ENHANCED GAMING EXPERIENCE WITH CLOUD PLATFORM

Wipro enabled an online gaming giant to seamlessly accommodate 27k users on their gaming platform, while providing an enhanced gaming experience

CLIENT BACKGROUND

The client is world's leading provider of software products and services. They offer a public website for online gaming, which is a significant source of revenue.

INDUSTRY LANDSCAPE

The online gaming industry has evolved to become a place for social connections, for people of all age groups. The evolution, aptly fueled by rapid emergence of gaming sites and technological innovations: is offering a 'never before' kind of experience to gamers.

In this fiercely competitive landscape, poor application performance and inability to scale seamlessly to accommodate an ever growing user base are the major threats for gaming giants to retain a loyal user base. Any drag in experience leads to customer attrition and brand dilution.

THE OPPORTUNITY

The client's legacy software posed a challenge to improve site performances. The software stack, based on Windows 2003 and Content Management System 2003 on which the games were hosted, were near obsolescence. Besides, these servers resided on client owned data centers, making it difficult to scale to accommodate a rapidly expanding user base. They were looking to migrate their applications and infrastructure to a cloud-based platform to enable on-demand scaling based on usage and to ensure improved user experience so as to retain their loyal gamer community. Another key aspect for them was to support new game formats such as HTML5 that enables to attract new game developers onto gaming site. With the legacy software they were not able to add new game types.

BUSINESS IMPACT

Predictable operational expenses

On-demand Dynamic Scaling - based on usage, accommodating 27k concurrent users

High Availability

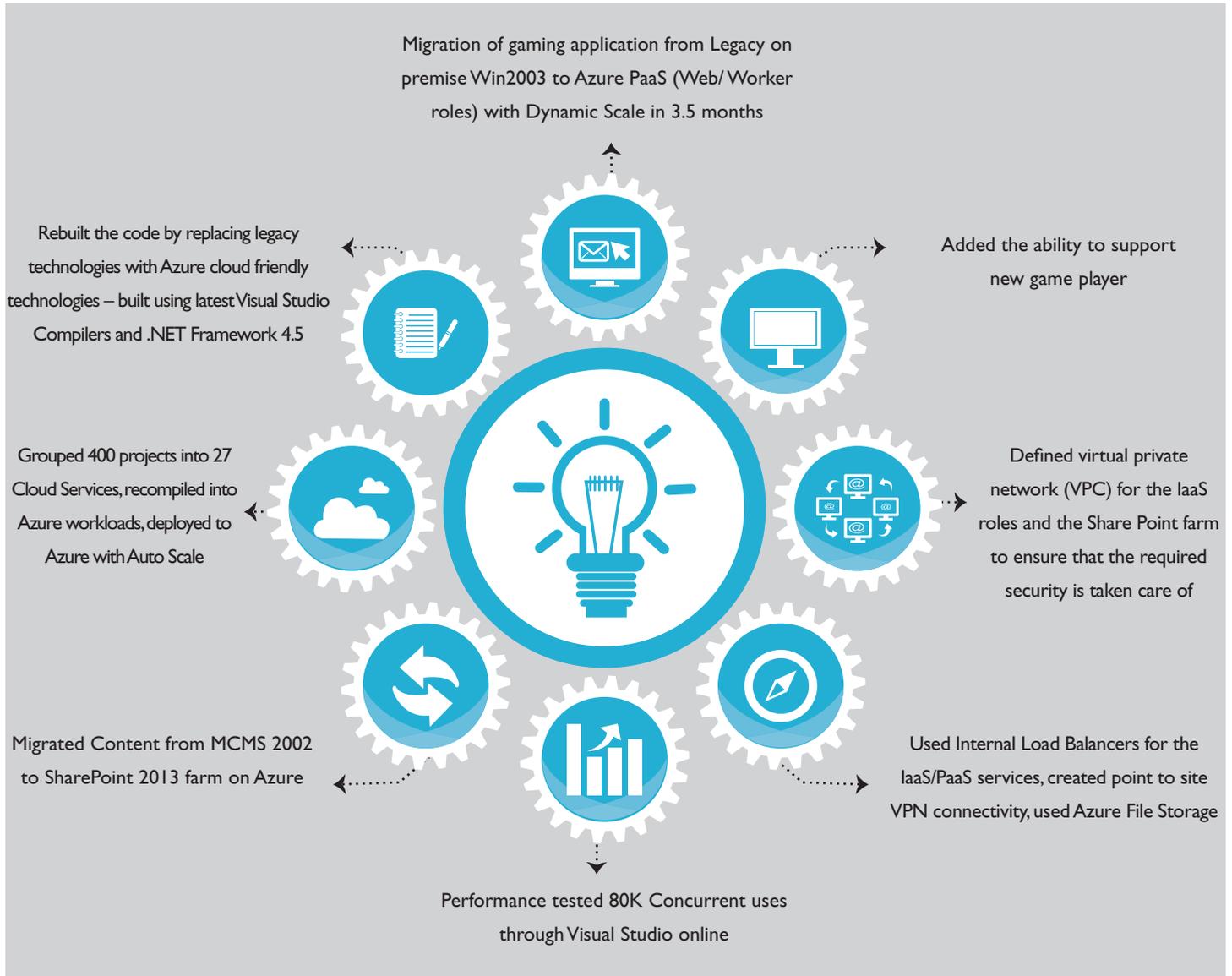Enhanced User Experience – through better performance

