

# LOW LATENCY. BETTER PERFORMANCE. MORE WINS.

Snowborn, a leading online gaming provider, partnered with Freedomtech to build a high-performance global infrastructure for ultra-low latency gaming.



## THE CHALLENGE

As a global free-to-play gaming provider, Snowborn needed to deliver a seamless experience to players 24/7. Latency, jitter, packet loss and network congestion were impacting gameplay and player retention.

### Snowborn needed:

- 1 Low-latency connectivity
- 2 Consistent gaming performance
- 3 High availability and resilience
- 4 Infrastructure closer to players
- 5 Capacity to scale as demand increased



## THE SOLUTION

Freedomtech Solutions designed and deployed a high-performance global infrastructure and network architecture optimised for gaming workloads.

We built a resilient, low-latency network using BGP and optimised routing to reduce hops and deliver faster response times. The solution spans key locations across the globe, bringing services closer to Snowborn's players and ensuring consistent performance everywhere.



**BUILT  
FOR GAMERS**



**ENGINEERED  
FOR PERFORMANCE**



**ALWAYS  
AVAILABLE**



### LOWER LATENCY

Faster response.  
Better gameplay.



### REDUCED JITTER & PACKET LOSS

More consistent  
performance and a  
smoother player experience.



### 99.999% NETWORK UPTIME

Highly available  
infrastructure designed  
for always-on gaming.



### 33% GREATER EFFICIENCY

Improved infrastructure  
efficiency compared with  
the previous virtualised  
environment.



### GLOBAL SCALE

Strategically distributed  
infrastructure positioned  
services closer to players.



## WHY FREEDOMTECH

A resilient global platform capable of supporting continued player and traffic growth. We help gaming companies move faster, reach further and deliver exceptional experiences.



**PROVEN EXPERTISE IN GAMING INFRASTRUCTURE**



**GLOBAL COVERAGE**



**HIGH PERFORMANCE NETWORKS**



**BUILT TO SCALE**