



“We have had 100 percent connectivity since we began working with ProLabs in 2007.”

— Michael Josem
Head of PR, PokerStars

ProLabs Helps PokerStars Play a Winning Hand

Business Challenge

PokerStars operates the world’s most popular online poker sites, serving a global poker community of more than 64 million registered members. The games are played in real time and can be high stakes. A single tournament can have \$10 million riding on it.

To support its business, PokerStars has a global IT network connecting 15 data centres. The scale, complexity and fast pace of PokerStars’ business put huge demands on the network.

In 2007, PokerStars was facing a major problem. It was experiencing network disruptions on a regular basis, affecting the customer experience and the company’s bottom line. If a disruption occurred, Poker Stars would refund the customer’s money. While the refunds were costly, the bigger problem was the customer experience.

“Our No. 1 goal is to have our customers have faith in us,” said Michael Josem, head of PR, PokerStars. “The goodwill of our customers is immeasurable. Every disruption eroded that goodwill. We needed to find a way to ensure 100-percent uptime and deliver a reliable, consistent customer experience.”

After reviewing a number of providers, PokerStars chose ProLabs, a leading provider of top-quality OEM compatibles for data centres and IT networking.

Project Snapshot

Challenge

The world’s largest online poker network runs in real time. Network disruptions erode customer trust and create additional costs. As the company grew, the network had become unacceptably unreliable.

Solution

PokerStars has a global IT network connecting 15 data centres. ProLabs helped design a strategy and provided high-quality compatible products to build out and improve PokerStars’ network performance.

Customer Advantages

PokerStars reports 100 percent connectivity since it began partnering with ProLabs in 2007. The player experience is seamless and PokerStars has grown to 64 million members.

ProLabs Solution

ProLabs' knowledgeable staff consulted with PokerStars and developed a strategy to improve the network's performance. ProLabs incorporated new transceivers and media decoders that were compatible with the existing infrastructure.

"ProLabs helped PokerStars build out its in-house connectivity, delivering a solution that used high-quality, fully compatible products that were also cost-effective," said Michael Josem, head of PR, PokerStars. "ProLabs is a forward-looking company that invests in R&D and we are confident they will continue to innovate."

Results and Benefits

For more than seven years, since PokerStars began partnering with ProLabs, the gaming site has enjoyed smooth operation.

"Our reputation and customer base have grown substantially as a result of the seamless experience we can offer players," said Josem.

He also noted that ProLabs is fast and efficient and its service is "second to none."

ProLabs' competitive pricing also helped PokerStars afford other critical updates. "Secure in the knowledge that we won't have a high cost for optical technology, we were able to purchase high-end switches and other products," Josem said.

About PokerStars

PokerStars operates the world's most popular online poker sites, serving a global poker community of more than 64 million registered members. Since it launched in 2001, PokerStars has become the first choice of players all over the world, with more daily tournaments than anywhere else and the best security online. More than 115 billion hands have been dealt on PokerStars, more than any other site.

PokerStars is a member of The Rational Group, which operates gaming-related businesses and brands, including PokerStars, Full Tilt Poker, the European Poker Tour, PokerStars Caribbean Adventure, Latin American Poker Tour and the Asia Pacific Poker Tour. These brands collectively form the largest poker business in the world, comprising online poker games and tournaments, live poker competitions and poker programming created for television and online audiences. In addition to operating the two largest online poker sites, the group is also the largest producer of live poker events around the world.

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The ProLabs Advantage

- ▶ **Compatibility**
100-percent compatible with more than 40 vendors and 20,000 systems
- ▶ **Quality**
At the forefront of technology development, coding, testing & customization
- ▶ **Industry-leading Warranties**
Lifetime warranties on all ProLabs transceivers, memory and cables. Extensive warranties will not invalidate any vendor warranty on the host device
- ▶ **Expert Service**
Fast, responsive, knowledgeable service and support that exceeds that of OEMs
- ▶ **Fast, Global Delivery**
Large inventory and extensive supplier network in EMEA and US means fast shipping to more than 40 countries monthly
- ▶ **Trusted**
Used by some of the world's largest Telcos and ISPs
- ▶ **Cost-effective**
Savings of up to 70 percent. By switching from overpriced OEM products to ProLabs compatibles, companies can afford critical upgrades