

# Transforming Entertainment in the Digital Age\*



**\* Nintendo has undergone remarkable change in its 100+ year history. When the company decided it was time to transform its European network, it turned to Interoute to implement an IP-VPN that would match the quality for which Nintendo has become a byword.**

Once upon a time, Nintendo made playing cards. Today Nintendo is the acknowledged world leader in interactive entertainment. It's an extraordinary transformation. The company has established itself as a trend-setter, breaking records in its market for product pre-sales and fastest-selling games and, with the launch of the Wii console, now leads the market for seventh-generation gaming systems.

Though Nintendo has established an enviable reputation, it continues to set stretching targets, perhaps the most challenging of which is to expand the gaming population in its main markets of Japan, North America and Europe, where it has sales offices in eight countries. The European headquarters are in Grossostheim, Germany, and effective communication between all the European offices is critical to achieving the company's mission.

The problem Nintendo had to face early in 2005 was that all its European network connections terminated in Grossostheim. As Bernd Ehrlicher, Nintendo's senior network administrator, explained, "When

the head office router failed, all communications ceased and the company's effectiveness was seriously impaired. Moreover our network was Frame Relay, which had served us well in the past but which effectively limited our options. It was time to establish a new networking framework that would better serve our business needs now and position us securely for the future."

#### **Tailored Solution Delivers**

Nintendo decided to implement an IP-VPN with Interoute, owner of Europe's most advanced next-generation voice and data network. Interoute implemented, in a matter of a few weeks, a fully diverse solution using direct DSL to connect Nintendo's European offices to the Interoute network, with all locations having a back-up capability. The Grossostheim office has an STM1 link - not only for communication with all the European countries but also because around 200 games testers and translators exchange source code with Nintendo's global head office in Japan. Nintendo chose to have a fully managed service, with Interoute providing not only the VPN but also the

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Bernd Ehrlicher, Senior Network Administrator, Nintendo

access, back-up and the CPE. “Due to a carrier fault in one country, we found out fairly soon that the back-up works well,” comments a relieved Ehrlicher. “Fortunately that is a rare event. On a regular basis, though, we are experiencing considerably improved network performance and that is generating incremental cost savings for us.

Equally importantly, Interoute’s MPLS-enabled network provides huge scalability and means that we increasingly use video conferencing and we know we can easily increase bandwidth to country offices, should business changes require it. We have the flexibility we need.”

Neil Downing, Interoute’s director of IP Services, explains why Nintendo’s VPN is delivering such significant benefits: “We didn’t supply Nintendo with an off-the-shelf solution. That is not our philosophy. Sure, we believe we own the most advanced MPLS network, but that in itself is not enough if the solution doesn’t do what our customers need to do. For Nintendo, our secure and private DSL access, which we offer in 13 countries, is a very important factor in the overall

success of the solution.” Given the work his team did to understand Nintendo’s requirements and to develop an appropriate solution, Downing is delighted but not surprised that Nintendo has seen an early and impressive ROI.

Nintendo has already changed the face of entertainment in our western society. The transformation of its network in Europe will ensure the company is ready to take the delights of Super Mario et al to new users in new markets.

#### **What Interoute can offer:**

Interoute IP-VPNs provide secure and high performance wide area connectivity. Using Interoute’s own high capacity MPLS-enabled core network, we offer:

- Access from leased lines, Ethernet (at speeds up to and including 1Gb/s) and DSL
- End-to-end SLAs covering all major performance parameters
- Remote access options for off-net access including IPSec and SSL based VPNs, both for fixed locations or mobile workers
- MPLS level interconnects with a small number of strategic partners to extend the Interoute IP-VPN footprint across the globe

- Full QoS functionality with support for up to 5 different traffic classes
- Private DSL interconnects in 13 European countries
- Fully managed service including the core network, the local access circuit and the customer premise router
- Range of backup options, including ISDN, DSL and a full suite of resilient network designs that include dual circuits, dual CPE routers and connectivity into dual Interoute POPs

## Interoute network



## Five things about Interoute

- We own and operate Europe's most advanced, densely connected voice and data network.
- We're widely acknowledged as one of Europe's fastest growing technology companies.
- Our network covers just about every major European, Eastern European and Central European business centre as well as the USA and Dubai.
- We handle more than €1 billion of eCommerce through our data centres every day, making Interoute a key part of Europe's Digital Supply Chain.
- We're the choice of all major incumbents, governments around the world, and 12,000 corporate customers including BMW, BBC, Chrysalis, Deutsche post, El Mundo, La Sexta, Universal, Virgin Media and DoubleClick.

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This information was correct at the time of going to press. However, because of the rapid growth of Interoute's business, details are likely to change.  
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