

## CUSTOMER CASE STUDY

# CONSTRUCT

Construct, formerly Scirra, is a London-based startup that develops browser-based software, which runs on Windows, Linux and Android. Construct allows anybody at any level, from 12-year olds to fully-fledged designers, to become a games editor, by making it easy to build their own computer games.

### CHALLENGES

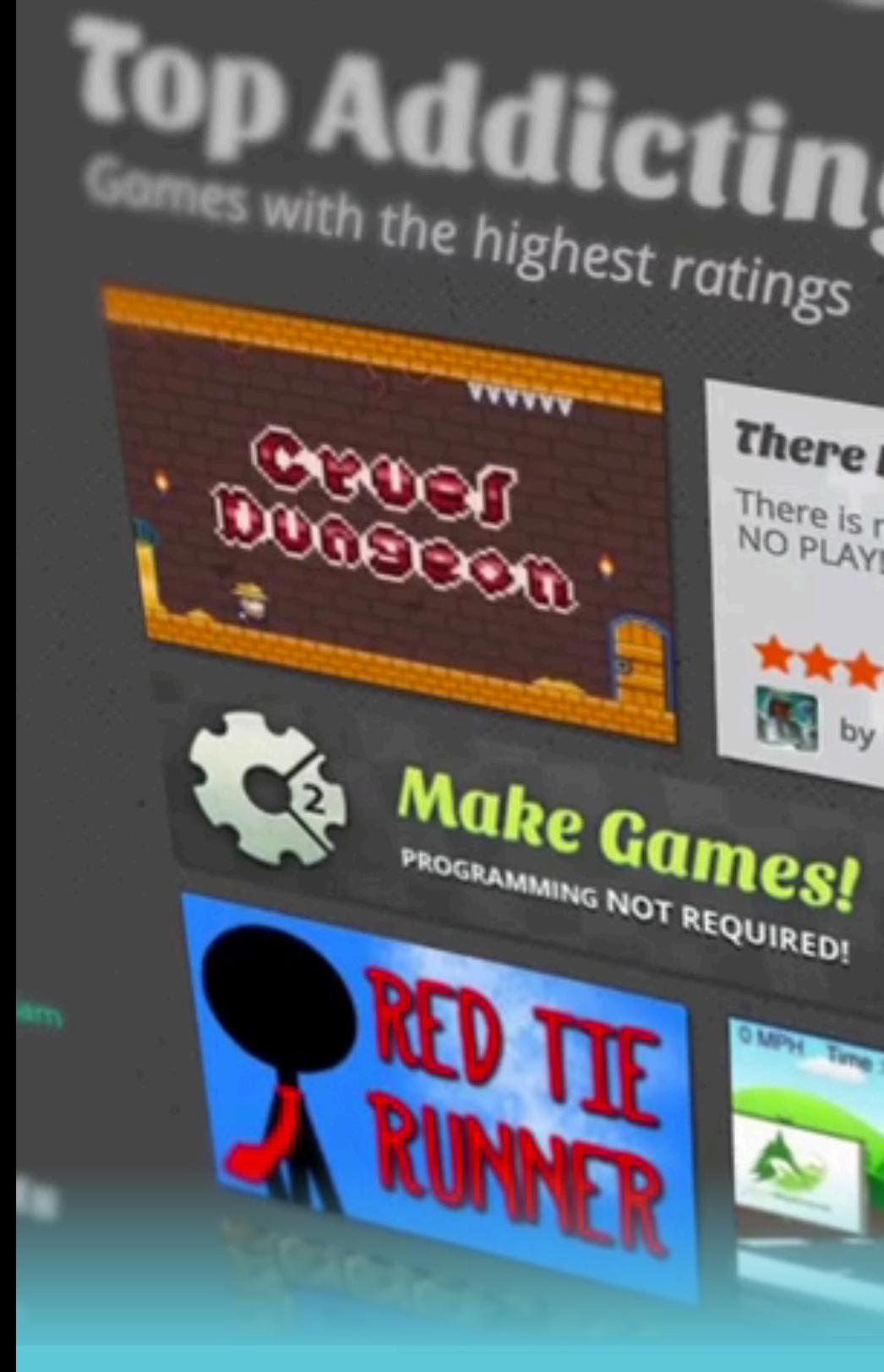
To launch a new version of its software in Construct 3, Construct needed a new website to cope with increasing demands. Rackspace was there to build the Azure infrastructure, managing the cloud deployment and setting up processes to deal with any issues.

