HOW **INNOGAMES** FORGED A PATH TO SAVINGS

Case Study with

InnoGames

About **InnoGames**

InnoGames was founded in 2007, when a little browser game called Tribal Wars, a hobby project conceived by three young guys in 2003, evolved into a full-fledged game studio.

Now, the Hamburg-based developer is a heavy hitter in the online gaming world, crafting award-winning free-to-play titles for gamers around the globe. They're best known for titles like *Tribal Wars*, *Elvenar*, and *Forge of Empires* - the last of which grossed over 1 billion EUR in lifetime revenue.

The most recent additions to the InnoGames portfolio were *Rise of Cultures* and *Sunrise Village*, two mobile-first games that were released in early 2022.

Whether its strategy base builders or cozy farming sims, InnoGames has carved out the frontier of mobile gaming.

The **Challenges**

Although InnoGames wanted to do as much in-house as possible, there were some things they couldn't do.

InnoGames needed to distribute updates for 10 different games in countries all over the world, with a localized version of each game in every country. This amounted to over 500 terabytes per month of bandwidth.

InnoGames needed a CDN. But their first CDN provider had some issues:

- A confusing pricing plan that required InnoGames to purchase a minimum bandwidth commitment - or pay extra.

- A support ticket system that left InnoGames waiting days for answers.

The **Solution**

After investigating a few different CDN providers, InnoGames eventually chose bunny.net. Aside from the technical features, they said they liked the name. Us too. Once they started using bunny.net, they saw improvements right away.

No Minimum Commitment

We didn't require InnoGames to commit to a certain bandwidth just to get a fair price. We set them up with a pricing and bandwidth plan that fit their needs right out the gate.

Outstanding Support

Finally, we gave them **24/7 access** to our Super Bunny support and set up a **private Slack channel**.

InnoGames was already using Slack, so they loved the convenience.

InnoGames wanted to switch from their previous CDN because the support was too slow. Our Super Bunnies never kept them waiting. Whenever they had a question, we answered fast – usually the same day.

The **Results**

Although InnoGames came for the cute name, bunny.net quickly impressed them with our offerings. BunnyCDN spoke for itself, with PoPs all over the world granting high speeds.

The Super Bunnies never left InnoGames waiting more than a day for answers - so the InnoGames team enjoyed friendly service right when they needed it.

Our pricing was clear from the start, free of microtransactions and hidden fees. InnoGames paid just for what they needed, no more. Not to mention, they saved by switching to bunny.net.

Super Bunny Support

Our Super Bunny team gave InnoGames 24/7 Slack support and quick answers to all of their questions.

A Wide Network

BunnyCDN's wide network ensured fast delivery speeds no matter where the audience was.

Better Price

Without a minimum commitment. We didn't make InnoGames commit to using any bandwidth to lock in their rate.

The **Conclusion**

InnoGames wasn't getting the support or pricing they needed from other CDN providers, so they looked elsewhere. While our memorable name piqued their interest, our outstanding services sealed the deal. BunnyCDN spoke for itself.

InnoGames got comparable speeds for a fraction of the price of their old provider - and fewer errors.

Since they weren't wasting time waiting for support, they could focus on making great games and expanding their distribution.

InnoGames has used bunny.net for over 3 years. Currently, we're keeping busy by smoothing out their integrations so they can hop even faster.
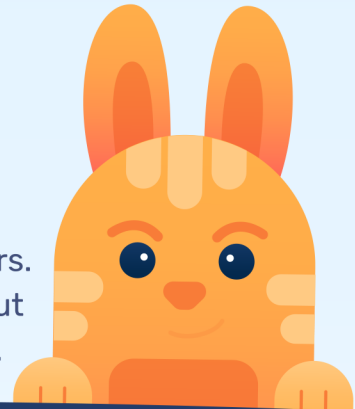
Bernhard Schrader
Lead Sys Admin, InnoGames

"I like that BunnyCDN's support works with real people, in a real chat, with quick solutions. It's important to know that a human has looked at the problem."