

Title: A Review of GameStop Subdomains

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Is\_self: False

Ever since the GameStop NFT subdomain became visible in May 2021, there has been an interest in tracking GameStop subdomains to infer what the company may be doing next.

**\*\*This post will review the internet domains and subdomains for GameStop and its subsidiaries.\*\***

The goals are:

- to show the software and services that GameStop uses in its operations,
- how they are represented in subdomain names,
- how these technologies work,
- and what this means for GameStop.

I will try to avoid too much speculation, but there are a few domains that are not obvious in their purpose.

This post follows some great work by other authors. In particular, u/hoooper359 was very helpful in reviewing this post before posting.

Many of you will see this post as extremely obvious. **\*\*\*The point here is to share information so that even the smoothest of apes can share in the same knowledge that other wrinkle-brains take for granted.\*\*\***

Many apes are network engineers, software or web developers, cyber experts, or spies. **\*\*\*You're welcome to add your knowledge to this post.\*\*\*** I'm familiar with this material, but I'm not an expert.

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## #I. Sources for research

I used these web sites to gather information:

- <https://subdomains.whoisxmlapi.com/lookup-report/7r2e3Jokxv>
- <https://webmagellan.com/explore/gamestop.com>
- <https://subdomainfinder.c99.nl/scans/2021-05-11/gamestop.com>
- <https://crt.sh/?q=%25.gamestop.com>

I don't know how reliable any of them are, so I used multiple sites to confirm that my search was thorough. There might be sites missing; feel free to add them. If you know that any of these domains are not related to GameStop, let me know and I'll edit this information. In general, most of the subdomains in this post are obviously related to GameStop.

If I include dates below, they were taken from the "whoisxmlapi" domain search, which includes dates for when a subdomain was *\*First Seen\** and when it was *\*Last Updated\**.

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## #II. What is a Subdomain?

The address you use to visit a web site is called the \*\*\*uniform resource locator\*\*\* (URL).

A well-structured URL contains a \*\*\*fully-qualified domain name\*\*\* (FQDN), which is the words with the dots between them that appears left of any slashes. For example, the FQDN for GameStop is ``www.gamestop.com`` and specific URLs might include slashes after the FQDN to navigate to specific paths within the web server.

The very last part, the “dot-com” or “dot-org”, is called the \*\*\*top-level domain\*\*\* (TLD).

The main part, plus the TLD, is the \*\*\*secondary domain\*\*\*. For example, “``gamestop.com``” is the secondary domain.

The additional information on the left is a \*\*\*subdomain\*\*\*. For example, “``nft.gamestop.com``” is a subdomain of the “``gamestop.com``” domain.

Sometimes a TLD is a two-letter suffix for the country in which the domain operates. This is the “dot-UK” for the United Kingdom or the “dot-CA” for Canada.

Sometimes a TLD is a generic TLD (gTLD), like “com” or “org” or “finance”.

You can find more TLDs on this Wikipedia page:  
[https://en.wikipedia.org/wiki/List\\_of\\_Internet\\_top-level\\_domains](https://en.wikipedia.org/wiki/List_of_Internet_top-level_domains)

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### #III. GameStop Top-Level Domains

These are the TLDs that I was able to find in my research. The “co” domain is officially for Colombia, but it’s often used as a shortened form of “com”. Where it’s used, it redirects to the main GameStop site. As most or all of you know, GameStop is branded as EB Games in the Commonwealth of Nations members that have a GameStop presence. It’s branded as Micromania in France.

```
``gamestop.com``
``gamestop.co``
``ebgames.co``
``ebgames.com``
``ebgames.ca`` (Canada)
``ebgames.co.nz`` (New Zealand)
``ebgames.com.au`` (Australia)
``gamestop.co.uk`` (United Kingdom)
``gamestop.eu`` (European Union; links to specific countries)
``gamestop.at`` (Austria)
``gamestop.ca`` (Canada)
``gamestop.ch`` (Switzerland)
``gamestop.de`` (Germany)
``gamestop.ie`` (Ireland)
``gamestop.it`` (Italy)
``gamestop.us`` (United States)
``micromania.fr`` (France)
```

From this list, you can see that \*\*GameStop operations are focused on the continents of Europe, Australia, and North America.\*\* You can see that there are no domains that exist for South America, Asia, or Africa.

