



**“For this kind of real-time video game, we need powerful technology. And with IBM, we got it.”**

—David Garcia, Chief Executive Officer, Pixel Cream

### Business challenge

With a new multiplayer game in development, Pixel Cream sought a cloud hosting solution offering powerful technology, flexible configuration options and global data center locations.

### Transformation

Pixel Cream migrated from a Microsoft Azure environment to hybrid IBM® Cloud™ infrastructure hosted in data centers throughout Europe, the US, South America and Asia. Testing its new game with user groups worldwide, the firm plans to integrate IBM Watson® technology to automatically adjust player settings in its offering.



David Garcia  
Chief Executive Officer  
Pixel Cream

### Results

#### 15% lower latency

with high-performance IBM Cloud technology and data center presence worldwide

#### Improves flexibility and control

with intuitive, transparent and easy-to-use IBM Cloud capabilities

#### Reduces infrastructure costs

and reinvests funds in critical new business areas

## Pixel Cream

### Reducing latency by 15% to improve the multiplayer gaming experience

Launched in 2012, [Pixel Cream](#) is an independent video game developer based in Barcelona, Spain. In addition to creating its own video game offerings, the company provides a comprehensive range of third-party services, including game and application development; stand-alone design, publishing, sound and art services; marketing and advertising support; courses and training; and game porting. Pixel Cream is developing Way of Redemption, a cross-platform Multiplayer Online Sports Arena (MOSA) offering slated for global release in 2017.

### Solution component

- IBM® Cloud™

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