

BRINGING END-USERS CLOSER TO THE EDGE

For the most demanding end-users in the world, G-Core Labs set out to build the most advanced content delivery network in the world. But to do it, they would need balance high-performance on a massive scale with the flexibility to adapt to unpredictable growth and demand.

BALANCING MASSIVE WITH NIMBLE

G-Core Labs know all about the world of Massive Multiplayer Online Gaming. With global hits such as World of Tanks, they understand there are no more demanding end-users than gamers: bad ping kills the game and they don't go quietly.

In 2011, they started to build their own content delivery platform to meet these demands. This would eventually evolve into the G-Core Labs platform. It was clear that success relied on meeting demand on two levels: Firstly, performance in terms of low latency and ultra-reliability were non-negotiable. If their end-users even noticed their connection, they lost. Secondly, to adapt to fluctuating demand and rapid, unpredictable growth – in an industry where accurate forecasting can only be done in hindsight – they

would need a great deal of flexibility and responsiveness from their connectivity partners.

FROM MMOG TO OMG!

In 2012, Telia Carrier was bought in to provide IP Transit. From there, it's fair to say things escalated rather quickly. In 2013 G-Core Labs were recognized by the Guinness Book of Records for the "Most Players Online Simultaneously on one MOG Server". By 2014, their network was serving up to 1,114,000 online gamers simultaneously. In parallel, the G-Core Labs platform was also delivering specialist high-load CDN services to other high-demand and high-value online segments.

As demand grew, so did the partnership. Telia Carrier connected G-Core Labs' global offices with an L2 VPN Ethernet solution and

With millions of end-users, for whom the word 'interruption' simply doesn't exist, established network solutions don't always cut it. That's why we built our own delivery platform and needed a network partner with not only a solid backbone, but also the right mindset and understanding to support our rapid and often unpredictable growth trajectory."

*Andre Reitenbach,
CEO G-Core Labs*

connected their datacenters with EVPL (Ethernet Virtual Private Line).

As G-Core Labs' network grew – to 41 PoPs on four continents, traffic volume skyrocketed. The first to offer 100G on both sides of the Atlantic, Telia Carrier was able to help G-Core Labs smoothly scale up to a flexible 100G network.

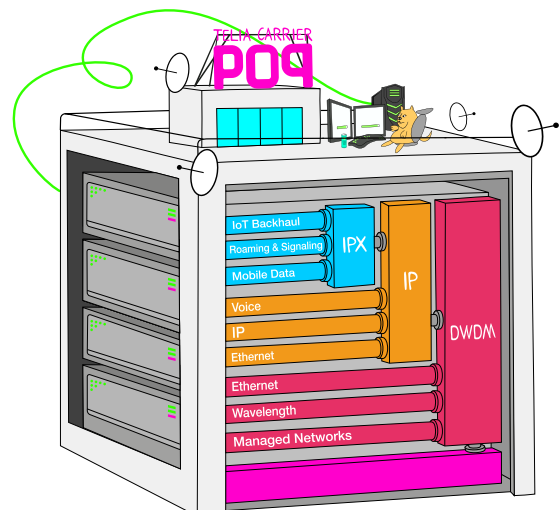
IT DOESN'T MATTER WHERE YOU ARE - AS LONG AS YOU FEEL CLOSE

Today, G-Core Labs support major content and application providers all over the world including Wargaming, Beeline, AdNow, Hitbox and Rutube. To support them, Telia Carrier supplies more than 30 IP ports across Europe, the United States and Asia, including 100G in multiple locations. In addition to an array of 10 and 100G wavelength services, G-Core Labs also utilize Telia Carrier's colocation facilities in a number of European and US cities.

But beyond the specs, the key to balancing massive with nimble has been the strong relationship between G-Core Labs and their Telia Carrier account manager.

"He supports us in the best way we can imagine. He embodies the fast response, flexibility and understanding we expect from Telia Carrier", says Andre Reitenbach, CEO of G-Core Labs.

As for the end-users, well, they don't even notice – and that's a great thing. G-Core Labs have built a global CDN that connects content from all over the world as if it's in the next room. It's a testament to the same principle we at Telia Carrier live by: "Power to the User". It boils down to this: when end users take global connectivity totally for granted, we know we're doing our job.



Part of Telia Company, Telia Carrier owns and operates one of the world's most extensive fiber backbones. Our mission is to provide exceptional network infrastructure and services – empowering individuals, businesses and societies to execute their most critical activities. By working close to our customers we make big ideas happen at the speed of fiber.

Discover more at teliacarrier.com