



CASE STUDY

A Global Media Giant's Successful Implementation of DevOps to Accelerate Game Releases



A LITTLE ABOUT THE CLIENT

The client, a US-based global media entertainment company, is one of the largest video game developers, providing high-quality interactive game experiences, across mobile and console platforms, for fans of all ages. To cope with the increasing demands of a massive and global customer base, the client wanted to achieve faster release cycles and shorter time to market by introducing automated deployments and scalability to their system.

THE CLIENT'S NEED

The client recognized that they were unable to meet the growing demands of their millions of active users, and were losing them to the competition due to delays in game releases. They wanted to implement DevOps to better adapt their current infrastructure for reducing the time to market and meeting the needs of their users.

They knew that the right implementation of DevOps had the potential of allowing them to develop faster without increasing the size of their internal team and spend more time focusing on user experience. They were seeking a partner with experience and expertise in applying DevOps principles so that their team could be empowered to improve the release rates and reduce the time to market, with a renewed focus on new product enhancements while improving the user experience.

The challenges faced by the client are summarized below:

- Absence of a formal DevOps team and processes
- Increase in release failure rates and slower time to market
- Minimal collaboration between the IT and development teams
- Higher business spends on cloud computing
- Slow and manual infrastructure management
- Primitive cloud and application monitoring
- Lack of continual integration and deployment





NETENRICH'S SOLUTION

The client engaged Netenrich to introduce DevOps practices, but the initial architecture required remediation to make sure their technology aligns with the DevOps methodologies. Netenrich conducted detailed assessments of the client's existing DevOps and TechOps capabilities and adopted best practices for an agile, holistic DevOps which could be scaled to meet business demands. The client's new DevOps practice included capabilities like release management, continuous integration and delivery, change management, Unified Source Code Management and Infrastructure-as-a-Code.

Netenrich optimized the client's global media and gaming environment to enable continuous deployments, end-to-end server management and post server provisioning using tools like Chef/Puppet and VM templates in private cloud. The new DevOps environment also included application performance management with easy-to-scale applications and server configuration management. Netenrich also categorized the applications according to datacenter, environment, property, and role. In resolving the client's continuous deployment challenges, Netenrich developed and deployed an automated platform providing end-to-end monitoring for continual improvement using shared services.



Advantages derived from the Netenrich engagement:

HOLISTIC, SCALABLE, AUTOMATED DEVOPS
WITH CONTINUAL IMPROVEMENT

SINGLE VIEW OF INFRASTRUCTURE
THROUGH THE ENTERPRISE COMMAND
CENTER

MODERN, OPTIMIZED IT ENVIRONMENT
WITH END-TO-END SERVER AND
APPLICATION MANAGEMENT

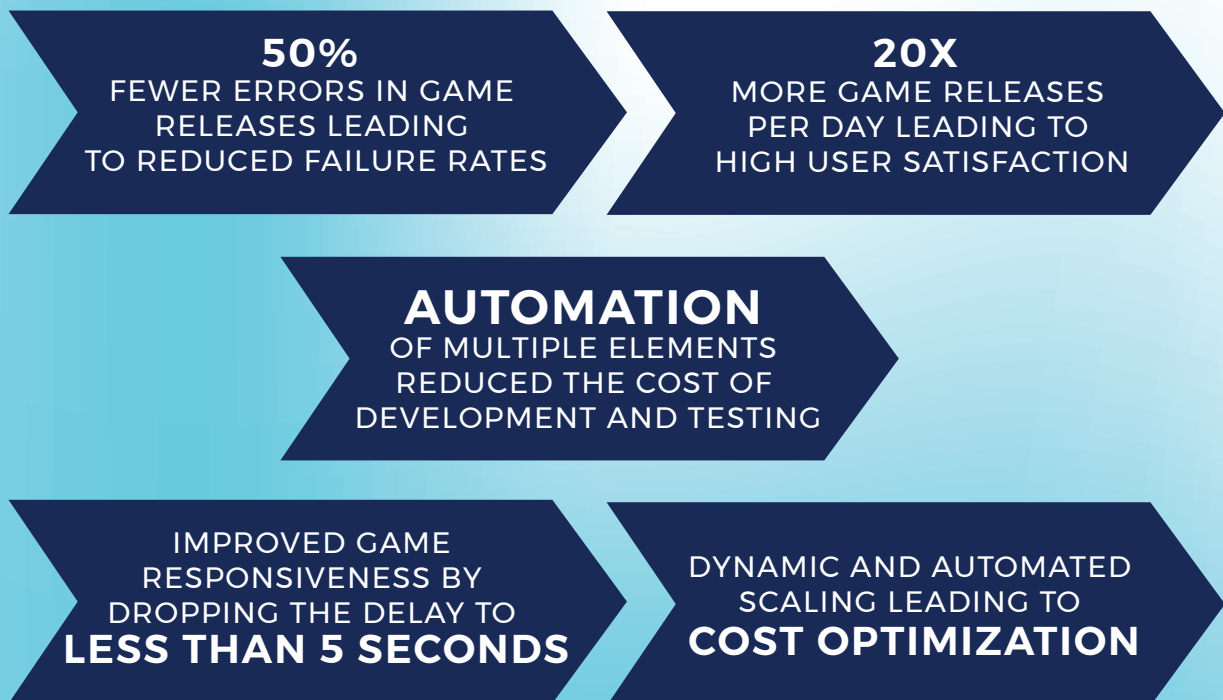
24X7, SLA-BASED SUPPORT AND LIVE
MONITORING OF NETWORK, SERVERS,
AND APPLICATIONS



BENEFITS DERIVED FROM NETENRICH'S SOLUTION

As part of our DevOps managed services, Netenrich worked as an extension to the client's development team, by optimizing their infrastructure processes and procedures to enable collaboration between teams for continuous integration, continuous deployment, quicker release cycles and improved efficiency. NetEnrich's DevOps managed services helped plug the gaps that existed between development, quality, and IT operations teams.

The benefits of the partnership with **Netenrich** include game performance improvement, faster release cycles and time to market, reduced operational expenditure, and automated holistic DevOps with simplified server and application management. These benefits not only helped resolve the client's existing DevOps challenges but also improved their market share and standing resulting in improved user satisfaction, giving them a competitive edge in the market. Some of the other significant benefits include:



OUTCOMES FOR THE CLIENT:

Netenrich helped the client stay on top of changing market and customer dynamics by resolving their DevOps challenges, leading to increased release rates, reduced time-to-market and improved user experience. The final solution resulted in improved game performance, and reduced failure rates. The client appreciates the time and cost savings delivered by Netenrich and believes that it was the best decision they made by partnering with Netenrich for their DevOps.

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ABOUT NETENRICH

Netenrich is the partner you need to simplify, control

and optimize existing and new technological frameworks. Netenrich's services for IT Operations ensure that these services meet the reliability and quality demands of end-users, through 24x7 monitoring and proactive management of every component in their infrastructure. We leverage our expertise, as well as the advanced tools and methodologies to ensure zero network outages and business continuity for partners and clients

It means we've industrialized the services you need, down to a science. Costs get cut dramatically, automation becomes extreme, orchestration goes global and your services improve exponentially. We do it like a factory industrializes manufacturing and that means you get the best product, every single time.

We handle the routine, so you can focus on the remarkable.

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