iRacing Satisfies Simulated Racing Enthusiasts and Professionals Around the World with Fast Downloads

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— **Chris Page,** *SVP of Technology, iRacing Motorsport Simulations*

The Situation

Founded in 2004, iRacing is the world's premier motorsports racing simulation and the co-creation of Dave Kaemmer, co-founder of Papyrus Racing Games, and John Henry, principal owner of the Boston Red Sox. An online, subscription-based service for Microsoft Windows, Linux and OS X, iRacing.com reaches a dedicated, passionate group of motorsport enthusiasts, real-world racers, and fans in over 200 countries. As the ultimate place to race online, iRacing offers everything from NASCAR and IndyCar to Aussie V-8 Supercars and Grand Prix racing with over 40 official series and more than 400 private leagues.

The Challenge

To satisfy ever-changing user requirements, growing calls for more content, and a demanding release schedule, iRacing needed to ensure it could distribute its *online game* products on a consistent basis and in a timely manner. What makes iRacing's simulation different is that the company updates its application regularly. Each quarter, the company distributes new releases and multiple patches to approximately 60,000 active users who *download software* updates the instant they become available. According to Chris Page, Vice President of Technology at iRacing Motorsport Simulations, the biggest challenge to delivering satisfying Internet racing experiences is distributing game application updates to users quickly and without fail.

The Goal

iRacing needed to meet two key requirements to support its objectives:

• **Scale to support downloads –** iRacing wanted its customers to quickly and reliably download games and patches, which can be up to hundreds of megabytes in size.

• **Restrict access to members –** The simulated racing (also known as *simracing*) company wanted to prevent unauthorized users from downloading its games and updates.

Why Akamai?

Going with a Winner

Knowing they needed a partner that could support the worldwide distribution of large files, iRacing quickly determined that Akamai was the right fit. "We could have built out our own network, but that wasn't practical from an operational or financial perspective. We recognized Akamai as a leader in this space and knew its network could handle our unpredictable traffic surges," explains Page.

COMPANY

iRacing.com Motorsport Simulations, LLC
Bedford, MA
www.iracing.com

INDUSTRY
Gaming

SOLUTION

• *Download Delivery*

• *NetStorage*

KEY IMPACTS

• Enabled 40% year-over-year online game traffic growth.

• Supported 60,000 monthly active game customers worldwide.

• Protected game software assets and intellectual property.

• Avoided the need to build out a global content delivery infrastructure.

iRacing Motorsport Simulations

Keeping Racers on Track

Seamless integration between iRacing's simulated racing application and the game software downloads served by Akamai dramatically improved _download delivery_ speed. As a result, users didn't need to try to determine which server might offer the best game download performance. They simply requested that their simulation system be updated and the Akamai _content delivery network_ distributed the latest updates as quickly as possible regardless of the user's location. If demand is high, the Akamai network scales to deliver software downloads at the highest speeds possible. "To our customers, who want to race only the best simulators with others around the world, iRacing is performing 'magic,' but we know that it is the partnership and tight integration between iRacing and Akamai that delivers for our customers," says Page.

Preventing Unwanted Traffic

From the start, iRacing wanted to prevent unauthorized access to its software. One concern was that those with ill intent would repeatedly download the game files to drive up the company's costs. iRacing also worried about its intellectual property getting into the hands of competitors. To address this issue, Akamai helped the company develop a unique authentication solution involving a three-way handshake.

Keeping its Eyes on the Prize

With a lean staff of about 40 employees, iRacing is committed to focusing its energy and talent on continually improving the _simracing_ experience for its members. To that end, Page feels the biggest business impact of partnering with Akamai has been freeing the company to focus in this way. At the same time, Akamai has helped iRacing achieve its vision of growing the business. In fact, the company supported 40% year-over-year growth in online traffic with Akamai's services in place. "Our partnership with Akamai gives us confidence that we can grow to a million members and still deliver the level of performance our users expect," concludes Page.

About iRacing Motorsport Simulations

iRacing.com Motorsport Simulations, headquartered in Bedford, MA, was founded in September 2004 by David Kaemmer, co-founder of Papyrus Racing Games, and John Henry, principal owner of the Boston Red Sox. iRacing.com's mission is to create the world's leading and most authentic PC-based racing simulation and grow a new branch of motorsport through real-time, online competition – otherwise known as _simracing_. iRacing now has over 60,000 members and growing every day.

Akamai _FASTER FORWARD_

As the global leader in Content Delivery Network _(CDN)_ services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit _www.akamai.com_ or _blogs.akamai.com_, and follow @Akamai on _Twitter._

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.