

Green-Powered Virtual Universe

Interxion partnered with the developers of the Entropia Universe to provide fully redundant, globally connected, low-carbon-footprint infrastructure.

The Challenge

MindArk PE AB, developers of the virtual world's Entropia Platform, were looking for next generation data centre infrastructure to support their expanding universe of interoperable 3D virtual worlds. Entropia was set for further growth with the launch of several new planets from independent developers using the CryENGINE®2 graphics motor.

“We were looking for a mix of stability, scalability and connectivity to power Entropia's growth,” said Mats Kling, CTO at MindArk's support and operations subsidiary EUSO AB. “Also, any data centre partner we chose had to have a business approach that reflected our own, with ambitious growth plans and constantly improving processes and capabilities.”

The Solution

“With user-to-user transactions worth almost half a billion dollars in 2008, Entropia Universe needed to be at least as stable as the real world. Interxion convinced us that they could provide the type of environment we needed.”

Interxion provided 2N UPS and N+1 cooling, as well as the most advanced alarm and monitoring systems. Equipment and connectivity were monitored 24x7 by expert local staff, with round-the-clock monitoring and support from Interxion's ISO 27001-certified European Customer Support Centre.

24x7 high-speed global connectivity was also key.

“As our global user base all connected to the one universe, we had very specific demands for networking services with the lowest latency to the US and Asia,” said Mats Kling. “With over 30 network providers under one roof, as well as the NL-IX and AMS-IX Internet exchanges, Interxion offered an exceptional range of connectivity options.”

The Interxion facility also supported the latest high-density power configurations and ran on 100% green energy with free cooling and maximum-efficiency components as standard.

“We were impressed with Interxion's responsible position on minimizing environmental impact without compromising on performance.”



What MindArk does...

Entropia Universe is an expanding entity of interoperable 3D virtual worlds based on the proprietary Entropia Platform. The Entropia Platform, developed by MindArk, contains full support for secure micro-transactions in real-time, rich media viewing, transactions with real and virtual items, MMOG entertainment and social interaction between global participants. Its virtual currency, the PED, has a fixed exchange rate of 10:1 with the US dollar. The Entropia Universe has today has over 820,000 registered accounts from over 200 territories.

www.entropiauniverse.com

www.mindark.com

What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Direct access to 30 carriers/ISPs and NL-IX and AMS-IX Internet Exchanges
- 100% green power
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- High-power-density configurations for all servers
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- ISO 27001-certified information security management systems

About Us

Interxion is a leading European operator of carrier-neutral data centres and managed services. We serve our customers from 28 facilities located in 13 cities across 11 European countries.

Every Interxion data centre meets the most stringent industry requirements, offering the highest levels of security, power availability and energy efficiency.

Interxion's customer community also has access to 18 major European Internet exchanges and over 350 carriers/ISPs giving exceptionally convenient, cost-effective and reliable connectivity.

Our Customers

Over 1,100 organisations, ranging from global carriers and ISPs to leading FMCG and financial services firms house their mission-critical infrastructure with Interxion, including:

- Akamai
- BT
- Cable & Wireless
- Coca Cola
- Fortis
- HP
- IBM
- Level3
- Nasdaq OMX
- Real Networks
- RTL Interactive
- Sage Software
- Siemens
- SunGard

Quality of Service

Over and above expert local staff, Interxion provides a unique European Customer Service Centre (ECSC) that monitors customer security and systems 24x7 and provides quick-response support in five languages.

Following a rigorous independent assessment process, Interxion has been awarded ISO 27001 for Information Security Management Systems and Business Continuity.

Contact Us

To find out more about our facilities, and our full range of services and solutions, please contact us with your requirements:

Interxion Netherlands
Tupolevlaan 101
1119 PA Schiphol Rijk
The Netherlands

Tel: +31 20 8807 700
Fax: +31 20 8807 729
Email: infoams@interxion.com
Web: www.interxion.nl

Accreditations & Associations

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Uptime Institute



Contributor Member,
The Green Grid



ISO 27001 and BS25999-
accredited Information
Security Management &
Business Continuity Systems



Contributor, EC Joint
Research Centre on
Sustainability



Patron of the European
Internet Exchange
Association

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