Below are \*\*GameStop domains that redirect to other storefronts\*\*. Since all of these nations are members of the European Union, I’m going to assume that GameStop’s brand (and therefore domain

names) is protected under EU trademark rules. Based on this, I'm going to also assume that these companies are part of GameStop's international presence, but I couldn't find anything online to confirm the connection. The sites are well-designed and focused on videogames, which also suggests that GameStop is behind these companies. After looking at a lot of other gaming web sites for Eastern Europe, it's easy to see that these are pretty strong companies with a good investment in web design.

```gamestop.cz``` (Czechia; Redirects to **\*\*SuperGamer.cz\*\***)  
```gamestop.si``` (Slovenia; Redirects to **\*\*GameCenter.si\*\***)  
```gamestop.sk``` (Slovakia; Redirects to **\*\*pgs.sk\*\***, Play Go Smart)

These countries below have GameStop domains, but **\*\*the site is a static placeholder now\*\***. It is only a single page with no real content. If anyone from GameStop is seeing this, it would be a smart idea to redirect these domains to either the EU site or the main GameStop domain.

```gamestop.dk``` (Denmark; static page, no store)  
```gamestop.fi``` (Finland; static page, no store)  
```gamestop.se``` (Sweden; static page, no store)

These domains below **\*\*probably don't belong to GameStop\*\***. These sites load with content unrelated to GameStop. They might be domains that were previously registered and now have expired and have generic loading pages for the domain registry that licenses domains for that TLD. They might also be domain squatters. Sometimes "domain squatters" will hold a domain hostage, expecting to gain profit from reselling a domain back to the company that holds the copyright for the name. In either case, these links **\*\*DO NOT\*\*** belong to GameStop. For a real-world comparison, this is like the "GameStop" store that was seen outside of a U.S. military base in the Republic of Korea. There is zero corporate presence in the Republic of Korea right now; this is just a small business profiting from copyright violation.

```gamestop.fr``` (France)  
```gamestop.lt``` (Lithuania)  
```gamestop.mx``` (Mexico)  
```gamestop.nl``` (Netherlands)  
```gamestop.pt``` (Portugal)

These domains below are **\*\*dead links\*\***. Nothing loads (for me) on these sites. It might be plausible that there was a GameStop site for Spain in the 2010s, since the last time the "```gamestop.es```" subdomains were seen was around 2014. The subdomains included "```empleo.gamestop.es```" for jobs and "```powercard.gamestop.es```" which might be for PowerUp Rewards. There's no information suggesting that GameStop actually held the domains for Hungary or Russia.

```gamestop.es``` (Spain)  
```gamestop.hu``` (Hungary)  
```gamestop.ru``` (Russia)

The **\*\*Coupons generic TLD\*\*** (gTLD) below belongs to GameStop. It redirects through a bunch of link-tracking advertising domains before finally landing on the main GameStop site.

```gamestop.coupons```

The two gTLDs listed below are **\*\*domain squatters\*\***. These domains **\*\*ARE NOT\*\*** affiliated with GameStop.

```gamestop.cam```  
```gamestop.ai```

The gTLD below is probably part of the **\*\*scam digital currency\*\*** (GME coin) that is floating around. This domain **\*\*IS NOT\*\*** affiliated with GameStop. **\*\*Avoid this thing\*\***.

```gamestop.finance```

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#### #IV. GameStop Agency Subdomains

```
```gamestopagencyrem.gamestop.com```
```gamestopagencyrm.gamestop.com```
```www.gamestopagencyrem.gamestop.com```
```www.gamestopagencyrm.gamestop.com```
```gamestopagencydk.gamestop.com```
```gamestopagencydkk.gamestop.com```
```www.gamestopagencydk.gamestop.com```
```www.gamestopagencydkk.gamestop.com```
```gamestopagencyfi.gamestop.com```
```www.gamestopagencyfi.gamestop.com```
```gamestopagencyfr.gamestop.com```
```www.gamestopagencyfr.gamestop.com```
```gamestopagencyde.gamestop.com```
```www.gamestopagencyde.gamestop.com```
```gamestopagencyit.gamestop.com```
```www.gamestopagencyit.gamestop.com```
```gamestopagencyno.gamestop.com```
```gamestopagencynok.gamestop.com```
```www.gamestopagencyno.gamestop.com```
```www.gamestopagencynok.gamestop.com```
```gamestopagencyse.gamestop.com```
```gamestopagencysek.gamestop.com```
```www.gamestopagencyse.gamestop.com```
```www.gamestopagencysek.gamestop.com```
```gamestopagencych.gamestop.com```
```www.gamestopagencych.gamestop.com```
```

