



fengqi.asia
風起亞洲

Profile

Company

Tzai Entertainment

Location

Singapore, Guangzhou

Segment

Game

Website

www.tzai-entertainment.com



Introduction

Tzai Entertainment is a game studio based in Singapore. Founded in 2010, Tzai has a team of experienced developers working on next-generation console and PC titles, web games and mobile games. It focuses on making fun, engaging and highly polished games for a wide audience across iOS and Android.

Selected Games of Tzai



The Challenge

1. Performance

Cloud architectures rely on virtualization which can slow down servers due to the multiple levels of abstraction between bare metal hardware and the actual application. Tzai wanted stable cloud machines with performance as a dedicated physical server.

2. Latency

Poor network latency can deteriorate user experiences of games. Tzai knew that it needed a reliable cloud provider inside China to be sure its customers in mainland never get slowed down by the Great Firewall.

3. Pricing

Tzai wanted to focus on game development and operation. They did not have time to perform complicated cost-analysis of the highly complex pricing structure running on other cloud providers. A simple pricing and predictable expenses were important for Tzai in selecting its cloud provider.

4. Support

The viral nature of online games meant that infrastructure had to work around the clock. If there were any issues or questions, Tzai needed the ability to get answers and solutions quickly.

The Solution

1. Superior Performance

Fengqi.Asia's cloud machines were built with Joyent technology which has a unique architecture that minimizes resources required in virtualization. The disk I/O read performance of Fengqi.Asia's machines can reach up to 10x faster than other cloud providers like Amazon EC2 and GrandCloud.

2. Low Latency

Fengqi.Asia has datacenters in Beijing (and is expanding to Shanghai and Chongqing in the first half of 2013) which are armed with Multi-BGP lines to the three major telcos including China Unicom, China Telecom, and CERNET, which provide low latency and reliable connections to Tzai's end-users in mainland China.

3. Clear and Affordable Pricing

Tzai found the pricing of other public cloud providers (e.g. AliYun, GrandCloud) more complicated as monthly expenses highly depending on bandwidth usage. With Fengqi.Asia, one price includes all the computing power, memory, storage and bandwidth selected. The pricing of Fengqi.Asia is clear and simple which gives Tzai a better budget estimation for its games.

4. 7x24 Professional Support

Fengqi.Asia has experienced engineers in Hong Kong, Beijing, and Shanghai to provide round-the-clock technical support. They can easily be reached via our support hotline. This means Tzai not only reaps benefits from cloud computing, but also has real relationships with real people who can answer the questions that inevitably come up.



Fengqi.Asia

Hong Kong - Units 211 - 213, Lakeside 1, No. 8 Science Park West Avenue, Hong Kong Science Park, N.T. HK
Beijing - Units 907-908, Viva Plaza, No.29 Suzhou Street, Haidian District, Beijing, China
Shanghai - Room 9B, Zhao Feng Universe Building, No 1800 ZhongShanXiLu, Shanghai, China
Guangzhou - Room 2209, Vili International Building, 167 Lin He Xi Road, Tianhe District, Guangzhou

Tel: +852 2655 6165
Tel: +86 10 8260 8832
Tel: +86 21 6468 5018
Tel: +86 20 3867 7302

Fengqi.Asia is proudly powered by Clustertech

www.fengqi.asia