Game development lifecycle streamlined for a leading game manufacturer

Client background

Client: Leading gaming company

Industry: Gaming

Products or services: Video games, casino slot machine games

Areas of operation: Worldwide

Number of employees: Over 4,000

Leading game manufacturer improves efficacy in its game development, localization, regulatory compliance and G2S (Game-to-System) protocol through original games development and software internationalization.

Challenge

The client was in a competitive gaming industry where they needed to release new games very frequently owing to market demands. Before the game launch, it was mandatory to get the required regulatory approvals. Some of the games also required localization efforts to access greater outreach in different geographies. Poor time to market, new product demands and recurring maintenance issues were posing major challenges for the customer.

The customer needed a partner who could help with meeting yearly games development and localization targets, seamless maintenance activities, field issue investigation, year-round support for different gaming shows, testing and readying the game software for external certifications.

Solution

Wipro provided game software development, art development and testing services to the customer. We developed over 120+ casino games and were engaged in over 500 localization projects over the last 12 years.

In addition to game development, we took complete ownership of all localization activities – graphics/software/quality assurance by creating a localization hub for the customer.

With an experienced team and processes, Wipro improved the overall quality of the game software by addressing potential issues, which could potentially delay the certification process.

Business impact

Over 70% of games and game localization developed by Wipro cleared SQA testing with no software issues, thereby reducing the certification costs and improving time to market

Wipro helped the customer win the SAGSE Award for the Fastest Growing Company in the Central and South American Region

Efforts savings achieved and human errors reduced by Automation tools

>95% schedule/effort adherence helped them meet time-to-market objectives

"Wipro has been development and QA partner for more than 12 years and helped the client become the fastest growing casino gaming company in the Central and South American region. Wipro takes pride in the fact that our efforts resulted in over 70% of games being certified and cleared for live deployment with zero software issues. Wipro's performance stood out among client development studios across the globe. The quality and automation practices resulted in quick time-to-market and direct cost savings to customers thereby positioning Wipro as a preferred partner for the client for 12+ years."

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