About SynEdge

SynEdge has been founded by e-Commerce and content delivery professionals who came together to create a cross delivery platform that does just that; deliver content everywhere in a transparent, intelligent and cost effective way.

Our philosophy is driven by the belief that effective, cutting edge technology should be easy to deploy. Our mission is to keep on building and expanding what we believe to be the next generation CDN specifically designed to reach any device in the dispersed mobile world. It will continuously be kept at the forefront of the industry, ousting the legacy of the not so efficient nor environmentally friendly older versions.

About Gamehouse

At GameHouse, they believe it's good to game. That's why they are dedicated to a single mission: to enrich lives through games and experiences that people love to play and share.
As the largest developer, publisher, and distributor of casual games with millions of players around the world, they offer more games and more ways to play them - including online, download, smartphones, tablets, and leading social networks.

Founded in 1998, GameHouse started as a small studio in Seattle, Washington the epicenter of casual games and has expanded over the years with major offices in the Netherlands, Canada, UK, France, Germany and Brazil.

Why Gamehouse chose SynEdge

- Servers available globally in order to meet their world wide and diverse consumer base and demand.
- Large capacity servers ideal for storage and instant delivery of games, regardless of file size.
- Optimised delivery to mobile devices without compromising quality through compressed content encoding.
- Substantial improvement of ROI
- Global load balancing to allow optimal usage of the website, increase efficiency of downloads and raise overall performance and throughput.

Challenges:

- Serving the needs of an increasingly global and diverse customer base
- Delivering large file downloads without failures
- Improve website speed for improved search engine rankings
- Sourcing a cost effective, scalable and quick to roll out solution
- Avoid CAPEX expenditures with an affordable OPEX costs model

Solutions:

- Speedy solution rollout with no upfront capital expenditures
- Removed the need to manage multiple distribution channels
- Game content automatically propagated to global CDN service
- Users are matched to nearest point of presence for improved performance
- High-throughput CDN servers ideal for large files
- Support for high-definition video to drive promotional efforts

Increased Speed of Delivery

Since changing to SynEdge, Gamehouse have experienced over a 20% increase in overall website performance due to the change in the speed of delivery of the website to consumers. SynEdge's intelligent platform and high performing throughput allows for optimised website use and download speeds.

Quick and Easy Implementation

SynEdge made the transition from another provider as easy as possible for Gamehouse, ensuring their website was not affected and gameplay was not compromised during the exchange.
"Implementation with Synedge was quick and easy; the setup was was incredibly efficient and our users did not have to suffer loss of use of the website during the transition. We aim to provide the best service possible to our users and this is now achievable with SynEdge. They also made it possible to have the CDN set up with our own Rapidmark technology which allows our players access to game play quicker once downloaded. This is something that hadn't worked with our previous provider." Neils Koek - Senior Development Manager

Cost Effectivity and ROI

SynEdge cost effectiveness on delivery is passed onto customers and reflected on the price of the solution.

As a result, Gamehouse has seen a substantial reduction in costs in addition to faster and more reliable delivery. This allows Gamehouse to provide a better user experience and increases customer loyalty due to higher satisfaction rate.

Instant Access to Gaming Content

The Gamehouse website is delivered to users worldwide through the SynEdge CDN (content delivery network) in order to provide top loading speeds and effective deployment of their gaming platform.

Our robust and reliable global network provide a solid service for both Gamehouse and their consumers; by using the SynEdge CDN solution for gaming, Gamehouse's consumers are able to have access to any game instantly as the information for the game is cached on our edge servers. There's less wait time for the information to travel long distances because it no longer has to with our edge servers being conveniently placed in several locations across the globe, allowing gaming content to load efficiently and not sacrificing any quality. Because of this even high definition video is streamed effortlessly, immediately and uninterrupted.

The SynEdge CDN removes the expensive and unnecessary task of Gamehouse building and operating data centres in major cities across the globe in order to provide the same level and quality of service that comes through the use of a CDN. Gamehouse consumers are simply connected to one of the SynEdge PoPs (points of presence) that is closest to them.

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