I don't know what **GameStop Agency** is, but it appears to only operate in Europe. My **SPECULATION** is that this is Nordic Bear Holdings Limited. According to GameStop's [SEC filing](<https://www.sec.gov/Archives/edgar/data/1326380/000132638021000032/ex211-fy20q4.htm>), Nordic Bear is an Irish company that is a wholly-owned subsidiary of EB International Holdings, which is a wholly-owned subsidiary of ELBO Inc, which is a wholly-owned subsidiary of GameStop Corp. I think that GameStop Agency might be a "doing business as" (DBA) for some kind of licensing under Nordic Bear's operations.

The two-letter tags on the end are **[ISO-3166 ALPHA+2 country codes]**(<https://www.iso.org/obp/ui/#search/code/>). These show GameStop Agency operations in Denmark (**DK**), Finland (**FI**), France (**FR**), Germany (**DE**), Italy (**IT**), Norway (**NO**), Sweden (**SE**), and Switzerland (**CH**). The two-letter tag for "RE" or "REM" might be Reunion Island, which is a French territory. I don't know why they would operate there though, so it could just be some other three-letter acronym completely unrelated to a country code. A quick search didn't show anything about Reunion Island being used as a tax haven. Nordic Bear's status as an Irish company is obviously because of the tax benefits that come from operating in Ireland. Apple is a well-known example of an American company using an Irish subsidiary to reduce taxes on European Union corporate operations.

There are also some domains that begin with **CSL**. Here are examples:

```
```csldenmarkdkk.gamestop.com```
```cslswedensek.gamestop.com```
```cslnorwaynok.gamestop.com```
```

The acronym "CSL" could stand for so many different things. "Controlled Shipping Level" (CSL) is a

standard supply chain acronym. If that's true, these might be key locations for GameStop's supply chain operations in Europe. Of course, CSL could easily be just about anything else.

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#### #V. LevelUp Employee Training

```
```levelup.ebgames.ca```  
```levelup.ebgames.co.nz```  
```levelup.ebgames.com.au```  
```levelup.gamestop.at```  
```levelup.gamestop.ch```  
```levelup.gamestop.com```  
```levelup-cert.gamestop.com```  
```levelupcoreapi-us.gamestop.com```  
```levelup-us.gamestop.com```  
```levelup.gamestop.de```  
```levelup.gamestop.dk```  
```levelup.gamestop.fi```  
```levelup.gamestop.ie```  
```levelup.gamestop.it```  
```levelup.gamestop.se```  
```levelup.micromania.fr```
```

GameStop has a mobile app and website called **LevelUp** that it uses to train employees. It's deployed internationally. This app is a [gamified training tool for new hires](<https://www.behance.net/gallery/35874881/GameStop-LevelUp>) that was [started in 2012](<https://www.chieflearningofficer.com/2016/04/11/gamestop-takes-training-to-the-next-level/>) by a GameStop employee.

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#### #VI. GameStop Care, Employment, Investor Relations, & News

```
```care.gamestop.com```
```

**Care** is GameStop's customer support page. This starts with an FAQ for common support questions and includes both email and telephone contact information for the support team. There was a subdomain `www.care.gamestop.com` that appeared on 17 January 2021. It's a dead link, only appeared for one day, but this shows that GameStop was working around with its customer support back in January.

```
```careers.gamestop.com```  
```jobs.gamestop.com```  
```jobs.gamestop.de```  
```careers.ebgames.com.au```
```

The **Careers** subdomain is the landing page for employment at GameStop. The **Jobs** subdomain redirects to the main GameStop site. Curiously, the Jobs subdomain is the newest, first appearing in September 2020. But the Careers subdomain continues to be the main domain, first appearing in 2015 according to my info.

The **Jobs** subdomain for the German GameStop site lists jobs for Germany, Austria, and Switzerland.

The **Careers** subdomain for EB Games in Australia shows the awards that EB Games has received in

recent years. It also is bold enough to include a link to an employee review site that has candid comments about both the good and bad parts of working for EB Games.

```
```investor.gamestop.com```  
```corporate.micromania.fr```  
```news.gamestop.com```  
```blog.gamestop.it```
```

If you've looked for GameStop press releases or SEC filings, the **Investor** subdomain is probably pretty well-known for you already. This is the address for GameStop's Investor Relations department.

