

Real-time data access drives customer loyalty and accelerates growth in a competitive market

Industry

Gaming

Location(s)

North America

Technologies

- Google Compute Engine (GCE)
- Google Kubernetes Engine (GKE)
- Cloud Dataflow
- Cloud Composer
- Cloud Build
- Google Cloud Storage
- Google BigQuery

Overview

This interactive media and online gaming company engaged Pythian's Google experts to advance its cloud infrastructure and streamline how it ingested data into Google Cloud for stronger business insights on product performance, user experience and overall statistics. The business needed a more scalable environment to support their growth and real-time access to consumable data for identification and access management and business intelligence.

North American gaming company achieves more robust business insights with rapid ingestion of data into Google Cloud

On-premises environments create delays and distress for users, especially in the fast-paced world of online gaming. A 24-hour data delay due to outdated infrastructure was costing a leading gaming company time and customer loyalty. They knew they could attract and retain more customers by migrating to the cloud and putting their data insights to work in real time.

By migrating their environment to Google Cloud, the company could:

- Act quickly to address any issues
- Track user interactions with new features to direct development
- Deliver uninterrupted gaming from a scalable environment

They engaged the experts at Pythian to transition their infrastructure to Google Cloud in under four months.

Today, the business has:

- Eliminated significant upfront investments in IT infrastructure
- Used actionable insights that boost customer engagement and retention

Cloud infrastructure delivers real-time, trusted insights to direct product delivery and development.

Business need

This online gaming company needed a cloud platform to support their global business as well as the ability to enrich, transform and consume data to govern game outputs and maintain user loyalty accurately. Existing on-premises solutions hindered their performance, which limited development and were difficult to maintain.

Gaming company seeks actionable insights to direct their future releases and user engagement

In the competitive gaming industry, delivering new and engaging online experiences and updates is critical. The company wanted more timely access to their usage data so their teams could innovate faster and receive customer feedback in hours, not weeks. They made the strategic decision to move to the cloud to:

- **Support global business.** The business was growing rapidly with users around the world. They needed a cloud infrastructure to support games at all times and without interruption.
- **Manage user experience.** The gaming company struggled with enriching, transforming and consuming data quickly enough to govern game outputs and maintain user loyalty.
- **Address issues in real time.** Batch data feeds made the company slow and reactive whenever there was an issue. They wanted to stay ahead of any problem and resolve it before negatively impacting user loyalty.

On-premises solutions hindered the company's user experience, limited development and made maintenance difficult.

Real-time data processing was unattainable until they migrated to Google Cloud.

Solution/What We Did

Pythian designed a cloud migration strategy using Google Compute Engine (GCE) and Google Kubernetes Engine (GKE), then deployed real-time data pipelines with Google Cloud Dataflow and Cloud Composer to:

- Record end-to-end data transformations
- Ingest data into Google BigQuery
- Save time and resources

Pythian experts deliver the latest cloud accessibility, governance and management services

The company engaged Pythian due to its Google Cloud expertise and proven track record. Pythian designed a cloud migration strategy using Google Compute Engine (GCE) and Google Kubernetes Engine (GKE), then deployed real-time data pipelines with Google Cloud Dataflow and Cloud Composer to:

- **Record end-to-end data transformations.** Pythian deployed GCE Virtual Machines for Identify-Aware Proxy (IAP) Bastion hosts, while GKE was used to host the Pythian-built metadata service called Governor. This metadata service records data transformations and steps from ingestion to Google Cloud Storage, all the way to governed data in Google BigQuery for improved visibility.
- **Ingest data into Google BigQuery.** These cloud-based data pipelines ingest data from other cloud platforms and trigger events to govern and transform the data into Google BigQuery to provide more data and drive actionable insights.

- **Save time and resources.** With their new cloud infrastructure, the company eliminated the need to purchase equipment and hire staff to manage their growing data volumes. In their industry, usage data grows at an accelerated rate based on the often-unpredictable popularity of their games.

Pythian completed the project in less than four months and automated many processes using their predefined framework to guide the architecture and implementation.

Result/Key Outcomes

With their new Google Cloud environment, the gaming company is boosting their customer loyalty by providing:

- Access to real-time data which alerts the company quickly to any delivery or user experience issues.
- Protection of their user and game statistics which requires robust security and governance.
- Better assessment of the trustworthiness of data and avoidance of data misconceptions that could skew analyses.

Business insights drive proactive decisions on product development and delivery

With their new Google Cloud environment, the gaming company is boosting their customer loyalty by providing:


- **Better customer service.** Constant access to data alerts the company quickly to any delivery or user experience issues. Previously there was a 24-hour delay in getting this data, which often resulted in disappointed gamers.
- **Robust security.** Protecting their user and game statistics requires robust security and governance. The Google Cloud platform protects this valuable information and keeps it secure.
- **Data lineage control.** With Google Cloud Storage, Google Dataflow, Google Composer, Google BigQuery and Google Cloud Build for continuous integration pipelines, the company can track data lineage to better assess the trustworthiness of the data and avoid data misconceptions that could skew analyses.

In a short period of time, the gaming company transitioned from reactive decision-making to responding to situations in real time. They have a scalable environment that supports growth and offers uninterrupted access to consumable data for identification, access management and business intelligence.

Proactive decisions based on real-time data boost customer loyalty.

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ABOUT PYTHIAN

Founded in 1997, Pythian is a global IT services company that helps organizations transform how they compete and win by helping them turn data into valuable insights, predictions and products. From cloud automation to machine learning, Pythian designs, implements and supports customized solutions to the toughest data challenges.

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