



## Case Study

For Shockbyte, being the best is the name of the game.





Shockbyte provides game hosting services globally and is one of the largest and longest running Minecraft hosts.

## SHOCKBYTE

Shockbyte has become a leading game server provider and one of the longest-running Minecraft hosts, thanks to offering the highest quality services at the lowest possible price. Their dedicated global team of experienced gamers and developers has grown from 20 to over 80 people in just the past few years. Shockbyte has more than 500,000 customers, providing an amazing user experience to 30 million players worldwide. They strive to be the best and work closely with OVHcloud for world-class bare metal servers, bandwidth, protection, service and support. Shockbyte now has servers in OVHcloud data centers in America, Canada, the United Kingdom, India, Asia and Australia.

### Challenges

Shockbyte's fast growth and expansion into new regions made it critical to have servers close to their customers to ensure low latency and maximum uptime for players. Being able to understand local markets better, targeting users from different countries and tailoring their experiences has required a knowledgeable global partner, especially since the Shockbyte team was primarily remote. Because games continue to become more and more demanding, it was very important to keep all hardware up to date to meet the constantly changing requirements. Planning for new sales fluctuations and the need for additional servers can be very costly if wrong. So alignment with Shockbyte's high-volume, low-price subscription business model required flexibility, scalability and extremely competitive pricing. Lastly, the most powerful and affordable anti-DDoS was absolutely essential for their game server customers.

### Highlights

- ▶ Maximum bandwidth, uptime and redundancy and reduced latency
- ▶ Ability to expand into new regions and markets around the world
- ▶ One of the most powerful anti-DDoS protection available
- ▶ High-performance, reliable servers
- ▶ Immediate and automatic provisioning
- ▶ Ability to upgrade or downgrade anytime

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*The reason Minecraft is almost 15 years old and still the largest game in the world is because of the servers and how customizable the game is. With us, you can customize with mods and settings any way you want, which strengthens the community.”*

— Mitch Smith, Shockbyte

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*OVHcloud had the best DDoS protection we could find — and it's free. Anti-DDoS is really important in gaming. With our previous providers, anytime there was any size of attack, everything would go down. With OVHcloud, we've never had any outage due to a DDoS attack.”*

— Mitch Smith

### Solution Delivered

OVHcloud's expansion into new regions has meant Shockbyte could enter new markets, which has been a priority for the company's senior leadership and has helped enable its exponential growth. OVHcloud releases new ranges every year, and Shockbyte leverages the advantage of continuously upgrading hardware to keep pace with the gaming world's demands. The scalability provided by OVHcloud's near instant (within 2 to 4 minutes) delivery of servers means that Shockbyte can expand their network with just a click. Being able to have the servers provisioned immediately and automatically helps Shockbyte manage their orders, which is especially important during peak periods. For bare metal servers, they can upgrade or downgrade through an automated, self-serve system at any time.

With OVHcloud, Shockbyte has access to the world's leading data centers and the power of dedicated bare metal game servers for maximized bandwidth, uptime and redundancy and minimized latency. Additional servers are used to distribute game software among various nodes and automate updates. OVHcloud API automates specific processes and provides a range of tools to staff and customers. For example, whenever new nodes are added to Shockbyte's infrastructure, the OVHcloud API detects them automatically and adds them to the monitoring system. Similarly, IPs are automatically migrated between nodes and assigned to customers whenever necessary, virtually eliminating the need for routine network management.



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*“OVHcloud has a really great team that is able to give general and specific technology and business advice. The account managers are always on the lookout and very proactive about the ways we can improve, and about connecting us with the right people at OVHcloud to help solve any new challenges.”*

— Mitch Smith

### Results, ROI and Future Plans

The Shockbyte team recently visited the OVHcloud headquarters in France, and what really stood out to them was how much OVHcloud really cares about sustainability. Visiting the data center, they learned about the innovative water-cooling system and how sustainability is part of every step of OVHcloud’s process and was built into our DNA from the start. And it’s now become important to the Shockbyte team – which is part of OVHcloud’s mission – to continue to build sustainability throughout the technology ecosystem.

With OVHcloud, Shockbyte runs on more powerful hardware than any of its competitors and is the only host utilizing NVMe SSDs, which are six times faster than regular SATA SSDs, putting them lightyears ahead of the competition. Shockbyte feels confident in guaranteeing customers full protection against DDoS attacks under their SLA. With no ingress, egress, additional storage or API call fees, and anti-DDoS protection included at no charge, Shockbyte can continue to deliver on its mission to offer premium service at a very affordable price. They can also offer customers the flexibility of upgrading or downgrading servers at any time, and it’s a completely automated self-serve system.

Shockbyte is looking forward to OVHcloud’s new cloud services and products and is talking about working with OVHcloud on future marketing events, promotional projects and potential tutorials on the OVHcloud website. Being virtually global, Shockbyte is planning to have a physical presence in every OVHcloud data center worldwide and to expand right along with its cloud provider – and the OVHcloud team will be there to support them every step of the way.

Special thanks to Mitch Smith, the CEO and Managing Director of Shockbyte. Mitch launched the company in 2013 as a Minecraft server host and has guided its growth into one of the largest game server providers and longest-running Minecraft server hosts worldwide.

## About OVHcloud

OVHcloud US is a subsidiary of OVHcloud, a global player and Europe's leading cloud provider operating more than 400,000 servers within 34 data centers across four continents. For over 20 years, the company has relied on an integrated model that provides complete control of its value chain from the design of its servers to the construction and management of its data centers, including the orchestration of its fiber-optic network. This unique approach allows it to independently cover all the uses of its 1.6 million customers in more than 140 countries. OVHcloud now offers latest generation solutions combining performance, price predictability, and total sovereignty over their data to support their growth in complete freedom.

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