The **Corporate** subdomain for Micromania provides the history of the company and a roadmap for future expansion, **including a goal to be the Number One entertainment distributor in 2022**.

The **News** subdomain includes a link to Investor Relations and Careers, along with press releases and a note on corporate social responsibility.

I assume that the **Blog** subdomain for the Italian GameStop site works, but it doesn't load for me. It does connect to ````gamestop.com```` though, so it probably only loads for visitors with Italian IP addresses.

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## #VII. Wholesale

```
```wholesale.gamestop.com```  
```ws.micromania.fr```
```

The **Wholesale** subdomain redirects to a BStock page. **BStock** is a site for overstock and liquidation auctions. Currently GameStop is using this page to offload mobile devices and accessories from its legacy mobile phone business. Along with this, the subdomain ````wireless.gamestop.com```` no longer works. I'm guessing that **WS** also equates to "wholesale" for the Micromania subdomain, but the FQDN redirects to the main Micromania page.

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## #VIII. Restyle & Reboot

```
```restyle.ebgames.com.au```  
```restyle.ebgames.co.nz```
```

For Australia and New Zealand, the **GameStop Restyle** program gets its own subdomain. This site allows users to purchase a customized console-gaming controller. The customer can choose from seven different colors to personalize seven different parts of their controller.

```
```reboot.ebgames.com.au```  
```reboot.ebgames.co.nz```
```

They also have the **Reboot** program. This is their repair service for a wide variety of electronic devices. In Europe (at least the Ireland GameStop) this service is branded as GameStop Repairs. Apparently North America is still waiting for right-to-repair laws to catch up with the EU and Australia, because repair services are not featured on their sites.

## #IX. Media, Content, and Advertising

```
```newsletter.gamestop.com```
```

```weeklyad.gamestop.com```  
```flyers.ebgames.ca```  
```catalogue.ebgames.co.nz```  
```catalogue.ebgames.com.au```

The **Newsletter** subdomain first appeared 23 July 2021. It's new. The **Weeklyad** and **Flyers** subdomains no longer work. I could have sworn that these loaded content when I checked them before. GameStop used **Amplience** in the U.S. and **Flyertown** in Canada for their weekly flyer distribution. The EB Games **Catalogue** subdomains for Australia and New Zealand still work, but they haven't been updated since 2020 and 2018 respectively. It looks like GameStop has been shifting away from flyer-based advertising programs for a couple of years, but things are definitely changing now.

```media.gamestop.com```  
```medias.micromania.fr```

The **Media** subdomain for GameStop still shows that it's connected to Amplience services, but it doesn't load any meaningful content. The **Medias** subdomain for Micromania doesn't load any content; I'm assuming it's still related to advertising media because the name is so similar.

```links.ebw.ebgames.com.au```  
```link.gamestop.com```

The **Links** subdomain for EB Games Australia uses Silverpop. **Silverpop** is an IBM email campaign marketing service based on their Watson AI technology. The Link subdomain for GameStop uses **Lyris ListManager**, an email campaign marketing service that's now branded as Aurea. Not sure why the GameStop version carries the old brand. These might also be legacy subdomains following the 23 July update.

```location.micromania.fr```  
```local.gamestop.com```  
```localm2.gamestop.com```  
```events.ebgames.com.au```

These Local subdomains provide **location-based content** to the customer based on their location. As an example, this might include special coupons or bargains based on the nearest store to the customer. The EB Games subdomain looks like it hasn't been updated for a while; it still talks about a 15 November midnight launch for Pokemon Sword & Shield.

```splash.ebgames.com.au``` (Literally the EB Games splash page)  
```mi.gamestop.com``` (Moveable Ink)  
```radialimages.gamestop.com``` (Radial Images???)

