bulk™ i3D.NET
PERFORMANCE HOSTING

i3D.net selects Bulk
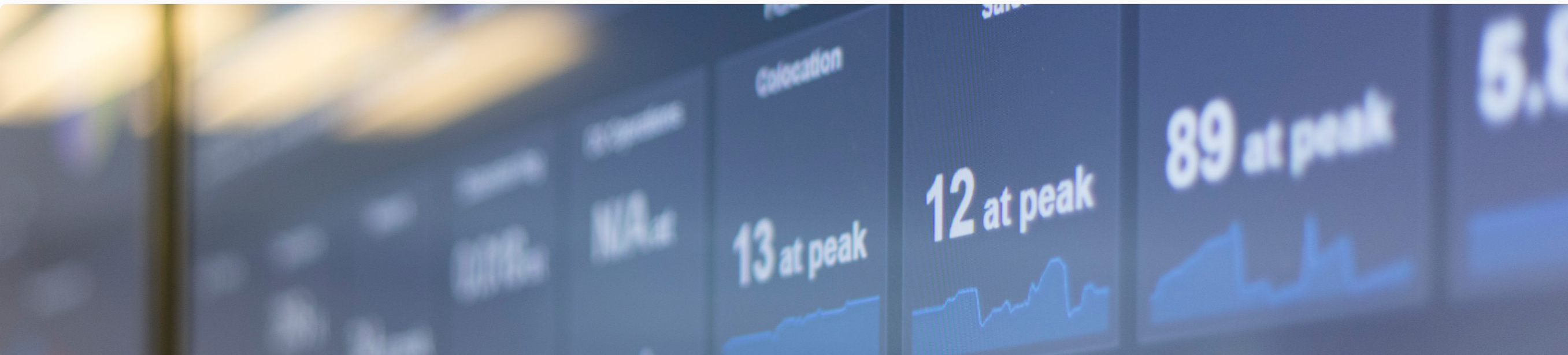
i3D.net, leading high-performance hosting and global infrastructure services provider, capitalizes on Bulk's data center in Oslo to meet their low latency and connectivity needs.

Case Study

When milliseconds matter

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The highlights

What made Bulk the best choice?

> Reduction in latency by up to 16 milliseconds for all customers that rely on i3D.net in the western part of the Nordics.

> OS-IX is the most connected data center in Norway, with over 60 carriers present, giving i3D.net extraordinary flexibility.

> Establishing a Point of Presence at OS-IX has provided three-way diversity that will benefit existing customers and attract new ones.

i3D.net delivers a high-performance, low-latency global network you can trust. When i3D.net decided to further improve their services for customers in Northern Europe, the natural choice was Bulk Data Centers. i3D.net is dedicated to providing the lowest latency possible to users around the world, and Bulk delivered.

i3D.net was founded by Stijn Koster in 2002 and the idea was to provide extremely fast and reliable networks for the gaming community. While gaming companies are still an important part of the company's customer base, several other sectors that also require high speed have started to rely on i3D.net to cover their needs.

Customers that rely on i3D.net to provide the fastest and most reliable network services available are mainly enterprises that operate VoIP apps, RTC (real time communications), video conferencing in addition to gaming companies. In these sectors lag is simply not acceptable.

The world's fastest sports cars use innovations developed for Formula 1. Likewise, i3D.net's game-changing infrastructure supports specialized enterprise solutions that drive diverse industries to win at business. i3D.net is continuously looking for solutions that will reduce latency and improve redundancy and stability for their customers.

Why Bulk Data Centers

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Heading North for reduced latency

Establishing a point of presence (PoP) at Bulk's data center in Oslo, OS-IX, will significantly reduce latency for all customers that rely on i3D.net in the western part of the Nordics. Traffic will now be routed through fiber along the southern coast of Norway and directly to Denmark and then further on to the continent. This route is far more efficient than the traditional alternative route through Copenhagen, which for many has become a bottleneck.

