Mobile Game System Configured with A10 ADC

"A10 ADC provides not only high performance, but also the local language GUI delivers high usability through relevant traffic reporting options."

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Challenge:

- Requirement to build a high performance system that can withstand sudden traffic spikes

Reason for Implementation:

- Needed industry's best price/performance

Function Used:

- Layer 4 Load Balancing

Results:

- Service provisioning with high performance and reduction of operation load

Since establishment in 1960, Sega Corporation has been providing game content through various consumer devices. In recent years, the company has created new forms of entertainment based on a combination of network and mobile games to provide a rich collection of titles.

Mobile Game Site Challenges: Infrastructure Configuration

In order to provide new mobile game titles via the Internet, Sega initiated a project to construct a dedicated mobile game system. To provide the infrastructure for the new game titles, Sega first considered utilizing cloud services for short time period usage, but the growth forecast of extended application titles for mobile users resulted in a decision to construct a new in-house system to provide multiple game titles in parallel. The new system required servers for game content, and new server load balancers to handle large traffic to multiple games' content with high speed.

A10 ADC: Industry-leading Price/Performance

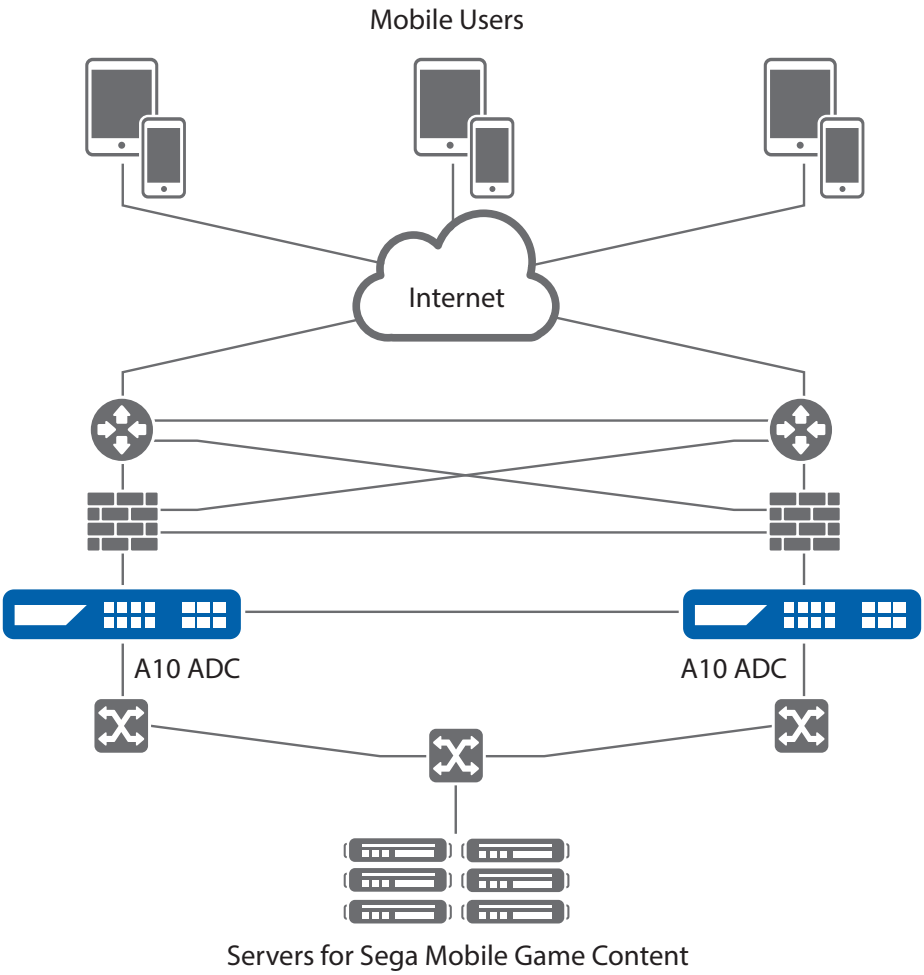
When evaluating new server load balancers, the most important considerations for Sega were price and performance. Sega selected A10 ADCs because they delivered 2-3 times more performance compared to load balancers from other venders in the same price range. The A10 ADCs simple licensing structure enabled usage of all features without additional licenses, delivering additional value.

High Performance Mobile Game System

With the new mobile game system, Sega can now operate the action and monster battle game for PlayStation® Vita called "Samurai & Dragons," which allows coordinated team play for up to four people. By adding servers, the system is designed to be scalable amid any future increases in users. Multiple A10 ADCs are deployed in this new system and process traffic quickly while reducing server load by acting as a load balancer and SSL accelerator.

Reduction of Operation Load with Intuitive GUI

With game campaigns, new releases, and patch updates, traffic to servers can increase up to 4-5 times above normal circumstances. When multiple titles are handled with a single system, it is possible that other titles' response times can be negatively affected when the traffic to a particular title increases. In order to avoid such situations, it is very important



to regularly and carefully monitor the traffic. At Sega, we plan to accommodate future traffic based on daily traffic pattern data. The A10 ADC not only provides high performance, but also the intuitive GUI delivers high usability through relevant traffic reporting options.

About A10 Application Delivery Controllers

A10 ADC is a scalable, high-performance application networking platform that delivers enterprises, web properties and Internet Service Providers (ISPs) with superior reliability and an energy-efficient footprint for low total cost of ownership (TCO). With A10 ADC, customers of all sizes benefit from application availability, scalability and performance, increased infrastructure efficiency and a faster end user experience. The A10 ADC has a comprehensive Layer 4-7 feature set and flexible virtualization technologies such as A10 Networks aVCS™ Virtual Chassis System, multi-tenancy and more for public, private and hybrid cloud environments. In addition, A10 leads in IPv6 migration technologies with many large-scale deployments worldwide.

A10 ADC delivers an industry-leading return on investment (ROI) by leveraging A10's 64-bit Advanced Core Operating System (ACOS), with a scalable shared-memory parallelism architecture that surpasses the competition in scalability and flexibility.

For more information, visit: www.a10networks.com/products/application_delivery_controllers.php

About Sega

Sega Corporation was established in 1960 and developed as an amusement machine manufacturer. Since 1983, the company operates in the home game machine market. The core-competence of Sega as an all-time leader of the market with innovative products is its extensive content development abilities. The company owns technical applications used to create many "ground breaking" products, and is globally valued as one of the leading game content developers in the world with considerable software assets. For more information, visit: http://sega.jp

About A10 Networks

A10 Networks is a leader in application networking, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, California, and serves customers globally with offices worldwide. For more information, visit: **www.a10networks.com**

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