Technology Refresh – to align with the cloud initiatives

SOLUTION

Wipro's Microsoft Azure Platform implementation provided a comprehensive solution to the client's challenges. The end-to-end engagement covered Requirement Gathering and Analysis, Design, Implementation and Testing.

The key highlights of the engagement include:

Migration of gaming application from Legacy on premise Win2003 to Azure PaaS (Web/ Worker roles) with Dynamic Scale in 3.5 months

Rebuilt the code by replacing legacy technologies with Azure cloud friendly technologies – built using latest Visual Studio Compilers and .NET Framework 4.5

Added the ability to support new game player

Grouped 400 projects into 27 Cloud Services, recompiled into Azure workloads, deployed to Azure with Auto Scale

Defined virtual private network (VPC) for the IaaS roles and the Share Point farm to ensure that the required security is taken care of

Migrated Content from MCMS 2002 to SharePoint 2013 farm on Azure

Used Internal Load Balancers for the IaaS/PaaS services, created point to site VPN connectivity, used Azure File Storage

Performance tested 80K Concurrent uses through Visual Studio online

About Wipro Ltd.

Wipro Ltd. (NYSE:WIT) is a leading Information Technology, Consulting and Business Process Services company that delivers solutions to enable its clients do business better. Wipro delivers winning business outcomes through its deep industry experience and a 360 degree view of "Business through Technology" - helping clients create successful and adaptive businesses. A company recognized globally for its comprehensive portfolio of services, a practitioner's approach to delivering innovation, and an organization wide commitment to sustainability, Wipro has a workforce of over 150,000, serving clients in 175+ cities across 6 continents.

For more information, please visit **www.wipro.com**

DO BUSINESS BETTER

CONSULTING | SYSTEM INTEGRATION | BUSINESS PROCESS SERVICES

WIPRO LIMITED, DODDAKANNELLI, SARJAPUR ROAD, BANGALORE - 560 035, INDIA. TEL : +91 (80) 2844 0011, FAX : +91 (80) 2844 0256, Email: info@wipro.com

North America   Canada   Brazil   Mexico   Argentina   United Kingdom   Germany   France   Switzerland   Nordic Region   Poland   Austria   Benelux   Portugal   Romania   Africa   Middle East   India   China   Japan   Philippines   Singapore   Malaysia   South Korea   Australia   New Zealand