

DreamHack masters the Internet of Everything

Cisco Borderless Network breaks the Internet speed limit

At a glance

Recognized by the Guinness Book of Records as the world's largest digital festival and LAN party

Held twice-a-year in Jönköping, Sweden

Attended by over 20,000 gamers, programmers, and designers

Challenge

To make each event...

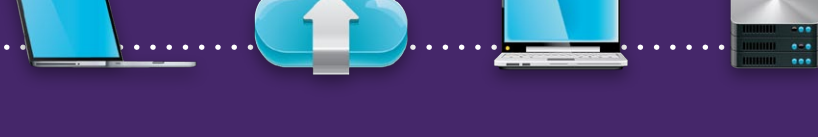
- Better
- Safer
- Faster

2011 2012 2013

Improve gaming experience

Enable connection of personal devices and, even, private servers

BYOD



Solution

Cisco Borderless Network



96Tbps

of traffic handled via Twin Cisco ASR 9000 Routers



450

Cisco Catalyst® 2950 Series Switches serving 142 gaming tables across three halls



100

Cisco Aironet® 1142 Series Wireless Access Points

DREAMHACK

Before

The network's built in five 16-hour days using 3000 man-hours of effort

After

The network's torn down, packed up, and flown back to Cisco Amsterdam

“

Usually, you invest in a network for 10 or 15 years and have to live with the consequences. Here it's the exact opposite. We always rip everything out and go back to the drawing board. That's the magic of DreamHack.”

Karl Andersson, Team Leader, DreamHack Network

Results

At **120Gbps**, DreamHack broke the Internet connection world speed record

Infrastructure much easier to manage,

with switch configuration reduced from days to less than an hour

100 percent network reliability

insures all tables are in the action at all times

“

When we moved to Cisco, reliability immediately improved. Now we spot a problem and fix it, often before receiving an alert. And everything's completely invisible to the players.”

Rok Podrajsek, Group Leader, DreamHack Core Network Team



[Click here to read the case study](#)



[Click here for more information on The Internet of Everything](#)

