

WorldWinner delivers twice as many games each day with IBM Informix Dynamic Server.

Overview
WorldWinner Newton, Massachusetts, USA www.worldwinner.com
Industry <ul style="list-style-type: none"> Online Games
Employees <ul style="list-style-type: none"> 40
Products <ul style="list-style-type: none"> IBM Informix® Dynamic Server 9.4 and 10

WorldWinner®
It's Only A Game. Until You Play It.™

“Informix Dynamic Server has helped make us the predominant site on the Internet for skill-based game tournaments. We’re seeing such extreme performance improvements that our speeds are now serving as a benchmark in the industry.”

— Joe Bai, Chief Information Officer,
 WorldWinner

Providing the most popular skill-based games, including SCRABBLE® Cubes, Bejeweled 2, Zuma and Luxor, and a wide range of tournament options, WorldWinner brings together people who love to play games and thrive on the thrill of competing for cash and prizes. The company hosts more than 1,600 concurrent games and 600,000 games per day, a 100 percent increase from just one year ago.

Challenge

In March 2006, WorldWinner was acquired by FUN Technologies, which also owns SkillJam, another leading provider of online game competitions. Since this acquisition, registered players from SkillJam and its partner sites have been migrated to the unparalleled WorldWinner tournament platform, creating a global powerhouse that offers the industry’s best collection of games and largest network of players—almost 30 million worldwide. The secret to WorldWinner’s success comes from not only offering the industry’s most popular games, but also delivering exceptional speed, response and availability.

Solution

Since 2001, IBM Informix Dynamic Server (IDS) database has helped drive the company’s business, from handling heavy online transaction processing loads to supporting process replication, backups and recovery so that its online games are continuously available. IDS has helped deliver top-notch performance. It has provided the flexibility and scalability to enable WorldWinner to add games and offer special tournaments and events without having to buy new hardware. The company is currently upgrading to Informix Version 10 on a 64-bit Linux® operating system platform to deliver over 100 percent more games per minute.

Benefits

- 100 percent increase in number of concurrent players and games per day—without upgrading hardware
- 20 percent reduction in time required for tournament Web-site developers to bring new products and services to market
- Less than 2 second loads for service-critical pages
- Lower cost per unit capacity than alternatives



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03-07
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