These three subdomains are related to loading images for various GameStop web sites. The first subdomain is **literally just the splash page for the EB Games Australia logo**. The second subdomain is linked to **Moveable Ink**. This company provides web content that is tailored to each unique customer, creating a bespoke shopping experience. The third site **might be related to another company called Radial Images**, or it might literally be a subdomain that provides radial images as backgrounds for GameStop web content.

```content.ebgames.com.au```  
```content.ebgames.co.nz```  
```preview.gamestop.com```

These last three subdomains do not load for me. Based on the name, they were probably created to serve up additional images for GameStop web sites. The **Content** subdomain for EB Games Australia and New Zealand returns a cryptographic error, probably because my computer is not an authorized user of the subdomain. The **Preview** subdomain for GameStop redirects to the main GameStop site.

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## #X. Corporate and VPN Subdomains

```
```login.gamestop.com```  
```okta-mfa-ack.gamestop.com```  
```sso.gamestop.com```  
```myaccess.gamestop.com```  
```gsxenapp.gamestop.com```  
```owa.gamestop.com```  
```autodiscover.gamestop.com```  
```kronosmobile.gamestop.com```  
```kronosmobilecan.gamestop.com```  
```myworkday.gamestop.com```
```

I lumped these subdomains into a generic “corporate” category.

The **Login** subdomain is for accessing GameStop's corporate intranet. It uses **Okta** for multi-factor authentication (MFA), which is a cloud-based identity-management service. Okta gives users access to sites and applications based on who they are and their role within the organization. The single sign-on (**SSO**) subdomain is a standard security measure for large organizations. GameStop employees log into this server with their MFA and the server preserves the user's authentication across all other servers that the user accesses during their online session. Log in once, access many resources.

The **Myaccess** subdomain is for a **Citrix** virtual desktop interface (VDI). If you've used Schwab's StreetSmart Edge or Fidelity's Active Trader Pro, then you already have an idea how a Citrix VDI provides a cloud-based desktop session without storing any sensitive information on the user's own computer. The **GSXenApp** subdomain is for GameStop's instance of XenApp, which is also the Citrix VDI.

The **OWA** subdomain is for Microsoft's Outlook Web Access (OWA), and **Autodiscover** redirects to Office 365. GameStop's use of Microsoft products should be no surprise, especially after they closed the deal with Microsoft at the beginning of 2021 to increase use of Microsoft products and receive revenue sharing for the lifetime of all Microsoft Xbox consoles sold through GameStop.

The **KronosMobile** subdomain is for U.S. GameStop employees to access the Kronos time-card and work scheduling application. **Kronos** is a product of Ultimate Kronos Group (UKG). The **KronosMobileCAN** subdomain is for Canadian employees.

The **MyWorkday** subdomain is for **Workday**. This is an Enterprise Resource Planning (ERP) company that was created by the founder of PeopleSoft after a hostile takeover from Cisco. [Here's a page with a video](<https://www.workday.com/en-us/solutions/organization-size/medium-enterprise/for-it.html>) that explains what Workday does, if you're interested.

```
```vpn.ebgames.com.au```  
```vpneu.gamestop.com```  
```b2bvpn.gamestop.com```  
```www.vpn.ebgames.com.au```  
```www.b2bvpn.gamestop.com```  
```vpnit.gamestop.com```  
```vpnca.gamestop.com```  
```vpncabkup.gamestop.com```
```

A **virtual private network** (VPN) is a way to securely connect to a private network across the internet. In this case, it's a way for GameStop employees around the world to connect to corporate servers securely without leaking information onto the internet for would-be corporate spies. The **B2B VPN** is most likely



set up for GameStop to coordinate with external partner companies for supply chain management. The other VPNs are clearly labeled for Australia (com.au), Europe (vpnEU), Italy (vpnIT), and Canada (vpnCA and vpnCAbackup as a backup). Yes, I know that Italy is in Europe; it's what this list shows.

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## #XI. Web Development

```
```mobileappadmin.gamestop.com```  
```dev.gamestop.com```  
```dev.m2.gamestop.com```  
```smoke.gamestop.com```  
```smoke.m.gamestop.com```  
```staging.gamestop.com```  
```staging.m.gamestop.com```
```

The **MobileAppAdmin** subdomain is probably for GameStop developers to update the GameStop mobile app. It uses Okta MFA for the login, which I can't get into because I'm not a mobile app admin.

Here's a [good link (umbraco.com)](<https://umbraco.com/knowledge-base/staging-environment/>) to explain the Dev, Staging, and Smoke subdomains.

The **Dev** subdomains are for GameStop developers to build a future version of the web site. This allows them to test out new code on a dedicated server.

The **Smoke** subdomains are for running a "[smoke test (freecodecamp.org)](<https://www.freecodecamp.org/news/smoke-testing/>)" on the new code. This is a quick test of the major functions of the web site. Can a user search for their favorite games? Can they add purchases to the shopping cart? Can they make a secure online purchase? These are the main uses for the site, so developers will confirm that they work.

