Akamai helps MSI improve its site performance and decrease page load time to under one second

As we expand our e-sport market globally, it is important that our official website delivers an optimal experience to all e-sport gamers. As a global leader in content delivery network services, Akamai has helped MSI successfully centralize global website management and reduce eighty percent of website management manpower and infrastructure, while simultaneously increasing web traffic volume annually by 10%. Now our official website can support tens of millions of online visitors globally every month. With Akamai, MSI has been able to enhance its leading position in the gaming industry globally without worrying about the deployment of overseas websites.

— Tony Wang, Senior Manager, Marketing Department, MSI

The Situation
Micro-Star International (MSI), a leading gaming brand, was once an original equipment manufacturer (OEM) located in Taiwan. After years of developing skills by manufacturing computer elements for global brands, MSI decided to establish its own brand with top-notch technology including motherboard, graphics card, notebook PCs, and All-in-One PCs, which are 100% in-house designed and manufactured. With the goal to become the most trusted name in gaming and e-sports, MSI dedicated countless resources to develop a series of products with different features to support the world’s best gamers. With its brand spirit of “Top Player – Top Choice,” MSI has sponsored more than 15 professional gaming teams worldwide. As MSI is aggressively expanding to overseas markets and retailer bases, the inconsistency of the company’s official website quality in different countries became the biggest challenge the company needed to overcome.

The Challenge
In 2010, when MSI became prominent in the global gaming industry, the brand started to recognize the importance for its official website to provide a smooth user experience with quality performance, as the site is the best channel to communicate with customers. At that time, MSI’s website outside Taiwan was managed by local retailers in Europe, the U.S., or other Asian countries, and it was not standardized, causing inconsistencies in the service and quality of the MSI website around the world. Therefore, the headquarters in Taiwan decided to integrate all of its overseas websites into one system in order to provide a consistent user experience and reduce the infrastructure deployment costs. MSI identified Akamai Web Performance Solutions as the best solution to help it achieve this goal.

The Goals

- Centralize global websites into one system – MSI wanted to integrate the global official website into one unified website, centrally controlled by the headquarters in Taiwan.
- Enhance user experience – MSI wanted to ensure customer satisfaction and assist global retailers to promote the brand by delivering high-quality website performance.
- Increase cost efficiency – MSI wanted to reduce internal manpower and infrastructure costs for overseas markets while efficiently maintaining the centralized website.

COMPANY
Micro-Star International Co., Ltd (MSI)
Taiwan
https://www.msi.com/index.php

INDUSTRY
Hi-Tech

SOLUTIONS
- Akamai Web Performance Solutions

KEY IMPACTS
- Enhanced users’ web experience and received positive feedback from both customers and retailers with nearly no complaints
- Improved overall website page load time to less than one second
- Increased website performance by 10% annually
- Reduced 80% of web management infrastructure cost and internal manpower
Major Results

- Enhanced users’ web experience and received positive feedback from both customers and retailers with nearly no complaints
- Improved overall website page load time to less than one second
- Increased website performance by 10% annually
- Reduced 80% of web management infrastructure cost and internal manpower

Reason for Selection

Trusted Reputation of the Akamai Intelligent Platform™

Akamai stood out from among the competitors for its premium, leading service, high brand-awareness, and remarkable reputation. Akamai’s global presence and Intelligent Platform have assured the quality of MSI’s website delivery performance.

“We had assessed a couple of CDN and cloud service providers, but in the end, Akamai was the clear choice and is a solution provider we could trust. Before adopting Akamai solutions, overseas retailers operated the official website on individual systems by cooperating with local servers and used different bandwidth, which resulted in web performance inconsistency. When we centralized the websites, we needed more manpower to handle worldwide complaints and more budget to manage the system. By adopting Akamai’s solutions, we are confident that the flexibility and speed of its solutions can give our customers the best possible experience,” said Wang.

High Web Performance Advances Customer Satisfaction

As a world-leading gaming brand, the official website of MSI is one of the key elements to connect customers all over the world. After implementing Akamai Web Performance Solutions, the page load time improved to less than one second. This performance improvement contributed to a dramatic growth in site traffic across all regions, with a 10% increase on website traffic annually. With Akamai, MSI can support tens of millions of online visitors globally every month without any delay.

Improved Efficiency and Reduced Workload

The deployment of Akamai solutions was a seamless and simple process. MSI utilized Akamai’s Intelligent Platform to enhance the performance of its official website without having to build additional infrastructure in every country. This enabled the company to centralize the official website without additional costs for hardware build-out or additional manpower allocation.

About MSI

As a world-leading gaming brand, MSI’s goal is to become the most trusted name in gaming and e-sports. We stand by our principles of breakthroughs in design, the pursuit of excellence, and technological innovation as we have continued to raise the bar for ourselves and have accomplished a great deal of pioneering work in the industry.

For more product information, please go to http://gaming.msi.com.

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