

# Newsletter

## WELCOME to the first issue of the Continent 8 Technologies newsletter.

At EiG in Milan this year Continent 8 launched our new Cloud Service, as well as providing details on our improved Distributed Denial of Service (DDoS) attack protection and Secure Networks MPLS services; you can read about some of the benefits these services can bring to your company in this issue.

We are also excited to announce the launch of our newest facility in Gibraltar. It joins our network of data centres around the world that including the Isle of Man, London, France, Gibraltar, Malta, Singapore and Montreal.

Against the backdrop of a rapidly changing eGaming landscape, we continue to strive to give you the best hosting options, strategically located data centres and a robust Global Private Network providing you with unparalleled features and options.

As always, our goal is to provide you, the customer reliable and innovative products and services allowing rapid deployment of key infrastructure in multiple locations, keeping your business ahead of the competition.

Our goal for this Newsletter is to give you a snapshot of some of the developments taking place at Continent 8 Technologies at regular intervals and punctuate those updates with interesting commentaries and editorials that will draw from the expertise of our team.

In this issue, CTO John Stone talks about the thought that went into the evolution of some of our new product offerings and CIO Hai Ng brings a commentary on Social Networking and eGaming integration extracted from his panel session at GIGSE in San Francisco.

Using the QR image on this page will take you straight to a dedicated Continent 8 EiG web page or go to [www.continent8.com/eig](http://www.continent8.com/eig). Not only will you find pictures and our show report, but you will also be able to download various product and service literature that were available from our exhibition stand. We hope you enjoy our newsletter!



Issue 1 Autumn 2011

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## New Gibraltar data centre

Inside this issue you will find the technical highlights and other information about the great new addition to our global data centre footprint

See page 2 for full story...



## Cloud Services

Distributed, Virtual, Dynamic

Cloud Services is the latest addition to the Continent 8 Technologies' suite of services.

Designed specifically with the regulated eGaming market in mind, the Continent 8 cloud offers the flexibility and scalability of the technology combined with the requirements necessary to support the rigors of a regulated application.

The Continent 8 Cloud allows you to expand and contract your technical infrastructure as demand dictates without having to deal with the capital expenditures usually associated with the need to procure, maintain and upgrade the computing hardware.

### Key Benefits to you

- Low start-up cost
- Managed environment
- Computing on demand
- Access to the Continent 8 MPLS backbone
- Complete end-to-end monitoring and support
- Significantly reduced hardware costs
- Able to take advantage of the shared firewall and load balancing service

# Gibraltar a sure bet



## DATA CENTRE FEATURES:

**We are proud to announce our latest facility in Gibraltar is open for operations!**

In response to strong customer requests for a facility in Gibraltar, we stepped up to the challenge to design and implement a truly world-class and modern facility in record time.

Despite the short time it took to get this facility online, we took a no-compromise approach, supported by reliable and innovative engineering, to ensure that our latest data centre will provide the specifications you have come to expect from Continent 8.

This is probably one of the most physically solid facilities we have ever built and we're not joking when we say solid—The data halls and network operations centre are located 500m inside the rock of Gibraltar and surrounded by a minimum of 120m of solid limestone.

A note of interest, Continent 8 data centre is the former UK Ministry of Defense communications centre which was utilised most recently by NATO and historically as Eisenhower's control centre for the Allied Forces North African campaign in World War 2.

Our latest data centre is already a landmark!

Gibraltar joins the fleet as our seventh data centre in the world and our fifth in Europe.

### **Architectural**

- Total floor space of 515m<sup>2</sup>
- 417m<sup>2</sup> of available technical space, split between 3 data halls
- 200+ rack capacity, split between 3 data halls
- Raised floor computer room.