The **Staging** subdomains are for finished code to be deployed to a live environment. This is where developers push their finished code before it finally becomes the official version of a newly revamped GameStop site.

```
```blue.snaplogic.gamestop.com```  
```green.snaplogic.gamestop.com```  
```blue.okta-mfa-ack.gamestop.com```  
```green.okta-mfa-ack.gamestop.com```  
```green-levelupcoreapi-us.gamestop.com```  
```green-gi-webcrm.gamestop.com```  
```blue.webform.gamestop.it```  
```green.webform.gamestop.it```
```

These subdomains are just examples I found in searching. They show how GameStop developers use **[Blue and Green deployment servers (Wikipedia)]([https://en.wikipedia.org/wiki/Blue-green\\_deployment](https://en.wikipedia.org/wiki/Blue-green_deployment))** for their development. This is the last stage of pushing updated code to the internet. One of the servers will have the old code running on it. The other server will have the new code running on it. If the new code somehow gives issues for customers, GameStop developers can switch back to the other server to get rid of the problems until they can fix the code. One server is production, the other is staging. Blue and Green servers alternate in these roles.

```
```origin-levelup.ebgames.ca```  
```origin-levelup-us.gamestop.com```  
```origin-purid.gamestop.com```  
```origin-levelup.gamestop.de```  
```origin-levelup.gamestop.ie```
```

```
```origin-levelup.gamestop.it```
```origin-ch.gamestop.ch```
```origin-de.gamestop.de```
```origin-dk.gamestop.dk```
```origin-fi.gamestop.fi```
```origin-ie.gamestop.ie```
```origin-it.gamestop.it```
```origin-se.gamestop.se```
```origin-ca.ebgames.ca```
```origin-levelup.gamestop.at```
```origin-levelup.gamestop.ch```
```origin-levelup.micromania.fr```
```origin-levelup.gamestop.com```
```origin-levelup.ebgames.co.nz```
```origin-levelup.ebgames.com.au```
```origin-snaplogic.gamestop.com```
```origin-levelup.gamestop.dk```
```origin-levelup.gamestop.fi```
```origin-levelup.gamestop.se```
```

Once GameStop developers have fully-functional code, the working code moves to an **[Origin Server (cloudflare.com)]**(<https://www.cloudflare.com/learning/cdn/glossary/origin-server/>). This is where GameStop content originates. GameStop uses a **content distribution network** (CDN) to speed up the time it takes to load web sites. The CDN edge servers are closer to the customer's location, so they load content faster. These edge servers cache the files and code from the origin server when a local customer tries to access the GameStop web site. This is how most big-company web sites operate today. As far as I can tell, GameStop uses **Cloudflare** for its CDN. These origin servers are for the customer-facing main sites, the employee-facing LevelUp sites, and "PURID" for PowerUp Rewards ID – the server that manages customer logins for the GameStop site.

```
```cert.api.gamestop.com```
```cert.gamestop.com```
```cert.m2.gamestop.com```
```scep.ebgames.com.au```
```www.scep.ebgames.com.au```
```

These subdomains are for user authentication. The **SCEP** is Simple Certificate Enrollment Protocol. These servers authenticate a customer's access to secure data on GameStop websites when the customer is logged into their PowerUp Rewards account or when they are making a secure online purchase.

```
```apigateway.gamestop.com```
```api.micromania.fr```
```mobileapi.gamestop.com```
```api-dev1.gamestop.com```
```api-test1.gamestop.com```
```api.gamestop.ch```
```api.gamestop.de```
```api.gamestop.dk```
```api.gamestop.it```
```api.gamestop.se```
```

These subdomains are for the **Application Programming Interface** (API). This is a standard approach to web design for dynamic-content sites like the GameStop sites. The API provides a single address for customer browsers to request the content in GameStop pages. The API retrieves data from other servers (like the CDN or Origin servers), combines them together, and presents a single web page for the customer.

```
```coreapi.gamestop.com```  
```coreapi.gamestop.de```  
```coreapi.gamestop.ie```  
```coreapi.gamestop.it```  
```coreapi.gamestop.ch```  
```coreapi.micromania.fr```  
```coreapi.ebgames.co.nz```  
```coreapi.ebgames.com.au```  
```coreapi.gamestop.dk```  
```coreapi.gamestop.fi```  
```coreapi.gamestop.se```
```

These subdomains are for a **core API**. There are a lot of different potential applications named Core API. Simplest answer being the most likely, these servers probably just contain the main software for the various APIs that GameStop servers use to create and present content to customers.