"Our location at Bulk's OS-IX data center helps us reduce latency by up to 16 milliseconds, according to i3D.net's recent measurements. This is close to double the speed of alternative routes"

Martijn Schmidt, Head of Network at i3D.net

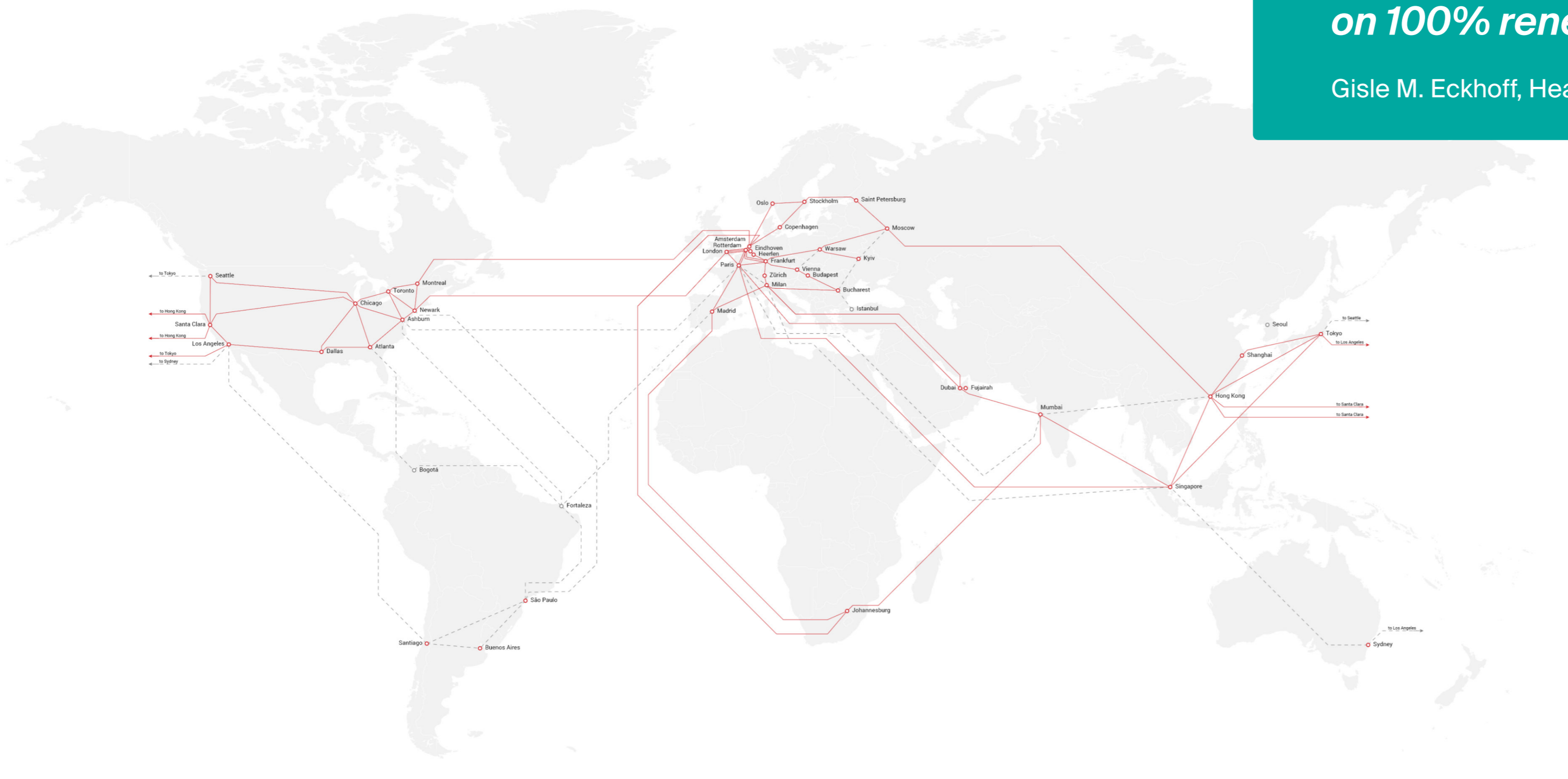### Highly connected, super secure

For i3D.net, selecting the right partner to house their PoP in Norway was an important decision. i3D.net needed a partner that could offer a high level of connectivity with tier 1 connections locally, best-in-class security both physically and digitally, back-up solutions to avoid down time and sustainable power solutions. By selecting Bulk's OS-IX data center in Oslo, i3D.net got all their requirements fulfilled.

