



# Boreal eSports migrated to iWeb Cloud Servers to eliminate lag during gaming

Professional gaming organization Boreal eSports migrated their game and voice servers to iWeb Cloud Servers in order to eliminate lag during gameplay, while maintaining tight budgetary control over costs and resources.



Boreal eSports is a Canadian gaming organization, operating at all levels from recreational to professional. As well as running several websites, Boreal eSports' operations rely on large capacity voice (VOIP) servers and customized game servers for titles including Counter-Strike: Global Offensive and Minecraft.

“Since most of our core activities happen online, our web infrastructure is literally the backbone of our business,” says Jean-Georges Guénard, VP of Marketing at Boreal eSports. “Our network is composed of several medium-sized websites, a voice communication server and many game servers used for training.”

## THE CHALLENGE

Boreal eSports' challenge was to reconcile the quality needed to succeed in competition gameplay, where lag is a handicap, with a cost-efficient solution that would allow them to incrementally earn sponsorship and expand their infrastructure.

### INDUSTRY

Gaming

### CHALLENGE

Low-latency game and voice servers for regional competitions. Web infrastructure to scale in line with sponsorship and team growth.

### SOLUTION

- Cloud Servers
- Game Servers
- Volume Snapshot

### RESULTS

- Low-latency voice and game communication
- Cost-efficient pay-per-use game servers
- Scalable infrastructure to grow with sponsorship
- High performance at an entry level price

“The biggest obstacle we faced so far was to find the right supplier for our small-scale yet complex needs,” says Jean-Georges. “In fact, we were looking for affordable and scalable servers that were not only geographically near our audience but also very reliable and flexible. Since we don’t have the budget nor the audience of large websites to justify an expensive dedicated solution, we struggled for a long time to find a high quality offer that wasn’t too big for our needs.”

**“Migrating our network to an infrastructure powered by iWeb has proven to be the best technical decision we’ve made so far.”**

## THE SOLUTION

Boreal eSports chose to initially deploy three scalable iWeb Cloud Servers. One for its websites, one for in-game Voice over IP (VOIP) communication, and one as a game server for Counter-Strike: Global Offensive.

Because they can be scaled according to the situation’s requirements, iWeb Cloud Servers allow Boreal eSports to balance the need for high performance and affordability. This level of control and cost-efficiency allows the organization to manage their costs and performance levels from one competition to another, and one game server to another.

The iWeb Cloud Server’s volume snapshot feature and pay-per-use pricing also give Boreal eSports the option of closing servers when they are not in use, saving any unnecessary expenses.

“Although their cloud solution is still new, it’s already amazing and easy to use,” says Jean-Georges. “We benefit from the on-demand scalability and billing of the cloud while having the feeling that we are on a dedicated server in terms of performance and reliability.”

## THE RESULT

By hosting in the iWeb Cloud in Canada, Boreal eSports are well positioned for regional, national and North American tournaments due to low levels of latency between Montreal and other major North American communication hubs like Toronto, New York and Chicago. Close proximity to the East Coast also means practical levels of latency for Western Europe.

**“As a Canadian organization, we couldn’t be more happy and relieved to have all our servers hosted in a state-of-the-art data center located in Montreal. Although our websites were already routed through a content delivery network, the latency caused by the players being too far from our other game and voice servers is no longer an issue.”**