



AWS Connectivity for Gaming Companies

Challenge

Today's gaming industry is under pressure to build, store and manage exponential amounts of data to power new and popular games. User-generated data, personalized experiences and multiplayer products are driving growth in the gaming industry but are also causing gaming companies to employ solutions able to handle greater amounts of traffic and spikes in workload usage.

In order to provide users a high-quality gaming experience, gaming companies need low-latency network connections. Connections over the public internet are unreliable as data travels across many different networks before reaching its final destination. This is especially relevant as the next generation of cloud-based gaming platforms launch.

For gaming companies relying heavily on Amazon Web Services (AWS), a consistent, reliable, latency-sensitive connection to AWS is critically important.

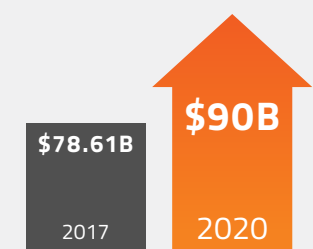
Solution

- ➔ **AWS Direct Connect** makes it easy to establish a dedicated network connection from an enterprise's premises to AWS. Using AWS Direct Connect, gaming companies can establish private connectivity to keep applications performing at top speeds for developers and players.
- ➔ **CloudLink combined with AWS Direct Connect** reduces network costs, increases bandwidth throughput and provides a more consistent network experience than internet-based connections.

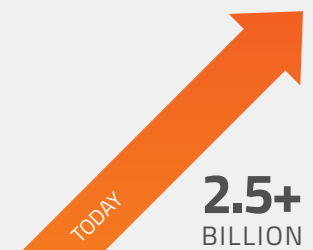
As an AWS Direct Connect Network Infrastructure Competency Partner, CloudLink by Zayo provides the network infrastructure for gaming companies to connect to AWS.



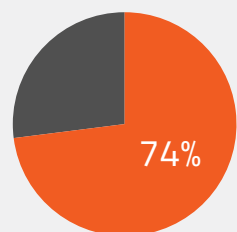
At a Glance



THE GAMING MARKET IS EXPECTED TO BE WORTH OVER 90 BILLION U.S. DOLLARS BY 2020, FROM NEARLY 78.61 BILLION IN 2017. ¹



THERE ARE MORE THAN 2.5 BILLION VIDEO GAMERS FROM ALL OVER THE WORLD. ¹



OVER 74% OF ALL THE VIDEO GAMES AND COMPUTER SALES ARE SOLD IN DIGITAL FORMAT FORM. ¹

1. <https://www.wepc.com/news/video-game-statistics/#online-gaming>



Partnership

Why CloudLink by Zayo for AWS Direct Connect?



Zayo has a presence in 100% of North American AWS on-ramp locations—over 50 in total.



CloudLink by Zayo has been connecting customers to AWS via Direct Connect since 2011 and is an AWS Direct Connect Network Infrastructure Competency Partner.



As a top partner, Zayo can offer the first access to new technologies developed by AWS.



As a leader in the media space, Zayo serves 12 of the top 15 media companies, six of the top 10 retailers, six of the top 10 gaming companies, and three of the largest four webscale companies.





Use Cases

Gaming organizations implement CloudLink to improve the performance and security of their connection to applications, data and workloads hosted in AWS. This is important in order to provide developers, testers and players a high-quality experience.

CloudLink and AWS Direct Connect support cloud-based gaming platforms by providing reliable network connections between content creation locations, content delivery locations and AWS.



WORK WITH LARGE DATA SETS:

- Support huge spikes and surges in viewership during peak times
- Store large amounts of data from user-generated content
- Prepare for unexpected demand from viral content with a direct connection to AWS
- Support high-performance graphics processing to power streaming technology



IMPROVE CONNECTIVITY TO AWS:

- Achieve a more consistent network experience for today's ubiquitous connectivity—always on & always connected users
- Support high-quality user experiences for 4k video, multiplayer games and AR/VR applications with a low-latency connection to AWS
- Prevent programming delays causing damage to planned advertising



OPTIMIZE COSTS & LOWER EGRESS FEES:

- Lower monthly egress bills by about 3x with a dedicated connection
- Access data for high-bandwidth activities such as tournaments through a direct connection with lower egress fees
- Combine the elasticity & economic benefits of AWS with owned infrastructure



SATISFY REGULATORY REQUIREMENTS:

- Protect your connection to AWS to prevent a GDPR breach
- Bypass the public internet to avoid threats of network hijacking on sensitive information
- Secure your connection to AWS to prevent the loss of user generated data

ABOUT ZAYO

Zayo's team of dedicated subject matter experts have deep experience and are ready to serve you. We're committed to providing you with resilient and customized solutions that meet your needs.

ABOUT AWS

For over 12 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. To learn more about AWS, visit <https://aws.amazon.com>.