Standing out in a busy European market

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> **"i3D.net will now get access to Norway's best connected data center operating on 100% renewable energy"**
>
> Gisle M. Eckhoff, Head of Bulk Data Centers.

Connectivity is key

The list of networks present for paring was the number one reason why i3D.net opted for OS-IX. OS-IX is the most connected data center in Norway, with over 60 carriers present, giving i3D.net a wide choice of options. OS-IX is also the only data center close to Oslo with room to expand.

Early in 2022, Bulk took full ownership of OS-IX after purchasing the remaining 50% from Akershus Energi. Bulk is already working on expanding the OS-IX capacity and will have 1.5 MW of new whitespace available in autumn 2022, giving customers like i3D.net ample room for expansion.

i3D.net has a long-term relationship with the world's leading Internet Exchange (IX) operator DE-CIX, which also has selected Bulk as a partner. DE-CIX is home to the largest carrier and data center neutral interconnection ecosystem globally. In November 2021 DE-CIX announced its expansion to the Nordic region with Bulk Data Centers as a partner. Bulk will house DE-CIX IX platforms in Oslo, Norway (OS-IX), Kristiansand, Norway (Campus N01), as well as in Esbjerg, Denmark (Campus DK01).

A future built on solid foundations

Ensuring a robust network

i3D.net aims for three-way diversity between the Nordics and the rest of their global backbone. Fiber connections in Eastern Europe and Russia lack in stability, and dual fiber failures are not uncommon. Also, the length of a route increases the risk of cuts. Establishing their PoP at OS-IX has provided the necessary three-way diversity, as well as reduced latency. This will benefit existing customers and attract new.

Enabling growth looking forward

Canada is a hot spot for game studios and attractive market for i3D.net, and they look forward to the realisation of Bulk's Leif Erikson project. The Leif Erikson Cable System will consist of a 4,200 km direct link between southern Norway and Atlantic-Canada connecting into Goose Bay, including plans to extend the system terrestrially back to Montreal. The Leif Erikson system will be the first trans-Atlantic cable powered with 100% renewable energy in line with Bulk's vision to bring sustainable infrastructure to a global audience.

i3D.net will continue its dedication to providing the lowest latency possible to users around the world. Bulk will do its utmost to support i3D.net with connected, reliable and sustainable data center services and fiber cables to achieve that goal.

Understanding needs, pulling in expertise and delivering value

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About i3D.net

i3D.net is one of the leading providers of high-performance hosting and global infrastructure services. The company operates a low-latency network, with thousands of servers spread over 40+ points of presence on 6 continents. i3D.net excels in the gaming market and hosts a variety of AAA games, which led to its acquisition by Ubisoft in 2019. They continue to help various large-scale gaming & enterprise customers deploy, scale, and manage their applications to over 300 million users globally. i3D.net's goal is to reach 1 billion users on its platform by 2025.

Learn more at: https://www.i3D.net

About Bulk Data Centers

Bulk Data Centers delivers resiliency, cost efficiency, scalability and sustainability without compromise and with a dedication to personalized service excellence. As a trusted advisor offering strategically located Nordic data centers, Bulk enables customers to reduce costs and environmental impact while supporting data with highly connected, 100% green powered and ultra flexible colocation, white space, build-to-suit data center solutions and powered land.

https://bulkinfrastructure.com/data-centers/solutions

Building the sustainable future

Bulk Infrastructure is the leading provider of sustainable digital infrastructure in the Nordics. Leveraging low energy costs and huge supplies of clean energy, we're delivering sustainable data center solutions to a global audience.

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