

High 5 Games Migrates to Google Cloud Platform with Rubrik



INDUSTRY

Media & Entertainment

RESULTS

- Significant management time savings
- Faster backup performance
- Easy cloud mobility with Google Cloud Platform

THE CHALLENGE

- Legacy cloud infrastructure unable to scale
- Ensuring all backups are secure and encrypted to meet regulatory requirements
- Complex and inefficient backup process

THE SOLUTION

- Cloud archival with Google Cloud Platform
- End-to-end encryption and fast recovery for accelerated GDPR compliance
- Automated policy engine to easily manage SLAs

High 5 Games (H5G) is the leading content creator in the free to play and real money casino industry for land-based, online, and social markets. H5G has created more than 450 premium games that are downloaded and played globally. Building on the success of acclaimed slot titles such as *Da Vinci Diamonds* and *Golden Goddess*, the company expanded into the freemium casual space in 2012 and real money gaming arena in 2015 with the launch of High 5 Casino. This shift in business focus to become a global, direct-to-consumer company demanded a new approach to their data management strategy.

Jorge Barrera, Director of Technology Operations and Infrastructure at H5G, oversees a team that was responsible for a complete overhaul of their data management suite. In order to help the company reach its full potential, they were focused on replacing legacy systems with cutting-edge technology. “Our goal is to build out an effective global product delivery platform that allows us to deliver new products to market quickly and effectively. To do so, we needed to partner with agile technologies that would help us compete with industry heavy-hitters,” said Barrera.

CLOUD MOBILITY WITH RUBRIK AND GOOGLE CLOUD PLATFORM

As the company continued to expand globally, H5G’s previous cloud infrastructure was unable to support their fast growth.

Excited by Google’s world-class engineering, the team decided to move to Google Cloud Platform (GCP) for their cloud needs. “We believe Google is light years ahead in all aspects, including tooling, support, security, and pricing. It has been transformative in helping us deliver our games globally,” said Barrera.

In evaluating Rubrik and GCP, Barrera was impressed by the partnership between the two companies. “Together, Rubrik and GCP provide an onramp to the cloud that will help us reduce overhead and focus on innovation. Both companies are fast-moving market disruptors and we can help each other stay cutting-edge,” said Barrera. “We chose Rubrik because the solution was fundamental to our cloud strategy.”

H5G plans to complete their move to cloud by 2023. “Rubrik’s seamless integration with GCP will help us reduce our on-premises workloads, decrease overhead, and spend more time on strategic initiatives,” said Barrera.

COMPREHENSIVE SECURITY FOR GDPR COMPLIANCE

The gaming industry is heavily regulated. “Customers registering to play real money online games trust us with sensitive personal data. Our presence in Europe also means we must comply with GDPR requirements,” said Oleg Simonov, VP of Technology at H5G. “It’s critical that we know where our data is at all times. Since Rubrik encrypts data in-flight and at-rest, we’re confident our data is secure regardless of where it resides.”

“On top of that, we have to be able to show auditors that we have strong resiliency,” added Simonov. “Rubrik gives us peace of mind knowing that we’re able to satisfy all stringent regulatory requirements when it comes to backing up and restoring our customer data.”

Additional benefits include:

- **Easy to use:** “With our previous solution, managing our global environment was complex and required dedicating full-time resources to it. Rubrik’s automated policy engine allows us to easily manage global SLAs and gives us more time to spend on strategic, value-add work. The difference is night and day.”
- **Fast recovery:** “Rubrik is such a simple solution and incredibly intuitive. You just go in there, find what you want to restore, choose the date you want to restore to, and Live Mount it.”
- **Exemplary support:** “Rubrik’s support is in a class of its own. The team is always open to hearing how the product can be tailored to better serve their customers.”
- **Global search for file-level restore:** “Rubrik’s Google-like search have turned restores into a simple task that requires minimal training.”



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Rubrik delivers a single platform to manage and protect data in the cloud, at the edge, and on-premises. Enterprises choose Rubrik’s Cloud Data Management software to simplify backup and recovery, accelerate cloud adoption, and enable automation at scale. Rubrik’s run-anywhere, scale-out architecture is built to empower IT departments today and in the future, reducing total cost of ownership while enabling infrastructure flexibility for a multi-cloud world. For more information, visit www.rubrik.com and follow [@rubrikinc](https://twitter.com/rubrikinc) on Twitter.

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