

iGAMING BUSINESS

INFORMATION, INSIGHT AND ANALYSIS FOR THE BUSINESS OF INTERACTIVE GAMING: ISSUE 67

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CROSSROADS FOR THE NEW REVOLUTION


iGaming in New Jersey will be Decided by the People

Includes: Interview with Senator Raymond J Lesniak; **iMEGA on the Aftermath in New Jersey**; Insight from Leading US Commentators; **City Analysis of the Missed Economic Opportunity**

Plus: Hosting in Europe: the Changing Legality **Social Games, Virtual Currency and Gambling** iGaming Index Hits All-Time Low **Sector Analysis from PwC and E&Y**

Includes Payments Supplement, In-Play Betting Feature and Data Centre Review

DATA CENTRE REVIEW



Welcome to the iGaming Business Data Centre Review. The following pages showcase the unique selling points and systems architectures of some of the leading data centres currently serving the online gaming space. The information is broken down into two formats; a statistical fact sheet and a company roadmap, which intend to convey all of the key information that you need to know about your potential data centre partners of the future.

INTERXION FACT SHEET

Connectivity

Interxion houses 350 carriers and 18 Internet exchanges across its European footprint, making it one of the most highly connected data centre providers in the region. Its content hubs have been specifically designed to provide ultra-available, highly secure technical facilities for the storage, hosting and distribution of iGaming content. Its 28 facilities offer direct access to Europe's online audience and currently house all leading global and regional ISPs and all of the leading content delivery networks (CDNs), providing an extensive choice of content delivery partners to the iGaming industry.

All of Interxion's sites are carrier-neutral allowing its iGaming customers to select distribution partners to optimise service availability and distribution performance to the end user, as well as giving them the ability to optimise cost and increase redundancy through multi-homing.

Security

Interxion's content hubs offer state-of-the-art security which is specifically designed for the hosting of mission critical iGaming, financial services and other premium content platforms. Interxion follows a multi-layered approach and is accredited to ISO 27001 for information security. Its sites have CCTV, night time lockdown, intruder alarms (which are linked to the police), 24/7 security guards on site, rooftop HVAC equipment, bio metric scanners and mantraps as standard.

There are also additional security options for private cages/suites with permitted access tightly controlled through meticulous security procedures.

However, it isn't just the physical security which is important. Network security carries with it an equal degree of significance and that's why, in conjunction with its connectivity partners, Interxion is able to offer the most robust security solutions to prevent even the most malicious attacks such as DDOS.

Continuity

In the iGaming sector, the opportunity cost of service unavailability is unthinkable with the immediate loss of revenue as well as the longer-term

effects of lost subscribers and market share. With this in mind, Interxion takes business continuity extremely seriously and is accredited with BS 25999, the world's first Business Continuity Management (BCM) standard developed to minimise the risks of disruptions. Interxion also offers up to 99999 percent availability SLAs, 2N UPS redundancy, N+1 backup generators and dual-entry fibre, all of which make it the ideal environment to house business critical applications and iGaming platforms.

Also critical to platform availability is reliable upstream connectivity, including ISPs, CDNs and access to leading Internet exchanges. Interxion realises this and the fact that multi homing is critical to iGaming platform providers, this is why it is home to a community of 350 carriers, ISPs, CDNs and 18 Internet Exchanges to support the exacting demands of this market sector.

Power availability/density

Interxion caters for the high density, power hungry demands of today's iGaming platforms by utilising 2N UPS power and N+1 cooling redundancy as well as high-density power configurations. The power configuration can be tailored to customer needs, and typically ranges from set ups which include 2.5kVa up to deployments requiring 15kVa per cabinet.

Proximity

In each country in which it operates, Interxion houses the leading domestic broadband ISPs including the national incumbents, combined with the presence of the major peering points in each country (Internet Exchanges such as LINX, DE-CIX or AMS-IX) and all major ISPs and content distribution network services providers. In short, housing your platform at an Interxion data centre will guarantee optimal, single hop connectivity to your players.

The iGaming business is evolving rapidly and is building an ecosystem (or community) of value-add providers. This includes video streaming providers, live sports content rights holders for in-game betting options, mobile operators and social networking sites to provide the iGaming market with unparalleled opportunities to develop and grow their business.

Interxion Roadmap

Interxion is a leading provider of carrier-neutral co-location data centre services in Europe, serving over 1,100 customers through 28 data centres in 11 European countries. Its uniformly designed, energy-efficient data centres offer customers extensive security and uptime for their mission-critical applications. With connectivity provided by 350 carriers and ISPs, the world's leading CDNs and 18 European Internet exchanges across its footprint, Interxion is a leading operator of content and connectivity hubs which provide ultra-available, highly secure technical facilities for the storage, hosting and distribution of premium online content. Each site acts as a true content hub and represents the ideal environment for the housing of iGaming platforms, allowing gaming publishers to optimise performance and deliver the ultimate gaming experience. Online gaming publishers can obtain direct (in-house) access to all necessary distribution networks for the optimised delivery and performance of games, including tier 1 ISPs, Internet Exchanges and CDNs.

Being located in over 13 cities throughout Europe and having a single SLA that covers all of the sites makes Interxion an ideal data centre partner for iGaming operators looking to expand their presence. Interxion currently works with some of the leading players in the iGaming business and has over ten years of data centre experience and in-depth local knowledge in 11 key European markets.



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