

DISRUPTOR BEAM

INDUSTRY

Social Gaming

PRODUCTS

Custom Solutions, Dedicated

PAIN POINTS

Disruptor Beam experienced growing pains during the success of their GoT Ascent social game, finding themselves pinched between controlling capital expenditures and adding needed infrastructure.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ designed and deployed Dedicated SSD Drives along with an Arista switch to remove any limitations during drive execution. This innovative solution, coupled with hybrid connectivity and on-demand flexibility, provided Disruptor Beam with the ability to maintain their growing userbase while wrangling in their spending.



“[Troubleshooting that’s] fast, seamless, and usually on the fly”

Liquid Web Supports Game of Thrones RPG Through Rapid Scaling

Disruptor Beam has become a powerful force in the area of social gaming. Their latest foray, the role-playing game called Game of Thrones Ascent, was an instant hit with Game of Thrones fans, and with this success came the growing pains and impediments associated with a new launch. With thousands of users joining each month, the need for fast, expandable storage was critical to eliminate the issues of game lag and the obstacles related to inaccessibility that can typically try the short patience of the avid gamer and make them engage elsewhere. On top of this was the need to control capital expenditures, a critical component to handling the added infrastructure needed to keep up with the game’s commercial success while operating within a clearly defined budget.

How Liquid Web Helped

Liquid Web came equipped to overwhelm Disruptor Beam’s read/write concerns by employing Dedicated SSD Drives and an Artista switch to handle the

demanding workloads between the Databases Servers and the Dedicated Application Servers, thus removing any limitation from these drives' execution. This innovative solution was coupled with hybrid connectivity between both Storm and Dedicated Platforms to provide on-demand flexibility when accommodating higher than normal traffic levels while processing requests with dedicated resources.

Winter May Be Coming, but Additional Equipment Costs Are Not

Additional benefits were gained by allowing Disruptor Beam the ability to test and develop in a separate environment from the Game of Thrones Ascent actual production function. This saved the company both operational and equipment costs and allowed them to direct capital expenditures toward pressing expandable storage needs while still staying within budget.

"What's worked well for us at Liquid Web is the combination of Dedicated Servers for mission-critical, custom systems along with Cloud-Based Nodes that we can scale up/down as needed," noted Founder/CEO Jon Radoff.

He further added that the above would not be possible without his other allies: the Most Helpful Humans in Hosting™, whose troubleshooting capabilities were fast, seamless and usually on the fly—of huge importance considering that degradation of service and inconsistent access to support has led his various ventures away from other service providers in the past.

When it came to providing on-demand flexibility and the ability to accommodate higher than normal traffic levels, all while processing requests with dedicated resources, Liquid Web ruled the day.



What's worked for us well at Liquid Web is the combination of dedicated servers for mission-critical, custom systems along with cloud-based nodes that we can scale up and down as needed.

- Jon Radoff, Founder/CEO



ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC Magazine's 5,000 Fastest Growing Companies for eleven years.

*2017 NPS score of 66%