### **Electrical**

- Fully Redundant power systems
- Independent A and B supplies on redundant UPS systems
- Redundant generator backup
- Average power of 5 kVA per rack

### **Environment**

- Fully redundant cooling systems
- Temperature maintained at 24 ± 2°C
- Humidity maintained at 50 ± 10% RH

### **Fire Protection**

- VESDA early warning system
- FE36 fire suppression system

### **Telecommunications**

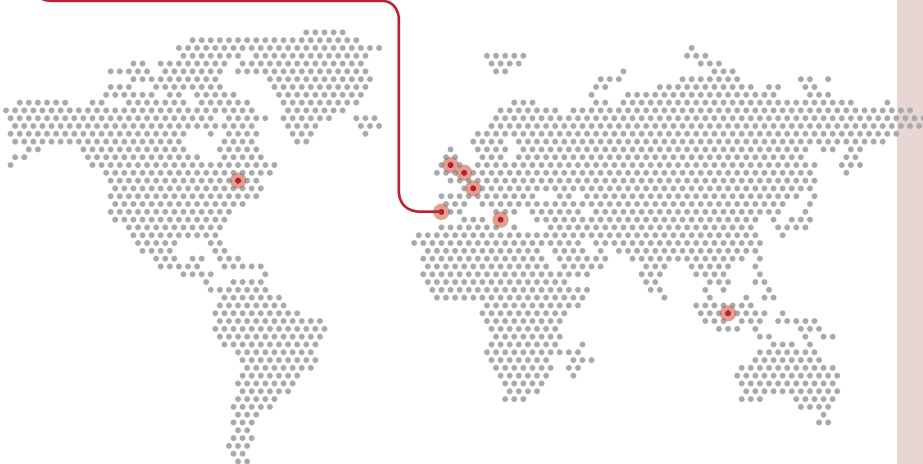
- Client connectivity provided by Fast Ethernet and Gigabit Ethernet
- Redundant Internet Connectivity
- MPLS Business Services
- DDoS attack mitigation

### **Technical Support**

- Data Centre technicians available on a 24x7 basis
- Monitoring and support services also available from our other globally distributed Network Operation Centres

### **Security**

- Situated 500m inside the rock of Gibraltar, the Continent 8 datacenter is one of the most secure facilities anywhere in the world



# Interview with John Stone Chief Technology Officer Continent 8

As CTO for Continent 8, John is responsible for translating technology innovation into business value for Continent 8 and its eGaming customers.



## Why did Continent 8 implement a new DDoS protection platform?

It has been very evident in the last 12 months that customer concern in relation to personal data loss through multilayered distributed denial of service or application focused attacks have increased due to public incidents such as Wikileaks, Sony and numerous others. Continent 8 has been successfully protecting gaming customers for the last 5+ years from those types of threats. As the available software and hardware tools to these organisations or individuals have become more powerful, it is only appropriate that Continent 8 deploy new technology, procedures, and increased personnel to meet and address this increased threat, now and into the future.

To continue protecting our customers, Continent 8 has partnered with Arbor, the technology and deployment market leader in DDoS protection platforms. This has been critical not just in terms of their considerable experience to date, but also due to their leadership position in forming a global ecosystem for attack statistics collection and mitigation signature collaboration.

Unlike alternative DDoS solutions Continent 8 is focused on the protection of our customers' individual host services while providing the customer with the option of multiple layers of visibility appropriate to their particular application or security requirements.

## Has there been much ground work to be able to introduce these new Services?

The best way I could describe the last 12 months would be "Quiet Transformation". Continent 8 has been offering high availability hosting, ISP connectivity and DDoS successfully for many years to the gaming industry. "Change never stops", our customers requirements are changing and the service options and levels they require will naturally change as well. On this basis Continent 8 has changed as well, to create the platform for the future we have expanded and transformed in multiple areas, all of which are positioned for the continued delivery of services enabling Continent 8 to support our customers with their business challenges.

We have expanded our physical footprint through the addition of France and now Gibraltar. In addition we have completely rebuilt the backbone network, adding additional resilience, capacity, and transit providers, while enabling MPLS services on an end to end basis with increased SLA's. This was a key prerequisite to the deployment of the new DDoS platform and this is an example of the planned integrated approach to the development and deployment of future services by Continent 8.

