

# Newsletter

## A Warm Welcome

Welcome to the second edition of the Continent 8 Technologies newsletter, designed to reach out to parts of the global eGaming network that other publications fail to reach.

Firstly, we want to mention the excellent response we had to our launch issue which coincided with the 2011 European iGaming Congress and Expo in Milan.

Once again, we've endeavoured to provide a balance of news and views, with appeal to a broad cross section of industry professionals.

Our Chief Information Officer, Hai Ng, gives his thoughts on security as a competitive advantage, an important topic he presented at the recent Digital Gaming & Lottery Policy Summit in Washington DC.

Our CEO, Michael Tobin, takes time out to answer some of the hot industry topics and bring readers up to speed with the insider information on our latest priority projects.

There's also a special focus on our Isle of Man data centre, a key node in our expanding global network, complimenting our newly acquired Gibraltar facility.

Our newsletters are designed to give you a flavour of what we're about and where the business is heading. Continent 8 is a customer driven organisation and we always welcome your feedback. Please contact any of the Continent 8 Team if there are any issues you would like to discuss in greater detail.

We look forward to working closely with you during 2012.



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## In this issue

- 2 - Isle of Man - "Freedom to Flourish"
- 3 - "Good Security is a Competitive Advantage" Hai Ng - CIO
- 4 - Interview with Michael Tobin CEO

## Isle of Man Data Centre Profile

Inside this issue you will find the technical highlights and other information about our Isle of Man data centre.

[See page 2 for full story...](#)



## Secure Networks

Reliable, Fast, Secure

Today's business critical gaming environments demand a secure and reliable platform.

With Continent 8's owned and managed MPLS (Multi-Protocol Label Switching) infrastructure, you can connect sites with different bandwidth requirements in order to create a scalable, secure, and reliable IP VPN, (Virtual Private Network).

### Key Benefits to you

- High Level of resilience
- Any to any connectivity
- Optimal support for convergence
- Privacy and security
- End to end SLA and packet delivery
- Increased cost-effectiveness
- Greater stability and flexibility
- Non-registered, private address

The Continent 8 inter-Data Centre MPLS backbone has been designed to facilitate business flexibility for the eGaming industry through the support of disaster recovery and business continuity architectures on a cross jurisdictional basis.



# Isle of Man

## Our world starts in the Isle of Man

Since 2006, the Isle of Man has been at the fulcrum of Continent 8's worldwide data centre operation. Recognised as one of the best regulated offshore jurisdictions, complete with its AAA rating, the island's robust infrastructure has helped us create the perfect primary hosting and disaster recovery location.

Today, our state-of-the-art, award winning HQ is a magnet for some of the world's leading eGaming operators and software providers.

And robust means robust! We're situated just 300 metres from the island's main power generating station, right at the centre of the Manx Electricity Authority's highly respected fibre optic network with resilient paths off the Island.

Crucially, the Isle of Man is a business supportive environment where responsible Government policy making and forward thinking legislation helps set the jurisdiction apart. Its 'Freedom to Flourish' philosophy also dovetails neatly with our own business ethos.

As an example, ground breaking disaster recovery regulation permits operators to have servers in our Isle of Man data centre, without having to apply for a licence. Companies requiring secure management services for their infrastructure now need look no further than Continent 8 for flawless service delivery.

Underpinned by our Isle of Man foundations, Continent 8 has been able to develop, with confidence, a Global Private Network now encompassing a further six data centres worldwide.

### DATA CENTRE FEATURES:

#### Architectural

- Total floor space of 1,350m<sup>2</sup>
- 500m<sup>2</sup> of available technical space, split between 3 data halls
- 120+ rack capacity, split between 3 data halls
- 900mm raised floor in data hall and telecommunications room

#### Electrical

- Fully redundant power supply from Manx Electricity Authority
- Redundant, in an N+1 parallel configuration, UPS systems
- Redundant generator (two 900kVA FG Wilson) backup
- High density racks with average power of 7.5kVA

#### Environment

- Fully redundant cooling systems
- Temperature maintained at 23 ± 2°C
- Humidity maintained at 50 ± 10% RH

#### Fire Protection

- VESDA early warning system
- Argonite fire suppression system

#### Telecommunications

- Connected to the Manx Electricity Authority and Cable & Wireless (C&W) with Manx Telecom (MT) tail
- Diversified off-island routes to London and Paris
- Private backbone network linking Continent 8 Isle of Man data centre to London, Paris, Gibraltar, Malta, Montreal and Singapore
- 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

- Data Centre manned by on site security guards on a 24x7 basis
- Electronic access control to all sensitive areas
- CCTV monitoring of perimeter area and sensitive internal areas



# “Good Security is a Competitive Advantage.”

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



**From governments and regimes trying to lock down Internet channels to curtail riots and protests to high-profile security breaches and the birth of "Hack-tivism," 2011 has shaped up to be an exciting year for the Internet and security.**

The eGaming sector has always seen more than its share of security threats due to the lure of a big payday. While many in the industry will think of DDoS (Distributed Denial of Service) attacks, database breaches and transactional intercepts when they think of security threats, individuals and groups working to game the games, outmaneuver the marketing incentives and exploiting customer service angles can be just as damaging to the bottomline.