---

## #XII. Other Applications Used

```
```connx.ebgames.co.nz```  
```connx.ebgames.com.au```  
```tableau.gamestop.com```  
```sfccdev.micromania.fr```  
```sfcc-dev.gamestop.com```  
```sfcc-stg.gamestop.com```  
```sfcc-test1.gamestop.com```  
```sfcc-test2.gamestop.com```  
```perf.gamestop.com```  
```perf-dev.gamestop.com```  
```perf-stg.gamestop.com```  
```snaplogic.gamestop.com```  
```dam.gamestop.com```
```

**ConnX** is an application that [helps companies aggregate and analyze Big Data]([https://www.softwareag.com/en\\_corporate/platform/integration-apis/connx.html](https://www.softwareag.com/en_corporate/platform/integration-apis/connx.html)). Both the Australian and Kiwi EB Games have ConnX, but it seems to be distinct from the rest of the GameStop international infrastructure.

This maybe isn't surprising, since GameStop operations in many of the European countries had been running specialized configurations with different software. It seems that the last couple of years have been a transformation to better standardize applications and infrastructure around the globe.

**Tableau** is an application for turning Big Data into beautiful visualizations. If you want to take billions of database records and turn them into a one-page graphic that helps corporate leaders quickly assess information and make decisions, then this is the app for you. Think of it like Excel pivot charts on steroids. Tableau is owned by **Salesforce**.

The **SFCC** subdomains are for **Salesforce Commerce Cloud**. This is an eCommerce framework that improves customer experience with online shopping. Salesforce is the leader in this market. You may have noticed that GameStop's SMRT team, the people who send out the great tweets from GameStop Twitter accounts, use Salesforce to manage their Twitter campaign. Salesforce is the backbone of a lot of GameStop's customer-facing efforts.

Originally, I thought that the **Perf** subdomains might be related to the GameStop Performance Center, the [11,000 square foot training facility (YouTube)](<https://youtu.be/trZlhWuu6-M>) that GameStop operates

in Frisco, Texas. But u/hooper359 identified in the site's HTTP header that it mentioned **Demandware**. That's the old name for SFCC, so these domains are part of GameStop's Salesforce infrastructure, with development, staging, and deployment.

**SnapLogic** is a dataflow tool that integrates different applications together without needing complex code (or without maintaining complex code); think of it like IFTTT for big companies. This application would be a good way to string together all of the other applications above into a single, seamless workflow. Though GameStop has been working with SnapLogic development domains for at least the past year, **this particular subdomain didn't appear until 29 June 2021**. It looks like GameStop is preparing to simplify its efforts to scale-up its online workflow. That's an extremely bullish sign.

The **DAM** subdomain is for Digital Asset Management. This is a way to keep track of digital assets at scale. In this case, it's probably about managing the images, videos, and logos on GameStop web sites to make sure that the right images (the new ones) are used instead of the wrong (old) ones. GameStop uses **NetX** for DAM. NetX has been doing DAM for over 20 years. GameStop has been working on the DAM for over a year; the `origin-dam.gamestop.com` subdomain first appeared on 27 March 2020.

---

### #XIII. Quality Assurance

```
``qa.gamestop.com``  
``qa.m2.gamestop.com``  
``qa2.gamestop.com``  
``qa2.m2.gamestop.com``  
``qa3.gamestop.com``  
``qa3.m2.gamestop.com``  
``qa4.gamestop.com``  
``qa4.m2.gamestop.com``  
``qa5.gamestop.com``  
``qa5.m2.gamestop.com``
```

These QA subdomains are for **quality assurance**. At first, I thought this might be for supply chain management, making sure products are delivered from stores or warehouses. But notice that there are mobile subdomains (m2) along with regular subdomains. This points to quality assurance for the web sites themselves. These QA subdomains are probably so that developers can catch problems with the code as a site operates live.

These QA subdomains **first appeared on 30 April 2021**. They're very new, as GameStop subdomains go. They are a silent example of how RC is changing GameStop.

There's a concept in software development called DevOps. For this case, it would be a way for GameStop's network engineers, software developers, and designers to rapidly push updates to the web sites to keep content fresh while also making sure that no errors make it to the live production environment (the web site that customers see). It looks like a lot of the infrastructure created (Smoke, Staging, QA) is focused on the web sites themselves. This is a clear example of how GameStop is repositioning itself to become an eCommerce-focused brand.

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### #XIV. Power to the Creators

