At-A-Glance

CLIENT
Serverminer Ltd

LOCATION
Heathfield, East Sussex, United Kingdom

BUSINESS FOCUS
Game Server Provider (GSP) providing super-fast, reliable hosting to global niche clientele

ISSUE
This premium GSP set out to create the ultimate global platform for hosting fast and reliable game servers. High uptime and top-notch support at bay was an imperative, to support rapid growth and specific gamer audience needs.

SOLUTION
Bare metal Servers with 100% uptime SLA and expert support

RESULT
A ServerMiner has increased its customer base multi-fold in only a few years, reaching 40,000 customers and counting. It supports a worldwide audience with 30 plus nodes around the world, relying on phoenixNAP's redundant network and its proficient support team.

Now a leading force in the **Gaming Server Provider (GSP) arena**, **ServerMiner** is a host that runs a specialized service. It's delivering a hosting solution carefully tailored to its gamer clients' needs. Minecraft admins and players find that extreme gaming is truly made simple when opting for ServerMiner as their provider.

Starting out, their business was made on the premise of understanding the gamer community and technical implications of what kind of experience a good game server provides to gamers. They joined the technical side of it and the user experience side of it, and wrapped it up in an all-encompassing easy-to-use solution. This has set this business on its way to success.

> " We could grow well because there was no worry about the downtime. Support is always there and it's excellent. "
>
> *James Dixon, owner and founder, ServerMiner*

Diligent in its aim to satisfy the customer, **ServerMiner** has made a number of wise decisions; from choosing a reliable network provider and including powerful features such as unique control panel for self-management or 7 day back-up, as well as educational videos, this host proves it means business.

phoenixNAP
GLOBAL IT SERVICES

CHALLENGE

The gaming community has its specific needs that usually only a gamer would understand. James from ServerMiner has understood what a high-performance lag-free server means for the players, with some custom-tailored perks such as the 7 day backup solution and more.

As the company has set out to make the powerful global platform for hosting thousands of super-fast and reliable game servers, it started on a VPS and as it grew, it needed more options.

This host was on a lookout for a Tier1 network provider with low latency and high quality bandwidth offering powerful yet affordable enterprise hardware. There was a major requirement they were in great need of: 24/7 expert support with an on premise engineering staff ready to assist and remove any obstacles that may appear immediately. Past experience has taught them this was a must.

> Clients have started pouring in due to service reliability we provide thanks to phoenixNAP.

James Dixon, owner and founder, ServerMiner

Quick provisioning, and fast registration are key factors for a successful game server. But, none of that may mean to the client as much as fast and responsive support will. No client likes to sit around waiting hours or even days for an answer, and gamers even less so. In the Minecraft community, saving their "world" might mean saving their world, literally.

SOLUTION

For ServerMiner, this meant having 100% uptime and efficient 24/7 support as a backbone of its business so they can fast provision, but also devote more time to truly educate, support and serve their clients.

ServerMiner picked phoenixNAP as a Tier 1 Network provider with low latency and high quality bandwidth and only hosted on powerful enterprise hardware. This made it possible to offer blazing fast speeds and unmatched reliability to its customers.

> Starting hosting, it was not easy to set aside a part of your revenue to get a dedicated server, but it's all truly worth it because it is very consistent and the uptime guarantee keeps your clients and helps your initial growth!

James Dixon, owner and founder, ServerMiner

Understanding the urgency, while ensuring the highest uptime at all times and providing a superior network, phoenixNAP became a valuable partner to support this hosting business. PhoenixNAP makes sure the servers are highly secure; putting DDOS attacks concerns to rest.

In addition, phoenixNAP's team of experts has been able to provide responsiveness and guidance for all technical challenges, thus making easy troubleshooting and a 20-minute ticket response guarantee a standard at ServerMiner.

BENEFITS

Following its transition from another provider where no guaranteed uptime to phoenixNAP's bare metal servers with 100% uptime and great 24/7 expert support, ServerMiner has been able to tremendously increase both its client-base and its revenue within three years.

In the gaming world of Minecraft it seems news spreads like wildfire, where friends will tell friends, and those friends will tell their friends. Eventually strangers will come and check the servers out. More and more clients have started joining the company due to reliability of the service and no downtime, thanks to phoenixNAP. Their business has become more profitable and grew tremendously, as it gained 40,000 clients and still counting.

Having devoted support staff and on premise engineers to send out timely notice and fix any arising equipment issues, phoenixNAP helps ServerMiner inform its customers on time. This has provided for good communication with its clientele, but it also helps the company know exactly where to look for the problem

and by doing so saves them lot of time. This time is then used to focus on customer care, marketing and other areas that promote growth.

 "When I started, I've spent a lot of time getting to understand large communities of players, how they work and what they need. If you're a server admin, for example, you must have a lot of self-control, be mature and know what you're doing. For admins, most important thing is to take care of their community, provide perks, and make sure servers run efficiently for an extraordinary gaming experience."- said James, the founder. *"We're here to make sure everyone has an experience such as this"*.

By making use of the phoenixNAP's infrastructure, ServerMiner's team has, in its own words, *"been able to gain time for directing its efforts and focus towards the customer care and raise their product and service to a whole new level"*. Happy gaming, everyone!

Contact phoenixNAP today at:
sales@phoenixnap.com or 855.330.1508
www.phoenixnap.com.

Client website:
www.serverminer.com

ABOUT PHOENIXNAP

PhoenixNAP is a global IT services provider offering progressive Infrastructure-as-a-Service solutions from locations worldwide. Our bare metal server, cloud, hardware leasing and colocation options are built to meet the evolving technology demands businesses require without sacrificing performance. Scalable OpEx solutions to support with the systems and staff to assist; phoenixNAP global IT services.