### RACKSPACE SOLUTION

Rackspace Fanatical Support® for Microsoft Azure

### BUSINESS OUTCOME

Previously when something went wrong with its hosting environment, Construct would have to deal with the problem. Now Rackspace is there to pick up any problems, giving Construct developers the time to focus on doing what they love.



## London-based gaming start-up Construct selects Microsoft Azure backed by Fanatical Support® from Rackspace

Founded in May 2011, Construct is a gaming startup founded by brothers Ashley and Thomas Gullen. Construct 3, its current flagship product, allows the creation of computer games without the need for programming knowledge. The London-based start-up has been in development since 2007, with previous versions in Construct Classic and Construct 2 – Construct’s first commercial product, which has been downloaded around four million times worldwide.

### INCREASED DEMAND WITH CONSTRUCT 3

Construct’s old website had served it well, but a new version of its browser-based software Construct 3 required something different. Construct 3 runs entirely in web browsers, using a visual event-based system making games easy to build and edit from anywhere.

“When we first started, it was just me and Ashley with part-time help in areas such as artwork,” said Construct Director and Co-Founder Tom Gullen. “We started working on Construct 3 over three years ago because we believed it was highly important for our business to have a product that works and runs on the latest web technology, such as HTML 5. We’re at the bleeding-edge of technology, built now and for the future.”

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**TOM GULLEN, DIRECTOR AND CO-FOUNDER, CONSTRUCT**

Construct’s old website had been around since 2011, but increasing traffic and bandwidth meant significantly more demand. It sometimes had to serve over 300gb of bandwidth on a single day – in peak hours that could be three page views per second. Stability of the website had become a concern – even more so considering the advanced technological nature of Construct 3.

With very little money at the start, Construct self-hosted on dedicated servers which weren’t built to scale. Gullen said, “The old site was beyond repair, and we needed to be confident in having more space to grow. As a growing business, we needed a scalable solution. Retrofitting scalability on a large website is difficult, so we decided to start over.”

### LAUNCHING A NEW WEBSITE

Construct decided to invest significantly in its web infrastructure, choosing Microsoft Azure to host the new Construct 3 website. It picked Rackspace to design and build the Azure infrastructure, as well as manage and maintain the cloud deployment. As the website is now hosted in the cloud, Construct can deal with additional infrastructure demand by deploying more resources.

With Construct installing additional infrastructure in Cloudflare’s Railgun server, the website is now optimised for its growing user base. Gullen said, “The new Construct 3 website is more reliable with better error reporting and monitoring, mobile friendly and responsive with high DPI images, and has new architecture which allows the rapid development and deployment of new features. Naturally it has also gone through a complete redesign. After launching Construct 3, we had 10,000 users in the first 24 hours.”

### RACKSPACE IS THE ‘ADDITIONAL EMPLOYEE’

Gullen said, “During development, the Rackspace team proved themselves invaluable, exceptionally talented and always available to help when something goes wrong. Server administration is expertise we’re lacking in the company. We view Rackspace as an additional employee.

“When we self-managed our environment, I would have to deal with it when something went wrong. It might have been when I was on holiday and had to rush back to fix it.

**“DURING DEVELOPMENT, THE RACKSPACE TEAM PROVED THEMSELVES INVALUABLE, EXCEPTIONALLY TALENTED AND ALWAYS AVAILABLE TO HELP WHEN SOMETHING GOES WRONG. WE VIEW RACKSPACE AS AN ADDITIONAL EMPLOYEE.”**

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“Knowing that Rackspace is there offloads a lot off the stress and worry. I now need to spend very little time managing the servers, so I can spend more time doing what I love.

“Everything is positive. We’ve talked to a lot of the Rackspace techs who are extremely qualified and no-nonsense. They get on with things. When we asked them to add niche infrastructure like railgun, they just got on with it. ”

Construct has ambitious plans for the future of the website, such as making it more social and interactive. Currently it still runs its old website on its old servers, but plans to move everything to Azure. With the support of Rackspace, Construct also plans to put disaster recovery in place.

### KEY STAT

**10,000 users in the first 24 hours**

## ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it all on their own. Rackspace engineers deliver specialised expertise, easy-to-use tools, and Fanatical Support® for leading technologies including AWS, Google, Microsoft, OpenStack and VMware. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honoured by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at [www.rackspace.com/en-gb](http://www.rackspace.com/en-gb) or call us at **0208 734 2600**.



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