publishers, Quazal sought to expand its platform to handle its plans for global expansion. The company needed an infrastructure that could scale to meet increasing demand, support unpredictable traffic spikes, and improve feature deployment and download completion rates.

### Solution

Quazal turned to IBM® Global Services to implement IBM BladeCenter® servers that would integrate easily with various middleware solutions and game creation environments. The company chose IBM because of its proven record in creating solutions that provide the scalability and reliability that are so vital in the success of online games—while using less energy.

IBM delivered hardware and technical expertise, as well as its deep industry knowledge, to help with many aspects of the engagement, even those that fell outside of the scope of the project. With greatly increased capacity and performance, expansion is on track.

“Our decision wasn’t about who could make the cheapest box,” says Henry Ryan, Quazal’s chief operating officer. “It was about who could build high-performance and efficient systems that will allow Quazal to market our solutions and scale customer environments faster and more reliably than ever before.”



## Benefits

BladeCenter servers introduced a new level of efficiency and the flexibility to run multiple different games on a single server to address game peaks at various times of day. Quazal has found that its investment in IBM blade systems delivers the kind of performance, redundancy and scalability that its rapidly expanding client base needs to satisfy gamers' high expectations.

With the IBM solution, Quazal can quickly and cost-effectively scale its infrastructure to accommodate a surge in customer demand. The new environment's capacity can be increased effortlessly by 10% percent within four hours and by 25% within 24 hours. As a result, the company can offer powerful, real-time services that enhance its customers' experiences.

## For more information

Contact your IBM sales representative or IBM Business Partner. Visit us at: [ibm.com/media](http://ibm.com/media)

*“By teaming with the IBM and using BladeCenter servers, we can go to market with our solutions and scale customer environments more quickly and more reliably than ever before—and continue to gain market share.”*

— Henry Ryan, Quazal COO

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