European Internet, Gaming and Digital Media Companies Select SoftLayer to Ramp Up Their Success

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SoftLayer's Highly Flexible Infrastructure is Quickly Becoming the De Facto Standard For Today's Hottest Tech Companies Across Europe, Middle East and Africa

AMSTERDAM – 09 November, 2012 – Since opening its doors in Europe a year ago, thousands of companies across the continent are relying on SoftLayer (http://www.softlayer.com/) Technologies, a leading provider of global cloud infrastructure, to achieve the scalability, performance and time-to-market they require to succeed and stay ahead of the competition. Companies such as Binweevils (http://www.binweevils.com/), Boxed Ice (http://www.boxedice.com/), Crazymist (http://www.crazymist.com/), Exit Games (http://www.exitgames.com/), Ganymede (http://www.ganymede.eu/), Hotwire Financial (http://hotwirefinancial.co.uk/), Mangrove (http://www.mangrove.com/en), Multiplay (UK) Ltd (http://www.multiplay.co.uk/), Peak Games (http://www.peakgames.net/), Struq (http://www.struq.com/) and Zamzar (http://www.zamzar.com/) are just a few examples of organizations that SoftLayer is now supporting. These companies need best in class cloud infrastructure to build and scale the next killer application or game.

"We've chosen Softlayer because of their global network platform and the ability to support hybrid cloud environments (both virtual and physical servers)," says Robert Leefmans, Mangrove's Owner and Operations Director. "As an interactive agency, specializing in creating world class websites, innovative mobile apps and enticing social media campaigns, we rely on our architecture's performance to compete. Moving our servers to the cloud makes our platform sustainable and capable of handling future growth."

SoftLayer opened its new European headquarters and data center in Amsterdam, along with network locations in London and Frankfurt in November 2011 (http://www.softlayer.com/about/media/release/1421/softlayer-investing-75-million-in-new-european-operation-to-meet-growth-delivering greater geographic support, more total server capacity, and improved network performance.

"We share long history with SoftLayer as a customer, being with them for a decade now," says Maciej Mroz, CTO at Ganymede. "SoftLayer's hybrid environment is just unparalleled, and it gives us plenty of flexibility and room for creating tailor-made solutions. As an online, mobile and social media platform, we make our applications available directly, through partner sites, game portals, publishers around the world as well as via Android and the AppStore. In this environment, if we don't give our users premium gaming experience, we risk losing them. SoftLayer gives us a global infrastructure capable of dealing seamlessly with fluctuating traffic densities."

Since the opening the facility in Amsterdam has been fully staffed while ratcheting up support in local startup communities through the company's Catalyst program (http://www.softlayer.com/partners/catalyst), and aggressively promoting SoftLayer's global IaaS (Infrastructure-as-a-|http://www.socialance.com/preview/index.php] and PeerReach (http://www.peerreach.com/), to name a few.

"We have witnessed phenomenal growth since our European data center opened," says Jonathan Wisler, General Manager of EMEA. "We make it incredibly easy for customers to deploy and manage their IT environment. SoftLayer has helped level the playing field so that any Internet, gaming or technology company can get online and rapidly expand their business. We deliver a high performance cloud infrastructure and we connect customers to the best scalable technology, quickly with absolute flexibility and full control. All of this is based on a 'pay for what you use' and no-contracts model."

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About SoftLayer Technologies

SoftLayer operates a global cloud infrastructure platform built for Internet scale. Spanning 13 data centers in the United States, Asia (http://www.softlayer.com/international-hosting) and Europe (http://www.softlayer.com/international-hosting) and a global footprint of network points of presence, SoftLayer's modular architecture provides unparalleled performance and control, with a full-featured API and sophisticated automation controlling a flexible platform that seamlessly spans physical and virtual devices, and a global network for secure, low-latency communications. With 100,000 servers under management, SoftLayer is the largest privately held infrastructure-as-a-service provider in the world with a portfolio of leading-edge customers from Web startups to global enterprises. For more information, please visit softlayer.com.

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