```
``creator.ebgames.ca``  
``creatorapi.ebgames.ca``  
``creator.gamestop.com``
```

```

```creatorapi.gamestop.com```
```creator.gamestop.de```
```creatorapi.gamestop.de```
```creator.gamestop.ie```
```creatorapi.gamestop.ie```
```creator.gamestop.it```
```creatorapi.gamestop.it```
```creator.gamestop.at```
```creator.gamestop.ch```
```creator.ebgames.co.nz```
```creator.ebgames.com.au```
```creatorapi.micromania.fr```
```creatorapi.ebgames.co.nz```
```creatorapi.ebgames.com.au```
```creator.micromania.fr```
```creator.gamestop.dk```
```creator.gamestop.fi```
```creator.gamestop.se```
```creatorapi.gamestop.at```
```creatorapi.gamestop.ch```
```creatorapi.gamestop.dk```
```creatorapi.gamestop.fi```
```creatorapi.gamestop.se```
```creatorapi-prod-us.gamestop.com```

```

I don't know what these subdomains are for. Here's the order they were added, with the earliest dates I have available:

Subdomain	Date
EB Games Canada	4 January 2019
GameStop main (US)	4 January 2019
GameStop Germany	4 January 2019
GameStop Ireland	4 January 2019
GameStop Italy	4 January 2019
GameStop Austria	29 July 2020
GameStop Switzerland	29 July 2020
EB Games Australia	8 August 2020
EB Games New Zealand	8 August 2020
Micromania (France)	9 September 2020
GameStop Denmark	19 May 2021
GameStop Finland	19 May 2021
GameStop Sweden	19 May 2021

What's interesting here is that these Creator subdomains exist recently for countries like Sweden and Finland. If you remember the review of TLDs at the top of this post, I mentioned that the FQDNs for Finland and Sweden are static sites without any business presence. \*\*\*The appearance of these Creator subdomains suggests that GameStop isn't really done operating in Scandanavia\*\*\*. I have a tinfoil-hat theory about what's happening, but I promised to keep speculation down.

These Creator subdomains redirect to the LevelUp service. The LevelUp site redirects to the same Okta login page as any employee of GameStop. Clearly, GameStop is treating users of these Creator subdomains like employees, or at least employee-equivalents. These Creator subdomains could be for GameStop web developers, or they could be a front-end interface for "creators" to access GameStop's infrastructure as a means to deliver their "creations." If you know what's going on here, please add more info.

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## #XV. Non-Fungible Tokens

```nft.gamestop.com```

```ipfs.nft.gamestop.com```

This is the subdomain that started all of the interest in GameStop domains in general. I don't think I need to explain this, but GameStop is launching an ERC-721 **non-fungible token** (NFT) on the Ethereum network.

The **IPFS** subdomain is explained beautifully by u/hooper359, so you should just read his post if you want to understand what IPFS means for the NFT space.

[https://www.reddit.com/user/hooper359/comments/osr91k/new\\_ipfs\\_subdomain\\_possibly\\_for\\_a\\_digital\\_games/](https://www.reddit.com/user/hooper359/comments/osr91k/new_ipfs_subdomain_possibly_for_a_digital_games/)

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## #XVI. Genba

```qa.genba.gamestop.com```

```www.qa.genba.gamestop.com```

```genba.gamestop.com```

```www.genba.gamestop.com```

The **Genba QA** subdomain appeared on 22 December 2020. The regular **Genba** subdomain appeared on 17 May 2021, **one day before the NFT subdomain**. I think that "Genba" is **Genba Digital**. That's where I'll leave this for now, because this is already too long and I don't want to veer too far away from verifiable facts. Maybe next time I'll write some speculative fan fiction about where I think GameStop's strategy is going in the coming months. Let me know what you think, and – of course – please correct anything that's wrong with this post.

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## #XVII. TA;DR

This post reviewed the internet domains and subdomains for GameStop and its subsidiaries. The goals were:

- to show the software and services that GameStop uses in its operations,
- how they are represented in subdomain names,
- how these technologies work,
- and what this means for GameStop.

Thanks if you actually completed this beast.

Sincerely,

-PMNK.