



### Wowza®: Catalyst for Gaming Business Expansion

#### Overview

Clavain Technologies, Ltd., is a small business specializing in Web and system development, especially video delivery and high-performance systems. Among their services are two popular live-stream video platforms, SC-Streams.com and SC-Streams.DE. They offer video-on-demand (VOD) services for the video gaming community, in particular players of World of Warcraft® and Starcraft® 2. Clavain has 17 servers at its Cologne, Germany headquarters, as well as additional servers located in London, England, and Columbus, Ohio.

In 2009, Clavain recognized that there was a niche market of ardent gamers who, like sports fans, wanted to watch outstanding players' exceptional matches and, in some cases, even collaborate and comment on the games. To serve this market, Clavain initially relied on streaming media delivered by a content delivery network (CDN). Soon, however, they realized that the high cost of CDN bandwidth would eat up the bulk of the profits. Clavain decided to go in another direction in order to better monetize their services. They bought their own server infrastructure and began investigating streaming solutions to support it.

According to Enrico Kern, Clavain managing director, "We checked every alternative streaming solution out there. But they were either way too expensive or too unstable to do the job for us. Paid for on a per-source, per-hour basis, even Amazon EC2 was out of reach."

“ We chose Wowza for three key reasons. First—affordability—the Wowza price-to-performance ratio is outstanding. Second, Wowza is incredibly flexible so we can easily customize it. Third, it is stable and virtually trouble-free. ”

— Enrico Kern, Managing Director, Clavain

#### Challenges

- Finding a cost-effective and stable way to deliver streaming media to a specialized gaming population.
- Having the capability to provide streaming media to an ever-varying number of clients.

#### Wowza Solution

- Clavain turned to Wowza Media Server® software to make its streaming video operation functional, scalable, simple *and* cost-effective.
- Through Wowza, Clavain could serve a varying volume of audio and video content being delivered over IP networks to a diverse array of devices.
- Using Wowza's development flexibility kit, Clavain enhanced its software by adding its own authentication plug-in. The XSplit streaming tool most commonly used by gamers did not support authentication.

#### Benefits of Wowza Media Server

- Squeezes maximum performance out of the minimum number of servers for cost-effective infrastructure and operation.
- Client-agnostic platform evolves to meet needs of changing market and technology.
- Any-screen delivery, in particular to Apple® devices, is a leg up on competition.
- Effective, stable, out-of-the-box load balancing in a reasonably priced solution.



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