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Profile

Company

**Shanghai Kidstone
Network Technology Co.ltd**

Segment

game/comics

Location

Shanghai, China

Website

www.kidstone.com.cn



Introduction

Now a leading internet comic provider, Kidstone was once the largest creator and distributor of print comics in the industry. Over the years, they have worked with some very successful international game providers to publish comic titles including "Where's My Water", "Fruit Ninja", Plants vs. Zombies etc. Kidstone also developed some major titles including "Dungeon & Fighter" and "Blade & Soul" for Tencent, and "Moore Park" for TaoMee.

In 2010, Kidstone shifted its focus from print to the internet. By combining stories, comics, games and accessories, Kidstone established an Online to Offline (O2O) business model and omnimedia presence. To date, Kidstone is the only omnimedia practitioner with a business focus on comics.

The transition to online markets brought rapid growth but, as a result, costs in I.T. Infrastructure maintenance were soaring. Kidstone decided to move its I.T. infrastructure to a cloud environment and chose Fengqi Asia. Fengqi Asia's reliable cloud compute platform ensured that Kidstone could always deliver high performance, in spite of growing online demands.

The Challenge

In 2013, Kidstone launched a new project, "Star Era". Its challenge was to maintain consistent and fast access for their users amid a rapid user growth. A reliable and scalable I.T. infrastructure needed to be put in place within a short timeframe. An external cloud-based solution that offering high quality support and low maintenance cost was desired.

The Solution

To accommodate exponential user growth, Fengqi Asia increased hosting capacity by deploying additional servers and boosting computation power. While the process of scaling required configuration from both Fengqi Asia and Kidstone, Fengqi Asia's professional technical support team ensured the process ran smoothly and with no service interruption. On Fengqi Asia, deploying additional nodes, memory and storage could be done within a few minutes. Fengqi Asia also had measures to handle unplanned traffic spikes, as its elastic CPU resources can handle bursts of up to 4x the original demands. By moving its service to a scalable cloud infrastructure, Kidstone reduced workload and saved hardware costs.



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