

Neustar’s Webmetrics Load Testing service empowered GameStreamer to quickly identify and resolve thousands of performance issues prior to launching a worldwide, online video game distribution network.



“The Neustar professional services team did a phenomenal job.”

Customer Challenge

GameStreamer (GS) was launching a high-end service to provide real-time, streaming access to video games. As a white label service provider with some well known channel partners, it was essential to GS that all of their technology work optimally on the very first day of operations. According to Tim Roberts, CEO of GameStreamer, “Games have a large download file size, so the network planning and scaling was extremely important to us. This ensures we stay ahead of our customers to provide an unparalleled enterprise-class service.”

In order to ensure that the backend technologies were working correctly, GS needed to undertake extensive load testing. This testing had to be done worldwide to ensure that customers, regardless of location, had the best possible experience. In addition to upfront testing and correcting, GS also needed a global DNS infrastructure to route worldwide customers to the nearest/fastest DNS server and which could scale as their business grew. The company’s plan is to launch 20 new white label stores every month.

Why GameStreamer Chose Neustar

GS compared Neustar’s Webmetrics service against several competitors and ultimately decided that Webmetrics, along with Neustar’s UltraDNS service, was the best solution for their needs. Mr. Roberts said that “The main reason we chose Neustar was that they are a one-stop-shop. We also liked their pricing and service offering.”

Specific reasons cited for choosing Neustar include:

- Webmetrics Load Testing would allow GS to meet their 99.999% uptime guarantee to customers
- Webmetrics Load Testing is a managed service with dedicated engineers providing expert assistance in scripting, testing and configuration improvement recommendations
- Remote location testing capabilities were especially important given GS’s global presence
- Web-based interfaces for Webmetrics Performance Monitoring are very intuitive and easy to use for setup and ongoing management
- Breadth of offering – including Webmetrics Load Testing and Monitoring, UltraDNS global infrastructure and routing, and Professional Services to simplify implementation

About GameStreamer

GameStreamer (GS) is a leading innovator in digital distribution and streaming solutions for games and operates a massive B2B network with major clients across the globe. According to GS, they “have built the first truly enterprise-class digital distribution network for video games that is offered as a white label turnkey, managed solution”. GS works with clients that have significant traffic to build a custom “game store” solution to target their demographics.

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| 2008 startup company that publicly launched in 2009 |
| Five U.S. offices, plus London, Paris and Moscow |
| Data centers in Santa Clara, California, Washington, DC, and suburban London, with new centers opening in Tokyo and Singapore |
| Games made available through GS’s flagship store, gamestreamer.com , as well as white labeled third-party sites, including pcGAMESTORE.com , vgchartz.com , inspiredmedia.com , and ngconnect.com |

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The Neustar Webmetrics Solution

GameStreamer now uses Neustar's Webmetrics Load Testing and Performance Monitoring services. Webmetrics Load Testing provides:

- A fully managed service with a dedicated test engineer providing: Detailed performance reports and technical observations; Clear, comprehensive recommendations to assist in optimizing customers' online experiences; and Unbiased advice from an independent expert.
- Geographically dispersed load testing that simulates peak period usage before launch of services. The testing process and associated reports can help to identify and validate: bandwidth limitations, error rates exceeding certain thresholds, infrastructure limitations (CPU, database, etc.), load balancer configurations, and potentially mis-configured web servers, application or database servers.

Webmetrics Performance Monitoring is a hosted, Software as a Service (SaaS) solution built on a network of agents located in over 100 major cities around the world. 24x7 monitoring and real-time alerts provide precise performance information to help solve problems before customers are impacted and to better plan for future needs.

“Webmetrics services were very user friendly and didn't require much time on our part.”

GS also uses Neustar's UltraDNS Managed External DNS Service. This is a managed solution that ensures quick and secure DNS resolution time for external facing websites and web services. The UltraDNS network consists of 15 strategically placed nodes that span the globe. DNS requests are automatically routed to the closest available geographic network node, thereby reducing drops and latency.

Because of the extremely complex technology and business challenges facing GS, they engaged Neustar's Professional Services organization to ensure the implementation process went quickly and smoothly. According to Mr. Roberts, “The Neustar professional services team helped us with load testing, setting up scripts, and creating monitoring tools to monitor applications and servers. They did a phenomenal job. The Neustar engineers were able to walk us through each service and help us set them up. The services were very customer/user friendly and didn't require much time on our part. We were then able to spend time working through the performance issues as we found them on our side.” GS will continue to complete upfront testing and correcting each time they bring a new white label site or data center online.

Value

GameStreamer was able to successfully launch their white label turnkey video game service, in part, by using Webmetrics Load Testing and Monitoring services. Because of this, GS is able to provide a best-in-class experience for white-label partners and end-users. They will continue to use these services to support their large scale growth around the world. Tim Roberts, CEO of GameStreamer said that “Webmetrics is a very valuable service and any enterprise client who has been there and done it before knows the importance of testing and load balancing with experts. I was happy investing the money to do this properly.” Mr. Roberts explained the many benefits GS has realized by utilizing Webmetrics:



Streamlined global load testing

Webmetrics helped GS quickly resolve thousands of individual issues that were degrading performance. “Neustar was able to bring in traffic during the load tests from Europe to give us as close to real-world results as possible. It was like identifying needles in a haystack to figure out where to start to fix things. I was extremely happy when we passed the final test.”



Improved load capabilities

As a result of load testing and adjusting, GS can now provide best-in-class performance. “Without scaling our infrastructure, we increased our load capabilities 5,000% by fine tuning our core routers/switches, VPNs, firewalls, applications and server operating systems.”



Increased revenue

Webmetrics has helped protect existing revenue streams and enabled GS to win additional business. “You can lose a high percentage of customers for a new service if it doesn't work right the first time. So testing prior to spending expensive marketing dollars was critical to us. Also, having a seal of approval from Neustar as an enterprise-class service has allowed us to close business with Fortune 100 customers. We are the only company in the white-label game space with their own network which is tested and proven at this level.”



Reduced time to market

GS was able to meet an aggressive go-live schedule through the use of Webmetrics. “We now have a much faster closing rate of issues, reduction in engineering time, and fewer problems to fix. At the time of launch, we needed to be sure we were at the performance benchmark of our competitors.”



Enhanced end-user experience

Performance testing ensured that everything was working optimally before launch, and ongoing monitoring and testing will ensure that GS is providing ongoing excellent end-user experiences. “Testing allows us to find issues before they occur in the live environment and fix them so we can meet our 99.999% uptime SLAs. This is critical to our success and the success of our white label customers.”



Simplified scalability

GS is a fast growing company and the Webmetrics solution will easily support this growth. “We are adding 30 new white-label stores in October and then 20 a month going forward. One new customer in Asia has 350 million unique visitors. Webmetrics will allow us to do proper testing before launch and to monitor and fix performance issues. In addition, the UltraDNS infrastructure will easily handle this growth.”