

**India's leading
massive multi-
player online game
firm leverages
Netmagic's Hosting
services to provide
the best gaming
experience to
users.**



Company Profile

Kreeda Games India Pvt. Ltd. started off as a small garage start-up founded by three digital media veterans in 2006. Kreeda, which means sports in Sanskrit, is India's market leader in the Massive Multiplayer Online Game (MMOG) space. It is backed by investors like IDG Ventures and SoftBank Bodhi Investment. Kreeda is positioned to capitalize on the growing Indian gaming market that is slated to boom in the next few years. The team at Kreeda believes that the market has the potential to become as big, exciting and profitable as it is in other developed gaming countries such as China, USA and Korea. Kreeda works with top international developers to bring to India the latest and most sought after multiplayer online games. Games are carefully chosen keeping in mind the digital infrastructure of India (such as internet speeds, PC penetration, graphic cards, etc.) to ensure that Indian players get an optimized gaming experience, comparable to anywhere in the world. Kreeda selects games that are suitable to be local. Kreeda.com's first large game is called danceMELA (www.dancemela.com) which is India's first Multiplayer Online Dancing Game. By playing this game, a user competes in dance competitions with people from around in the world while enjoying the latest Bollywood hits, shopping for the latest fashions and chatting in lounges. The company will offer many other massive multiplayer games across genres and localize them so that they resonate better with Indian cultural preferences.

Requirement & Challenges:

Kreeda started its operations early in 2006 and burst into the Indian online gaming scene with its first major game called danceMELA. Running a successful online gaming site that sees millions of hits a month meant that systems and infrastructure had to be robust and available at all times. The company plans to launch 4-5 other games in 2008. Kreeda.com realized the need for a datacenter that could deliver high levels of service scalability, availability and performance. Massive multiplayer online game infrastructures typically require large server clusters for each game, all interacting with many ASP services. Online game environments are 3D virtual worlds where players create avatars that interact in an online world of hundreds-of-thousands of other players, online at the same time. This type of entertainment is much more complex than other media formats such as television. Online Games are about interactivity or many-to-many communication between many people all who need access gaming services including micro-billing for millions of transactions per minute, in-game advertising, video streaming, online customer relationship management and much more. This means that our server farms will scale exponentially in complexity and require significant investment. Therefore, it made sense to move to a hosted data center model to reduce total cost of ownership, stabilize core operations, and enable rapid business expansion.

Requirement –

- Needed a service provider who understood the nuances of running an online gaming business
- Uninterrupted and dynamically scaleable bandwidth and 100% uptime
- World class hosting partner who could provide 24/7 security, availability and reliability
- A partner who could scale up operations as the company grew and added on more games and users
- Competitive Pricing

Game on with Netmagic

After inviting proposals from various hosting service providers, the company short-listed and then selected Netmagic to take care of data center hosting services. Netmagic today hosts a data center for Kreeda these are the services that it takes care of:

Services Undertaken:



- Dedicated Hosting services in Netmagic's world-class datacenter, equipped with world-class infrastructure
- State-of-the-art 24x7 Network Operations Center (NOC), and N+1 redundancy on all mission-critical systems
- Rack space for servers
- Bandwidth for best network performance for mission-critical operations

"Netmagic has been for a great partner for us. They understand the differences and nuances between casual gaming and multiplayer online gaming. They understand the unique requirements of this specific segment and this has been a big advantage for us," says Robin Alter, CTO and co-Founder, Kreeda.com."

Business Advantages

Thanks to its engagement with Netmagic, the Kreeda team has been able to focus on its core business offerings than divert its energies on the upkeep and management of its data center. Being a carrier neutral data center, Netmagic, has the last mile connectivity from all bandwidth providers, which helps Kreeda since their users are on different service providers. "They are experts in data center operations, it is their core business, which is something that is critical to Kreeda's core business."

Business Benefits

- World class hosting partner which took care of security, reliability and availability for 24x7 online entertainment services operations.
- The company is able to concentrate on business processes rather than hosting related processes
- Operations are centralized within the data center facility
- Reduced cost of operations
- Invested in core competencies instead of hosting related services