

Virgin Gaming Expands with PEER 1 Hosting's Flagship Toronto Datacenter



ABOUT VIRGIN GAMING

Introduced in June 2010, **Virgin Gaming** is the premier destination for competitive console gamers to meet, challenge and play in head-to-head and tournament challenges for cash, points and prizes. With an array of proprietary features, including a Fair Play Guarantee™ (with automatic results validation), a secure payment back end, and a community Reputation Management System, Virgin Gaming allows gamers of all skill levels from around the world to safely and easily compete in some of their favorite multiplayer games.



Our hosting partner is critical to the success of our business. The loyalty of our customers and the financial success of our company depend on a reliable infrastructure.”

Ijaaz A Ullah, Director of IT, Virgin Gaming

THE CHALLENGE

Drawing on the huge success console gaming had achieved by 2008, the Toronto based start-up – co-founded by best friends and ultra-competitive gamers, **William Levy** and **Zack Zeldin**, under the name World Gaming – launched an interactive platform and community for gamers. With the help of games industry veteran and now CEO of Virgin Gaming, Rob Segal, World Gaming quickly developed the site into a template for online competitive gaming, attracting interest from a variety of investors, and ultimately launching as the rebranded Virgin Gaming at E3 on June 15, 2010.

Until that point, the company had relied on a Canadian colocation provider with facilities in downtown Toronto to host its developer environment. Given the rapid growth of the company, Virgin Gaming soon realized that the provider no longer suited its needs and began searching for a datacenter that would provide them room to grow and expand its developer, staging, and testing environment. Looking forward, the company also wanted to increase power usage and explore the option of moving towards a virtualized environment, which wasn't a service offered by its existing colocation provider.



THE SOLUTION

Virgin Gaming chose PEER 1 Hosting's colocation service and state-of-the-art Toronto datacenter to replace its existing downtown Toronto hosting environment. The flagship PEER 1 Hosting datacenter is located outside Toronto's downtown core, making it a preferred disaster recovery site. PEER 1 Hosting's larger and more robust infrastructure enabled Virgin Gaming to upgrade from a single server to a virtualized environment, allowing the company to run multiple servers and experience stronger stability and redundancy.

In November 2010, the transition was complete and Virgin Gaming became fully supported by PEER 1 Hosting. In addition to the location of the datacenter, Virgin Gaming was given first right of refusal for the racks next to its existing servers, enabling it to prepare for future growth. The company is also now supported by PEER 1 Hosting's own high performance network, allowing stronger control, tighter security and greater performance.

"Our bread and butter is online; we're a website and it gives us piece of mind to know PEER 1 Hosting is monitoring 24/7." says Ijaz Ullah, Director of IT, Virgin Gaming. "Whether a cord needs to be replaced or a router needs rebooting, PEER 1 Hosting is available to help."

THE RESULTS AND WHAT'S NEXT

Virgin Gaming has seen tremendous results in a short length of time working with PEER 1 Hosting. Financially, PEER 1's price point is on par with what Virgin Gaming was paying its previous provider, but the value is much greater. In addition to Virgin Gaming receiving first rate customer service, its bandwidth has increased considerably, and the company is being supported by three times the power as before.

Virgin Gaming now leverages PEER 1 Hosting's remote hands-on capabilities, available to reboot routers within five minutes if required. PEER 1 Hosting's Port Monitor solution allows Virgin Gaming to monitor its bandwidth and usage as needed, and keeps them in direct control of their servers. In addition, PEER 1 Hosting's on-site diesel-powered generators and uninterruptible power systems (UPS) are available to deliver redundant power should a critical incident occur.

As the company grows, Virgin Gaming is in a position to increase its space with additional servers in the PEER 1 Hosting Toronto datacenter.

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