The rise in the use of cyber-attacks as a method of social and political change will also start to affect the security playing field in the eGaming sector as the motivations for attacks will broaden away from money to potentially more philosophical ideals—two words that should bring chills down any security officer's spine.

With this threat not going to go out of fashion, the eGaming sector, and honestly, anyone who is doing business on the Internet, should take a very serious look at security as an integral part of their activities.

Often, the failure of security is because oddly, it gets relegated to an

afterthought rather than being integrated into the business and technical design of an online business.

Security is often seen as a liability, a necessary evil and an insurance policy you need to pay for but hope you never have to use—that is the wrong approach to security.

Security is a business advantage and good security is a marketable competitive advantage. Good security makes customers comfortable with your offerings and, most importantly, leaving their money with you.

But we all realize that "infallible" is a famous last word, so how do we take security outside the realm of liability?

The first step is to integrate security into the business processes and customer service.

Any good security officer worth their pay grade must realize that how a failure is handled, operationally and publicly, is just as important as preventing a failure.

The first gut reaction to a breach is to hide it while trying to fix it. That is often driven by a poor corporate attitude that equates security failure with job security—not good when it comes to security.

Good security must be able to evolve and it will require the correct corporate attitude to drive that development, not

just technology. You cannot evolve if you believe you have a perfect system, so admitting that there may be a problem, is, the first step.

Security team performance should not just be pegged to their ability to maintain a flawless record but how fast they can detect a potential weakness and remove or deflect it, all while minimizing damage.

Security also needs to be continually tested and one of the best ways is to form a competitive environment between the security team and a "white hat" infiltration team.

One important thing to remember is that testing security on a staging server isn't always the same thing as testing on a live server. At the end of the day, you are not trying to protect your staging server, so do not be afraid to test on live servers, the outcome will be a lot worse when a real criminal attacks it.

So if you have not given much thought to security, it should really start keeping you up at night, not because of the money you stand to lose but the money you stand to make when you run the site that customers feel most comfortable giving their money to.

*Continent 8 CIO Hai speaks at various conferences on Social Media and Online Security Matters.*

## DDoS Mitigation

Smart, Scalable, Targeted



## Interview with Michael Tobin CEO - Continent 8

Michael is co-founder of Continent 8 Technologies PLC and the creator of the "Continent 8" brand. He is a Certified Public Accountant by profession and an entrepreneur by nature. He is a former Director of Empire State Development, the lead economic development agency for New York State.

Michael is a graduate of Montreal's McGill University



**The last 12 months has seen many new products and enhancements brought to market by Continent 8. Can you outline some of these and any plans for the next year?**

2011 was a very successful year for the company on a number of levels. We invested heavily in delivering new and innovative products and services designed specifically for the online gaming industry. About 18 months ago, John Stone - former Chief Technology Officer of Cisco Systems (Ireland) - joined Continent 8 as our CTO. He has led our product development team to further enhance our global infrastructure platform and lay the groundwork for our long term strategic technology plans. Our industry leading DDoS mitigation, global MPLS Network, and newly introduced Cloud Platform are key components of our Managed Services that enhance our core co-location and hosting business. We have continued to serve the leaders in online gaming for more than a decade on three continents. We have added Gibraltar to our international data centre footprint and are actively

pursuing further site development in Ireland, Canada, and the United States.

**The eGaming industry has seen some major events this year, which do you think have been the most significant?**

We have seen two major events this year: Black Friday and a number of high profile mergers and acquisitions. Black Friday has been well documented and the fallout is still not completely felt. It would take a head strong person to say that Black Friday does not affect them. It affects every stakeholder in the online gambling industry not only those operators, players and licensing jurisdictions directly involved, but also those that are actively planning future initiatives.

The high profile mergers, the biggest of which was Bwin and Party Gaming, are indicative of business trends in parallel with other industries in these challenging economic times. The requirement for companies to become cost efficient and focus on their core competencies allows technology

suppliers, like Continent 8, to be a key value component to the forward thinking industry leaders. Our already well established customer base has grown this year because of this, in both breadth and depth.

**Do you see any major changes on the horizon for the eGaming sector and if so what do you see as the major threats and opportunities?**

2012 will be a testing year for operators, regulators, and suppliers. There are multiple paths that may evolve and the one caveat that Continent 8 constantly abides by is that the only certainty is that change will always happen. Being able to be agile and react quickly to evolving market conditions globally will lead to opportunities. Our focus will continue to be to stay close to all stakeholders - our customers and prospects, legislators and regulators, and competitors and future partners. For over a decade, this formula has worked well for us in the myriad of "watershed" events that have happened...and will continue.

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