



# Wargaming Interactive

*Reaching others in the most cost-efficient way via AMS-IX*

**Case Study** - Gaming Company

*“AMS-IX is the exchange offering the best value for money, making it our number one Internet hub.”*



## Company profile

Wargaming Interactive is the result of a strategy change within game developer Wargaming in 2012. This company, which was founded in 1998 and is known for the success story World of Tanks, decided to start controlling the complete supply chain. Not only focusing on the development, production and publication of games, but also on the maintenance of the Internet infrastructure on which these games depend.

Important reasons for Wargaming to control every step in the supply chain are the financial benefits and having a more predictable quality of service. “Games need to be fast and available every second of the day. Otherwise players will go to the competition. Managing the infrastructure inhouse leads to a short decision-making process and faster implementation of a game, and in the end puts us ahead of the competition”, says Andre Reitenbach, Managing Director at Wargaming Interactive.

## Easy connectivity

Previously, Wargaming worked with other companies for its IP interconnectivity. As Wargaming experienced issues on a regular basis, such as latency and unqualified engineers, the company decided to build its own autonomous system (AS) for optimising its own network. “Companies could often not keep up with the pace of the gaming market or dealt mainly with local markets. Therefore, Wargaming Interactive is internationally focused and most people within the company speak two or three languages,” explains Andre.

The establishment of Wargaming Interactive was quickly followed by a connection to AMS-IX (Amsterdam Internet Exchange), the first and for now only Internet hub where it has been exchanging traffic. “Our end users connect to different ISPs or telecom companies. A connection to an Internet exchange is the most cost-efficient way to reach all of these companies”, says Andre.

## Peering at its best

Wargaming Interactive connects to the world's leading Internet exchange via AMS-IX's partner Equinix, because it already had a strategic partnership with this data centre and colocation provider. It has been providing the gaming company with cabinets, hardware and smart hands. When Wargaming Interactive decided to be at AMS-IX they therefore only had to sign an additional contract to make use of the AMS-IX peering platform.

Besides that AMS-IX is the exchange offering the best value for money, Wargaming Interactive selected this Internet hub for its geographical location and its international mix of connected networks. “AMS-IX is located within Europe and an important landing point for American backbone providers as well as other Internet related companies from the US. Moreover, most of the Russian ISPs peer at AMS-IX, so from there content can be easily transported to their customers.”

Wargaming Interactive's connection to AMS-IX soon resulted in financial benefits. “We save money, because we only pay for the ports and not the traffic that we receive via AMS-IX.” And that is an important factor, because the technical division of Wargaming is already speaking of 500GE of Internet traffic in the near future. “With this capacity of Internet traffic, it is so much more beneficial to be at AMS-IX.”

## Benefits of AMS-IX for Wargaming Interactive

- Being the most cost-efficient way to reach other Internet companies
- Geographically well located
- Offering the most international mix of connected networks

## Quick facts of Wargaming Interactive

- Founded in 2012
- Headquartered in Vienna, Austria
- Subsidiary of Wargaming

## Services of Wargaming

- Online game developer and publisher

For more information about Wargaming go to:  
<http://wargaming.com/en/about/>

For more information please contact the AMS-IX sales team.

[www.ams-ix.net](http://www.ams-ix.net)  
[sales@ams-ix.net](mailto:sales@ams-ix.net)  
+31 20 305 89 99

