Digital Chocolate On-Line Gaming

Industry
- Internet gaming

Challenges
- Bring cloud-based apps in-house
- Very rapid growth

Solution
- Tintri VMstore™

Benefits
- Better end-user experience: Digital Chocolate's private cloud offers much lower latency than externally-hosted alternatives.
- Cost effective: 60-day ROI.
- Ease of Use: Digital Chocolate was able to rapidly bring large numbers of externally-hosted applications in-house.

Digital Chocolate is a market leading mobile and social networking game publisher, known for such popular titles as Army Attack, Zombie Lane and Millionaire City. Historically, Digital Chocolate hosted and delivered games in a public cloud. As demand exploded, Digital Chocolate wanted to unlock the benefits of having both a public and private cloud to optimize both flexibility and costs.

Customer Challenges

Combining Digital Chocolate's extremely rapid growth with traditional IT processes would severely tax the organization's ability to hire and train skilled administrators. Yet continued outsourcing to a public cloud provider creates acute user experience issues, including recurring availability problems and user disconnects due to poor latency. So Digital Chocolate decided to build a self-hosted private cloud for core games.

Digital Chocolate deployed an advanced general-purpose SAN for their initial private cloud. However, the general-purpose system was expensive and – critically – did not scale very well with the increasing numbers of VMs. The VM workloads are primarily small databases and application servers, which severely stressed the general-purpose SAN array and created persistent availability issues. The SAN was running out of I/O and the cost to mitigate this problem was prohibitive.

Enter Tintri VMstore™

Impressed by Tintri's VM-only focus and value proposition, Digital Chocolate started running production workloads within a few days of the initial installation. Tintri VMstore now enables Digital Chocolate to virtualize any of their databases and application servers. According to Jason Loia, Chief Operating Officer, "Having a hybrid private/public cloud solution gives us significant flexibility and capacity, and is a key part of our technology strategy. Tintri enables our hybrid private/public cloud in a quick, cost-effective and reliable way."

Tintri's single 13.5 TB datastore dramatically simplifies operational processes. Combined with Tintri VMstore's intuitive performance fuel gauge, Digital Chocolate rapidly transitioned to a self-hosted private cloud, with VM administrators handling all management.

The improved latency and availability of the Tintri system translates directly into far fewer user-disconnects—and lost revenue opportunities. Running from Tintri VMstore also significantly reduced ESX host load, with much better server scaling. The net result is an ROI of less than 60 days for the Tintri systems.

Improved Developer Productivity

In addition to the dramatic operational savings, per-VM visibility at the storage layer enables Digital Chocolate game developers to improve their software. An unexpected side-benefit of deploying Tintri VMstore is that Tintri's per-VM visibility makes it straightforward for Digital Chocolate to improve their code base by tracking I/O latency for each VM and host.

Excellent Scalability

Digital Chocolate's Global IT and Infrastructure team likes the simple management, stability and incremental scalability of the Tintri VMstore. They evaluated other solutions and are pleased with their selection of Tintri. As Jason Loia says, "It just works."

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>
> —**Jason Loia**, COO, Digital Chocolate

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