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AMD Showcases Jagex Gaming Studios Big Data Implementation

Visit AMD in the Partner Pavilion, Booth #K16 at the Strata+Hadoop Conference in San Jose

SAN FRANCISCO, CA -- (Marketwired) -- 02/18/15 -- AMD (NASDAQ: AMD) today announced at the Strata+Hadoop Conference in San Jose that Jagex Games Studios is using the SeaMicro SM15000e dense server to efficiently expand its data center. Jagex Games Studios, a leading UK based developer and publisher of multi-player online games, was looking for a leading solution that would significantly improve their data infrastructure and provide a superior experience for its massive number of concurrent players.

"As a leading games company, Jagex needed to update their data center as they had outgrown their traditional cluster which was limiting their analytics capability. Jagex required a flexible, cost-effective and dense solution which was fulfilled by AMD's SeaMicro SM15000e server and Apache™ Hadoop® deployment," said Dhiraj Mallick, corporate vice president and general manager, AMD Data Center Server Solutions. "The SM15000e is allowing Jagex to better analyze their user profiles and offer high quality service to their growing community of gamers."

With the SeaMicro SM15000e server, Jagex Studios realized the following performance results:

- Teragen / Terasort times reduced by 46%
- Power consumption reduced by 65%
- Rack Space reduced by 69%

The transformative waves of big data are changing everything about storage and Hadoop has emerged as the key application to help companies gain insights that were previously unattainable. As Hadoop becomes more mainstream, factors such as ease of deployment, scalability and operational considerations are becoming just as important as pure performance.

Redesigning the data center with Hadoop deployment on the SeaMicro SM15000e server and leveraging the SeaMicro Freedom™ fabric allows disaggregation of compute, storage and networking to build right sized computing and storage nodes optimized for Jagex's applications. The simplicity of replacing two racks of servers with a single chassis was a key benefit of the SM15000e that Jagex desired. Additionally, the ability to analyze big data allows Jagex to refine their outreach to their users more effectively through in-game, social media and direct mail profiles.

"Our data analysts and scientists are able to produce really rich insights that allow us to make better business decisions that are more profitable and fun for our players," said Chris

Smith, Head of Business Intelligence at Jagex Gaming Studios. "We would not be able to perform this amount of data analysis without the help of AMD's SeaMicro solution."

AMD is exhibiting at the Strata+Hadoop Conference in booth K16 of the Partner Pavilion from February 18-20, 2015. AMD will also be speaking regarding the Jagex Studios case study in the Solutions Showcase Theater on Friday, February 20th at 2:00PM PST.

Supporting Resources

Learn more about AMD's SeaMicro SM15000e server here

View the Jagex video here

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Learn more about Big Data solutions from SeaMicro here

About AMD

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Source: Advanced Micro Devices