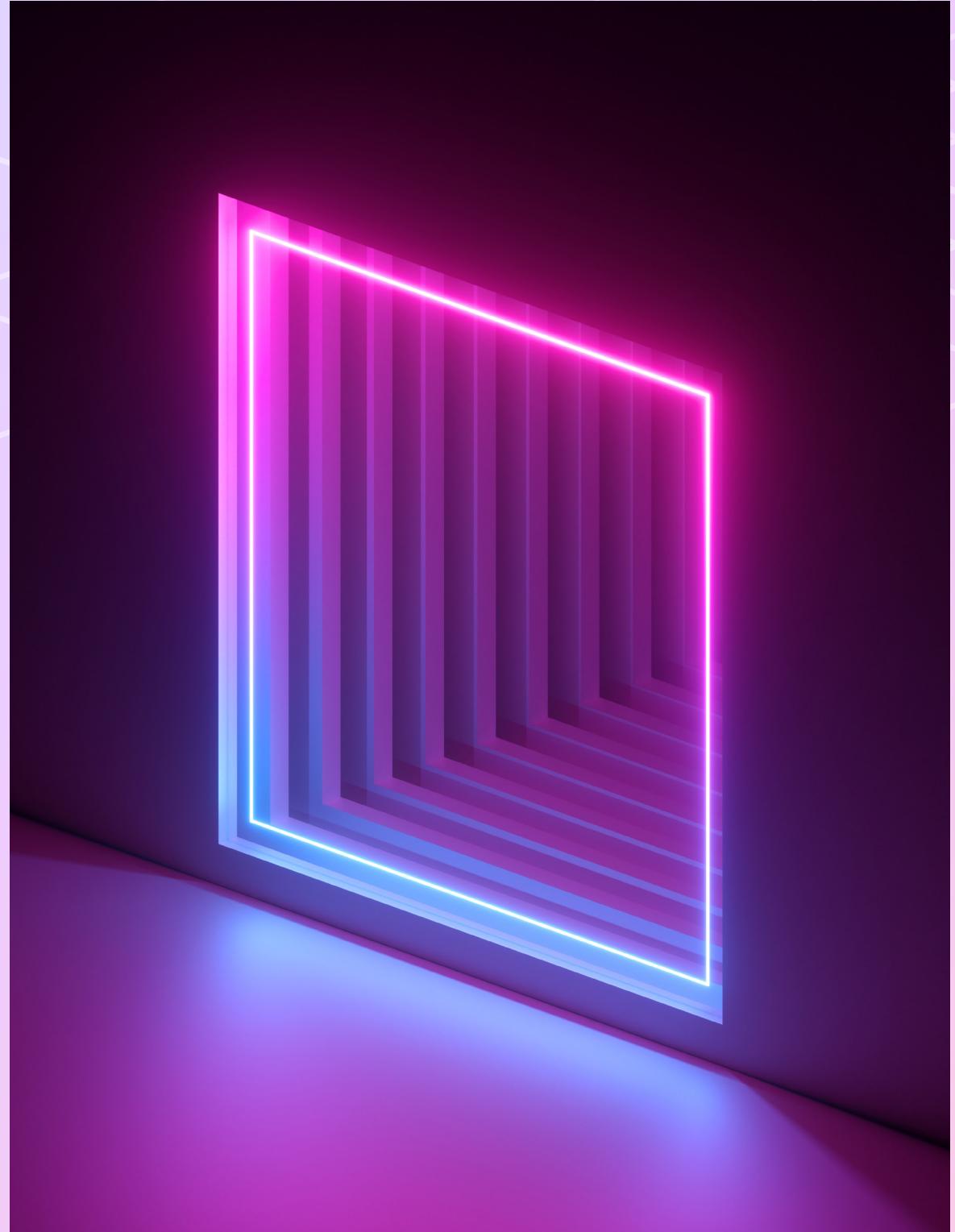


Square Enix Ups its Game on Platform Equinix

Enables testing and development of high-definition
games in a digital infrastructure connected to the cloud

Case Study





Japanese gaming giant saves costs and gains efficiency in an easy-to-manage, cloud adjacent digital environment, handling higher volumes of data and workloads.

Challenge

Square Enix, creator of Dragon Quest and Final Fantasy, must constantly deliver new content and better gaming experiences to maintain its market leadership. When its existing server farm reached capacity, it needed to expand its digital infrastructure to support a high-density server environment accessible to the cloud and content partners. Square Enix needed reliable, high-speed interconnection between two sites to support the transfer, storage and processing of ever-increasing amounts of data.

Solution

Square Enix built its new digital environment on Platform Equinix, using the TY11 Tokyo International Business Exchange™ (IBX®) data center, which was designed to meet the high-performance, high-efficiency requirements of compute-intensive game development processes while complying with global energy efficiency standards.

