

## i3D.net offers unparalleled low-latency experience based on Dell EMC PowerEdge servers powered by 2<sup>nd</sup> Gen AMD EPYC™ processors

### Business needs

- A low-latency infrastructure with optimal performance for gaming and non-gaming
- Reliable hosting of gaming and digital communication solutions
- Seamless experience for users
- Global scalability and cloud bursting

### Business results

- A stable, fast and scalable IT infrastructure as the basis for a consistent gaming experience
- High availability and security for gaming and digital communication applications
- Standardization stimulates innovation and product
- Complete Platform as a Service offering

### Solutions at a glance

- Dell EMC PowerEdge server powered by 2<sup>nd</sup> generation AMD EPYC™ ›
- Integrated Dell Remote Access Controller 9 (iDRAC9)

Gamers demand an optimal experience. A small delay can lead to disrupted gameplay and thus to great annoyance. i3D.net, which is part of Ubisoft, has gaming in its DNA and therefore understands the importance of a stable, secure and scalable low-latency infrastructure. Moreover, the stability and scalability of their services are guaranteed worldwide. This is why popular games like Rocket League rely on i3D.net's hosting. Due to the strict requirements in the video game industry, i3D.net has a solid technological foundation, experience and in-depth knowledge and is one of the largest hosting companies worldwide. This makes the platform and infrastructure ideal not only for gaming, but also for hosting business-critical enterprise environments and demanding digital communication solutions.

Originally i3D.net provided servers for gamers. These activities quickly evolved from supporting individual gamers to hosting games from global game publishers and developers. Rick Slood,

COO at i3D.net, explains: "Due to the rapid, global growth of our hosting business, we have quickly and immensely scaled up and optimized our server farm. We grew so fast that data centers at the time could no longer keep up with our growth."

To ensure sufficient capacity and strength, i3D.net built its own data center: Smartdc. This offered the opportunity to have all technological aspects under own control. Slood: "In our own data center we have control over every aspect of our infrastructure, from the network to cooling. We literally have everything in our own hands based on our own knowledge and expertise. We have used these to expand globally. In doing so, we work exclusively with the best data centers. With Dell EMC PowerEdge servers powered by 2<sup>nd</sup> Gen AMD EPYC™ processors as a basis, we meet our own tough quality requirements and those of our gaming and non-gaming customers."



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**Rick Slood**  
COO at i3D.net

## Solution

The high demands made by i3D.net in terms of performance, stability, scalability and security demanded a lot from the hardware. As Sloot explains: “Initially we built our own servers, but since 2006 we have been using Dell Technologies’ servers for our standard configuration. The basis of the configuration has always remained the same across the many Dell PowerEdge generations. We have been very positive about the Dell EMC PowerEdge servers with 2nd Gen AMD EPYC™ processors ever since we first encountered them. Because they are built with high-quality components and have been thoroughly tested, they are super stable. As a result, they fit in well with our perception of quality.”

## Sweet spot

When selecting new servers for 2021, i3D.net looked for the so-called sweet spot. “Our servers have to meet several high criteria. Of course, they have to be fast, powerful and stable. At the same time, gaming has slightly different requirements than digital communication solutions. For the former, higher clock speeds are important, whereas for real-time communication, bandwidth is more important. In close consultation with Dell Technologies on the specific set-up and requirements of processor and memory, among other things, Dell EMC PowerEdge servers powered by 2<sup>nd</sup> Gen AMD EPYC™ processors emerged as the best option.”

Erwin Bleeker, Senior Solutions Consultant at Dell Technologies adds: “By critically examining the characteristic workload and set-up of the servers, we concluded that we could challenge i3D.net with a specific AMD EPYC™ processor. With the Dell Technologies Try & Buy program and servers from the Dell Technologies Loan Depot, extensive testing was carried out to arrive at an optimum configuration.”

i3D.net was already making good use of the PowerEdge servers, but by changing the technical configuration of the 2<sup>nd</sup> Gen AMD EPYC™ processor-based PowerEdge servers to match the workload, further optimization was possible. Bleeker: “With the new configuration, i3D.net saved on rack space, cabling, power consumption and – not insignificantly – the number of servers that had to be transported, unpacked and placed in the data center. By choosing Dell EMC PowerEdge servers based on AMD EPYC™ processors, the company can reduce its man-hours by 80%.”



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## No-brainer

The experts from i3D.net can directly connect to specialists from Dell Technologies. The servers are also compact and enormously powerful. Sloot explains: “We now only need a rack of 38 servers to regularly achieve better performance than we previously did with 150 servers in four racks. This makes the performance to cost ratio very favorable. Moreover, the workload is considerably less because we only have to set up one rack. By extension, the management burden is also lower. We do, however, implement redundancy to manage the risk of failure. All these plus points made the choice of Dell EMC PowerEdge servers with AMD EPYC™ processors a no-brainer.”



## International scaling

By standardizing on Dell EMC servers in the data center, i3D.net can guarantee the quality of the low-latency infrastructure. It is also easier to support customers worldwide. “Standardization makes us strong on several fronts. With the combination of extremely high quality and international presence, we offer customers concrete added value. Intensive contacts with other data centers, cloud suppliers and carriers around the world enable us to maximize the scale of our hardware and network, even in regions such as Brazil or the Middle East. In addition, we have built a multi-cloud orchestration platform that allows us to handle external peak loads in the public cloud. In essence, we provide low-latency and maximum availability anywhere, anytime, and ensure that games and other applications perform optimally. This sets us apart from other international hosting providers.”

## 1 billion users by 2025

The past few years i3D.net has grown to become one of the largest hosting providers. The company is doing everything it can to continue this growth. As Sloot explains: “The goal is to support one billion users by 2025. This can only be achieved if we continue to tighten and guarantee the high requirements for the availability, latency, scalability and security of our infrastructure. That way, we can offer gamers a consistent experience worldwide. We incorporate that expertise and knowledge into the services we provide to our digital communication and enterprise customers. With the choice of Dell EMC PowerEdge servers powered by 2<sup>nd</sup> Gen AMD EPYC™ processors as the foundation for our infrastructure, we can actually realize these ambitions.”



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COO at i3D.net

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