It must be noted that this was achieved through the excellence of the Continent 8 support and engineering team while providing continuous levels of availability and support to our customers.

## Can we expect any new services in the coming months?

While there has been considerable investment and transformation in relation to the Continent 8 service delivery platform in the last 12 months, the activities are ongoing and will continue and even accelerate into the future.

Changing customer requirements and Continent 8 developments already completed in 2010/2011 will allow Continent 8 to deploy incremental services focused directly to address our customers upcoming OPEX, CAPX, or service level challenges.

The MPLS platform allows Continent 8 to position ISP or private networks solutions, on-net, off-net or as a mix, appropriate to the customer's budget and business resilience requirements. It will allow Continent 8 to facilitate more managed network services such as VPN access to MPLS, Hosted Acceleration services and global reach through partnerships.

In addition while the new DDoS platform is currently focused on the end to end protection of customers within our data centre locations, we will be offering DDoS protection for non Continent 8 locations that will include 3rd party data centres and customer specific locations.

In addition within the next 12 months, Continent 8 will provide an initial offering of IaaS (Infrastructure as a Service) and virtual servers as a service designed to support startup gaming companies, but also larger companies looking to gain the benefits of cloud through infrastructure consolidation.

## DDoS Mitigation

Smart, Scalable, Targeted

A quick browse of the news and you will easily find the stories about how many businesses are under siege from hackers and cyber-criminals.

Continent 8 Technologies can help you tackle this threat with our new and enhanced DDoS Protection Service.

The Continent 8 DDoS Protection Service detects, protects and defends your eBusiness platform by way of a multi-layered Internet and application aware architecture, offering you the most comprehensive DDoS protection available.

### Key Benefits to you

- Multiple mitigation locations
- Enhanced reporting
- Optional real-time traffic visibility
- Customer portal
- Automated traffic profiling
- Fingerprint alliance
- Geographical customer traffic analysis
- Active threat feed
- Application traffic analysis
- Peering and bandwidth analysis



## Interview with Hai Ng Chief Information Officer Continent 8

As CIO for Continent 8, Hai's focus extends beyond the usual to encompass strategic communications and market intelligence, with a focus on several areas of interest including social networking



## Social Gaming & eGaming Synergies

### How do you see the need for eGaming companies integrating with social gaming platforms?

Creating and integrating the social aspects of eGaming applications and destinations into mainstream social ecosystems like Facebook should definitely be a top project for any operator.

While poker has always been a social game from the start, there are many lessons that can be learnt from casual social gaming on how to create a seamless social environment in and out of games. When successfully executed, it will not only provide eGaming business with a great method of player retention but also tap on the peer-to-peer marketing benefits that social networks provide.

### What are the barriers to integrating the two communities?

Interestingly, jurisdiction and non-eGaming friendly terms of service isn't the barrier. The barrier that does exist is one that is not unique to eGaming companies entering the social community but one that faces every traditional business out there—The lack of true understanding on what Social Marketing and Social Networks are and how dynamic they can be.

Being willing to "give up control" is the unlikely and unwelcomed first step that many companies need to come to terms with.

Everything we know means nothing, listen to the crowd.

### Who do you see as the early adopters and influencers in this space?

The first shot was fired several years ago by the non-eGaming company, Zynga, with their wildly successful Texas Hold'em Poker platform that currently

boasts over 36 million monthly active users and almost 7 million daily active users, taking fourth place on the Facebook leaderboard.

It doesn't take much research to see that there is a rather wide divide between Zynga and the next closest eGaming type application on Facebook.

In a business which thrives on creating the message that everybody can be a winner, there are certainly lessons to be learnt from Zynga's ability to draw players into a game that, arguably, everybody loses money on. They certainly shouldn't be ignored.

As with poker, winning is not about the skills you bring to the table but your ability to read, disrupt and beat your opponents, and a little luck never hurts.



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