With Metro Connect®, Square Enix leveraged cost-effective, low-latency connectivity between legacy and new server environments, while Equinix Fabric® provided seamless access to multiple global cloud and content providers.

The company also used the Smart View online management tool, which provides visibility into rack performance to ensure service availability at all times.

Benefits

With expanded digital infrastructure built on Platform Equinix, Square Enix can now continue to create video games without constraints.

Scalable, sustainable infrastructure

Equinix TY11 facility has enough floor space to house up to 30 high-density servers needed to develop and test new video games, while maintaining a low carbon footprint and complying with global sustainability requirements.

Cost-effective connectivity

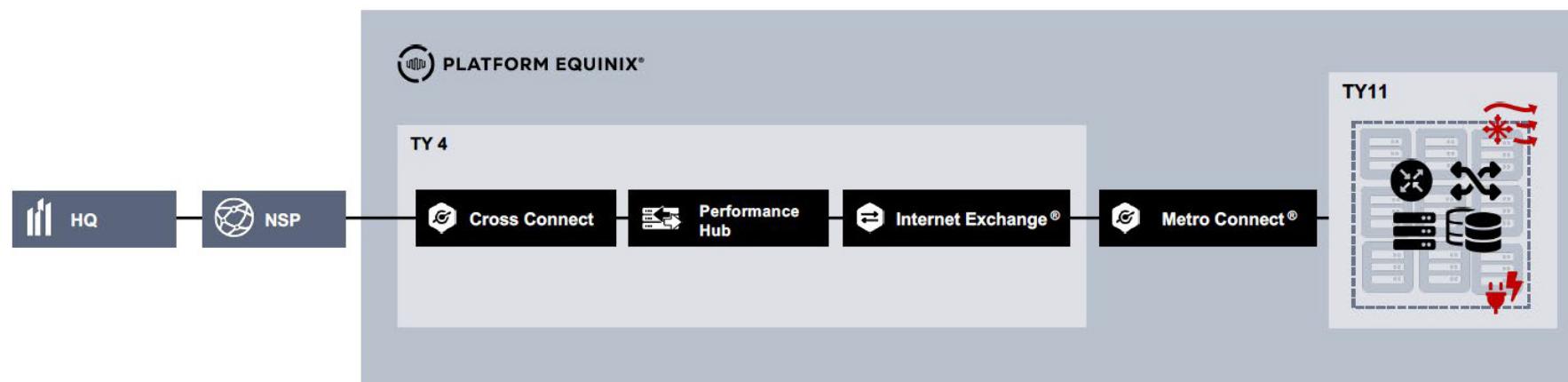
By enabling network connectivity to the internet PoP via Cross Connect, Square Enix cost-effectively delivers games online, while connectivity to major clouds via Equinix Fabric enables faster game development and time to market.

Proactive maintenance

Smart View performs maintenance 24/7, proactively checking server power consumption and temperature, resulting in more stable operations and avoiding potential failures that would affect the user experience. It saves staff hours by not requiring staff to visit the site for regular equipment maintenance.

“Equinix has the most advanced, high-density data centers in the world with high power capacity and floor loading capacities located within easy reach of our offices. It also allows us to connect to a network of data centers that provide online content and connectivity to our cloud service.”

Suguru Masuda, Data Center Engineer, Square Enix



Seamless interconnection between two International Business Exchange™ (IBX™) data centers in Tokyo supports the transfer, storage and processing of volumes of gaming data.

About Square Enix

Square Enix, Inc. develops, publishes, distributes and licenses SQUARE ENIX® and TAITO® branded entertainment content throughout the Americas as part of the Square Enix group of companies. The Square Enix group of companies boasts a valuable portfolio of intellectual property including: FINAL FANTASY™, which has sold over 185 million units worldwide; DRAGON QUEST™, which has sold over 88 million units worldwide; and the legendary SPACE INVADERS®. Square Enix, Inc. is a U.S.-based, wholly owned subsidiary of Square Enix Holdings Co., Ltd.

square-enix-games.com

About Equinix

Equinix (Nasdaq: EQIX) is the world's digital infrastructure company®. Digital leaders harness Equinix's trusted platform to bring together and interconnect foundational infrastructure at software speed. Equinix enables organizations to access all the right places, partners and possibilities to scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value, while supporting their sustainability goals.

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Drive your future forward on Platform Equinix®

Platform Equinix is a global digital infrastructure platform. It is the only platform that allows digital leaders to reach the most strategic global markets with the largest ecosystem of digital partners, with infrastructure that assembles and deploys virtually in minutes.

