



About Customer

NCSOFT is one of the leading online gaming publishers in the world, renowned for its technologies and services. Starting with the establishment of the U.S. subsidiary in 2000, NCSOFT is sharing the value of joy with more than 60 countries worldwide.

kr.ncsoft.com

Geo

Asia Pacific, Japan

Industry

Media and Entertainment

Solution Area

Power Artificial Intelligence

Pure Storage®

Products in Use

FlashBlade®

NCSOFT Boosts Data and Storage Efficiency for AI

NCSOFT is a global game company that develops popular PC and mobile games including Lineage, Lineage Blade & Soul, Blade & Soul 2, LineageM, and Lineage2M. Recently, NCSOFT began using AI to provide services that strengthen its development and service capabilities. To do this, NCSOFT needed a storage solution to efficiently manage complex data and decided to implement a simple and AI-optimized solution, Pure Storage FlashBlade.

After deploying FlashBlade, NCSOFT significantly reduced the time and value associated with storage and data management while gaining the flexibility to scale its on-premise infrastructure at no additional cost.

“FlashBlade is easy to deploy and operate. Both our developers and administrators are satisfied with the all-flash architecture’s performance.”

JIN-HYUK JANG,
DIRECTOR, IT
INFRASTRUCTURE NCSOFT

Impact on NCSOFT



Reduces operational costs and facilitates the management of growing data



Reduces time and effort with easy-to-deploy and operate infrastructure



Accelerates AI projects to develop and improve diverse services

Challenges



Needed to streamline management and cut time moving and loading data



Needed cost-effective and high-performance storage for computing resources

Results



Facilitates data management and reduces the time needed for processing data



Allocates volumes easily and scales with cloud like simplicity without draining workforce



NFS, SMB and S3-compatible, replicating data to S3 at no additional cost

Accelerating AI Projects for Today's Gaming Experiences

NCSOFT is a leading game developer and publisher. Early on, NCSOFT began using AI technologies to develop ML tools to improve the quality of graphics and reduce repetitive and manual tasks in game planning, artmaking, and programming.

To further this effort, the company established an AI Center consisting of Game AI Lab, Speech Lab, Language AI Lab, Knowledge Lab as well as Vision TF.

While carrying out these projects, NCSOFT had a hard time managing data. It took a long time for the company to move, load, and manage the data of each user, stage, and device. The company also had a hard time filtering unnecessary data, which led it to seek out a storage solution that could reduce the time of these tasks.

Expediates Timelines and Increases Convenience

Requiring high-performance storage for its bare metal, GPUvm and CPUvm environments, NCSOFT was interested in [FlashBlade, the leading unified fast file and object storage platform, for its simplicity, scale and high performance for running AI workloads](#). After completing a proof of concept (POC) and on-site testing, NCSOFT decided to implement FlashBlade, which reduced task times and improved efficiencies with easy configurations and management.

The company is now able to move and load data on the same day, which previously took several days to accomplish. The operations team can also quickly allocate volumes without having to assign personnel for the job. "FlashBlade is easy to deploy and operate. Both our developers and administrators are satisfied with the all-flash architecture's performance," shared Jin-hyuk Jang, Director of IT Infrastructure team for NCSOFT.

Furthermore, NCSOFT significantly reduced its total cost of ownership (TCO) by building an AI environment that is as scalable as the cloud while having it on-premise. FlashBlade's native file and object architecture also allowed NCSOFT to utilize S3 at no additional cost.

NCSOFT to Innovate with AI and Containers

NCSOFT is pursuing diverse innovations with AI to strengthen its leadership in the industry. To reach this goal, NCSOFT has been steadily increasing the scale of FlashBlade for several years with positive outcomes, and recently added new blades in bulk to accommodate more AI projects.

NCSOFT will continually use the AI and cloud-optimized performance of FlashBlade and is considering Portworx's industry-leading services for its container-based applications.

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