



CASE STUDY

# Nitrado sustains **fast and cost-effective growth** in UK gaming market with Pulsant

Founded in Germany in 2001, Nitrado hosts games on its own high-specification servers, meeting the needs of the most demanding gaming customers. At the last count, Nitrado was hosting nearly 40,000 CPU cores, 400,000GB of RAM and 1PB of SSD storage. Growth is such that the company's data centre footprint doubled over three years.

**CHALLENGE:**

Entry into UK market

Expansion requires more low latency and more cost-effective rack space for power-hungry servers

Advanced DDoS protection required

**SOLUTION:**

Colocation with flexible options and superb connectivity

Relocation to Reading South data centre for excellent value per-rack, low latency, and on-site support

Automated protection service against DDoS attacks

**OUTCOME:**

Fully flexible, highly cost-effective rack solutions meeting demanding requirements of gaming market

Complete reassurance from active, expert on-site support and liaison

Security and protection against DDoS attacks

**UK entry**

The company entered the UK market in 2015, with a quarter rack. The primary focus was on the latency of network connections, so the quarter rack in London was a secure home for the initial server deployment in a new market. This also promised the all the benefits of a leading

market. This also promised the all the benefits of a leading network ecosystem for the UK and Europe on a cost-effective basis.

**Success brings the search for more cost-effective power**

Nitrado's servers are very power-hungry, so







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CEO, Nitrado

when the company's success meant it wanted to add further servers to the quarter rack, it was time for a rethink. The data centre provider it was using offered good network access but was relatively limited on power per-rack, due to the age of the facility. It was also costly when measured on a per-kilowatt basis.

#### **Pulsant's newly-acquired data centre was better suited to new requirements**

The 1,000-rack Reading South data centre now owned by Pulsant quickly became an attractive option for several compelling reasons. Firstly, it offers superb value on a per-rack or per-kilowatt basis, with unlimited on-site support. It is easy to scale from 2kW to 7kW per cabinet. Secondly, the data centre has excellent DDoS protection and thirdly, provides ultra-low latency and redundant connections. It also offers great stability in network latency thanks to control over its own self-lit dark fibre network.

#### **Testing proves the Reading South data centre's worth**

After a period of testing to satisfy Nitrado with the quality of the network from Reading South to the internet, an initial low-power 2kW rack was put in place. This accommodated the initial server installations far more comfortably and at significantly lower cost than remaining in London docklands.

Because all clients of the Reading South data centre have access to their power readings in real time, it was easy for Nitrado to request additional power up to 7kW per cabinet as and when required (either when adding new systems or adding further capacity to existing ones).

Nitrado's presence has now grown to several full racks in the Reading South data centre, and the company has recently upgraded its core routers in anticipation of further significant expansion.



“ We’re consistently delighted with **the experience and responsiveness** of the team and the quality of their solutions for us. ”

**Marcel Bößendorfer**

CEO, Nitrado



### **Pulsant provides the platform for more growth**

As Nitrado has continued to grow in the UK, the Reading South data centre team has continued to provide on-site support. This has included racking all new servers; working with Nitrado to add additional memory; shutting down each node in turn; and liaising with Nitrado staff via the customer portal, which provides real-time communication and gives all parties a record of each step of any work undertaken.

The Reading South data centre provides the crucial connectivity with low latency and consistent jitter that gamers require. As Nitrado is based in Germany, the Reading South team ensures it provides full local support and liaison. This includes extensive consultancy to meet Nitrado’s needs as it evolves, managing costs and technical delivery.





“**Their flexibility and their consultative approach** have allowed them to tailor solutions for us as our needs have evolved.”

**Marcel Bößendorfer**  
CEO, Nitrado



**Full, automated protection against DDoS**

Full, automated protection against DDoS  
Besides being demanding, gamers also seem to have a vindictive streak. Nitrado’s systems are therefore regular users of the data centre’s high-capacity DDoS protection service. This involves a proprietary in-house DDoS filter solution, together with an additional layer of support from a specialist mitigation partner.

Once detected by the monitoring systems (usually by traffic pattern) any attack is automatically transferred to the DDoS mitigation partner to deal with the initial volume, then identify and isolate the threat. Outbound traffic remains unaffected and the whole process of detection, shifting and mitigation is automatic and quick – usually defeating the attack within minutes, as the example below shows.

“Our fast growth in the UK market is now entirely supported by Pulsant,” said Marcel Bößendorfer, CEO, Nitrado. “We’re consistently delighted with the experience and responsiveness of their team and the quality of their solutions for us. Their flexibility and their consultative approach have allowed them to tailor solutions for us as we grow so quickly.”

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