

# Plinga Moves 400 AWS Servers to a Cost-Effective Eucalyptus Private Cloud

## Plinga Overview

Plinga is a leading European publisher of social games. The company's games let users play with their real-world friends using the infrastructure built by social networks and social game portals. With a growing catalog that ranges from card games to action and strategy games, Plinga currently hosts more than 30 social games across 20 social networks and game portals in Europe, including six of the top 20 most popular games in Germany and five of the top 10 games in Poland. Today, more than 20 million users play Plinga's social games every month.

Plinga chose the Eucalyptus private cloud platform to deliver dynamically scalable, highly available, elastic and agile software to quickly and easily scale its hosted social games to meet growing demand, all using Plinga's secure, on-premise IT compute and storage resources.

## The Challenge

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From its inception, Plinga has embraced cloud computing for on-demand compute resources that can scale up and down to meet the traffic demands of its social games. Initially, the company relied solely on the Amazon Web Services (AWS) public cloud infrastructure for elastic, scalable compute resource. After a year and a half, Plinga was using more than 400 Amazon virtual servers, and the company's compute requirements were continuing to expand. The AWS solution, however, proved to be increasingly costly. Plinga realized that to keep costs in check – and to maintain control and availability of their infrastructure – they needed to move to a private cloud architecture.

After researching its options, Plinga chose the Eucalyptus open source private cloud software to help manage its rapidly growing number of hosted social games and more easily address the needs of games developers with varying compute requirements.

## The Eucalyptus Solution

To save costs and maintain the reliability of its service, Plinga moved more than 400 AWS virtual machines to a Eucalyptus on-premise cloud.

Eucalyptus is the world's most widely deployed software platform for on-premise (private) Infrastructure-as-a-Service (IaaS) clouds. It uses existing infrastructure to create a scalable, secure Web services layer that abstracts compute, network and

### Plinga Case Study



Plinga

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storage to offer IaaS. Eucalyptus takes advantage of modern infrastructure virtualization software to create elastic pools that can be dynamically scaled up or down depending on application workloads.

Eucalyptus clouds are fully compatible with the AWS APIs, making it easy for organizations like Plinga to migrate virtual servers between Eucalyptus and AWS as well as leverage the vibrant AWS ecosystem and management tools to manage Eucalyptus IaaS clouds.

“The great thing is -- Eucalyptus works just like Amazon, so the transition was completely transparent,” commented Thorsten Lubinski, Plinga CTO. “We host games publishers from all over the world with highly dynamic infrastructure requirements, and the elasticity of cloud computing was the only way to go. But we really needed the control, reliability and cost-savings of our own private cloud.” Plinga now has approximately 36 dedicated servers for its Web services, averaging 8-10 virtual machines per server, in addition to about 12 dedicated servers for databases. They are currently running on Eucalyptus 2.0, but they plan to move to Eucalyptus 3 – a major new version featuring high availability. Eucalyptus 3 gives customers the assurance that the applications and data in their enterprise private and hybrid clouds are highly available and will not be affected by underlying hardware or network failure. Plinga plans to eventually deploy a total of 500 virtual servers on Eucalyptus 3.

“We have been extremely impressed with Eucalyptus’ reliability and scalability as well as the dedicated, expert service from the Eucalyptus support team,” continued Lubinski. “With Eucalyptus, we anticipate that we will see an immediate return on investment without losing any of the public cloud benefits.”

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#### About Eucalyptus Systems

Eucalyptus Systems provides IT organizations in enterprises, government agencies and Web and mobile businesses with the most widely deployed **cloud software** platform for on-premise Infrastructure-as-a-Service (IaaS).

To date, over 25,000 Eucalyptus clouds have been started all over the world, including more than 20 percent of Fortune 100 companies. Eucalyptus is specifically designed for enterprise cloud use, and the software platform is uniquely suited for private cloud or hybrid cloud computing. Built as an **open source cloud** product, Eucalyptus supports the industry-standard **Amazon Web Services (AWS)** cloud APIs, as well as all major virtualization platforms including Xen, KVM and VMware vSphere, ESX and ESXi.

The company has an active and growing ecosystem of customers, partners, developers and researchers that benefit from Eucalyptus’ open, fast and standards-compliant path to cloud computing. For more information about Eucalyptus, please visit [www.eucalyptus.com](http://www.eucalyptus.com).

#### Eucalyptus Systems

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