

## NETADDICTION: CLOUD TO FOLLOW THE FLOW OF MILLIONS OF USERS

### netaddiction

#### CUSTOMER

NETADDICTION

#### WEB SITE

[www.netaddiction.it](http://www.netaddiction.it)

#### INDUSTRY

MEDIA

#### LOCATION

TERNI, ITALY

#### CHALLENGES

- Dynamically manage a demand subject to strong variations
- Simplify provisioning of processing and storage resources
- Streamline system management

#### THE SOLUTION

NetAddiction virtualized its data center with VMware, while for hosting aspects it relied on OVH servers in IaaS mode, creating a data center entirely in the cloud. This infrastructure was subsequently migrated to new servers for better performance.

#### BUSINESS BENEFITS

- Flexibility and speed in provisioning activities
- Simplicity of systems management
- Scalability of the infrastructure in view of further business development
- Increased performance

NetAddiction manages an innovative platform for delivering Web, multimedia and e-commerce content to over 22 million users. This all-Italian Web company was looking for a particular flexibility in the management of processing and storage resources for its channels, exposed to great fluctuations in the demand for content. It has adopted a virtualized cloud infrastructure with VMware and hosted by OVH. Today it can dynamically reconfigure service delivery, with a few minutes provisioning times and significantly improved performance, thanks to a scalable infrastructure for growth.

#### NetAddiction

Multiplayer.it, HDMotori.it, Bigodino.it, iFood.it, legaNerd.com, Movieplayer.it, Dissapore.com, HdBlog.it: NetAddiction is an Italian media company, digital native, that has been producing web content for the past 19 years. With Casa Surace, NetAddiction also operates in the production of creative and viral videos. But this is not enough, this company founded in Terni in 1999 with the first site specialized in video games in Italy, (Multiplayer.it), operates in the e-commerce sector with multiplayer.com, a virtual store dedicated to electronic entertainment, and is also a publisher with the Multiplayer Edizioni, iFood and Dissapore labels. It is also the exclusive distributor in Italy of entertainment products, as well as a creative and advertising agency.

In short, in a city like Terni, known for the steelworks and the chemical industry, it has established itself as one of the most vibrant and dynamic independent realities on the Web.

#### The challenge

A diverse set of activities, several sites and blogs constantly updated, a constantly growing audience: in addition to consuming 8000 coffees a year between employees and collaborators, NetAddiction reaches an average of about 22 million unique users each month through Web sites, with over 62 million page views and 9 million users through Facebook communities. It is a great challenge for those who must manage IT systems that allow them to provide the public with a mass of content that is so broad and diversified. Daniele Minciaroni knows something about this. In 2000 he became part of this emerging Italian reality, first as a system administrator and for some years as head of information systems.

When you read a recipe on Ifood.it, discover the latest road test by browsing HDmotori.it, or watch a video of Casa Surace, the systems of NetAddiction are working, coordinated by a micro team of two IT people. "The most challenging part are the peaks that are recorded in the accesses to certain sites or services", explains Minciaroni. "For several years, for example, Multiplayer.it is the Internet media partner for Italy of the main international exhibitions dedicated to the digital entertainment world, from Los Angeles to Cologne and Tokyo. During those events, access to the site can also triple, and we must be ready ". Being ready means having connectivity and servers, ordering them,

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starting leasing, supplying them, configuring them, making them work with the necessary applications: it can take weeks. And then? After the peak and return to a normal situation, all that remains is to turn off the machines that are no longer needed. It is the world of digital media, baby. Or maybe it was until a few years ago.

And in fact, in the first glorious years it was about acquiring and managing physical servers, with all the slowness of the case.

### The solution

Over time, NetAddiction has found various system solutions to always have the necessary processing resources available, in housing, in hosting, in co-location. The breakthrough occurred with virtualization and with the use of OVH cloud services for the hosting component, in IaaS mode. “In 2015, we have decommissioned the data in co-location and have migrated all the servers and services on the vSphere platform”, recalls Minciaroni. Other virtualization platforms were taken into consideration by NetAddiction, but presented a more cumbersome management. “With vSphere we have chosen the best, most efficient, most tested product and on which there is more literature: the market leader”.

As for the cloud offer, NetAddiction has found in OVH a partner able to safeguard the application and architectural complexity of a composite reality born in the early 2000s. “After testing the virtualization of VMware and the OVH cloud we have understood that it is impossible for us to go back”. The reason is easily said.

### Benefits

The NetAddiction virtualized services architecture is very similar to that of the corresponding physical servers, with the difference that it is possible to choose the resources to be allocated for each server. When a site passes from a few hundred thousand users to several millions in a few days, you can just allocate more resources or increase the number of virtual machines.

It takes a few minutes, that’s why it’s impossible to go back. If the demand decreases, you can regulate the systems appropriately, without any waste of resources. The benefits are more than ease and speed of provisioning, but includes simplicity of management, since a team of only two people manages the processing and storage resources that enable all the complexity of the services provided by NetAddiction to millions of users.

Today, NetAddiction has completed a new migration, replacing the previous servers with new machines based on Intel processors, more modern and performing. It was a matter of transferring systems, services and applications of about 180 machines: an impressive job completed in a few weeks by the team of NetAddiction in collaboration with OVH. The migration was an opportunity to set up the systems for the release of the VMware vSphere virtualization platform, which will change from version 6.0 to 6.5. “Of the three technical actors who participated in the migration, namely the hardware, the virtualization platform and the backup and restore system, VMware is the component that has behaved better, has never given problems and has always worked perfectly”, comments Minciaroni.

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### Towards the future

NetAddiction is also testing VMware orchestration systems to provision servers from scripts. “In the future we would like to deepen the use of orchestration tools so that we can make our developers autonomous in creating virtual machines in relation to testing and deployment of applications,” reports Minciaroni.

The hardware migration is a further step in the development path of this young company, as it allows to increase the performance of the systems to widen the pool of virtual machines from which you can draw in case you need to cope with any traffic peaks. It is an operation with which NetAddiction laid the groundwork for its future growth, in the name of a Software-Defined Data Center.

### VMWARE FOOTPRINT

VMware vSphere 6.5

### VIRTUALIZED APPLICATION

- Application and custom systems

### HARDWARE PLATFORM

- Server based on Intel architecture

### PARTNER

- OVH

