

THE CLOUD WAY: ROAD TO ENHANCING YOUR ROI

Wipro developed a Cloud roadmap for a global leader in digital interactive entertainment, enabling the client to shorten the time-to-market and lower costs by \$4.04 million.



INDUSTRY LANDSCAPE

The gaming industry has seen a proliferation of new players in the market. In the wake of heavy competition, the biggest challenge is to acquire and maintain a loyal game-following base and develop new concepts in shorter time frames.

The industry is moving towards differentiation in offerings, through enhanced user experience and multi-channel gaming portfolios. Innovation is the key to keeping pace with rapidly evolving technologies while tackling rising cost pressures.

CLIENT BACKGROUND

The client is a global leader in digital interactive entertainment. They deliver games, content and online services for internet-connected and offline consoles, personal computers, mobile phones and tablets. To retain its leadership position, the client was looking to invest in the right technologies, with a focus on cost control and rapid elasticity.

THE OPPORTUNITY

The client's game studios needed to move to a digital platform. Innovation was being rendered at a reduced pace due to high opex and inflexible budget for new capex. They routinely experienced unexpected infrastructure requirements in short time frames. The client needed to optimize their Return on Investment (ROI) and explore the benefits realized by deploying their current Game Studio Infrastructure on a virtual, rapidly deployable, elastic and incrementally measurable platform.

Over a period of 36 months, the predicted total savings for the selected client game studios, post migration to the Cloud was \$ 4.04 million. The expected cost realization and enhanced revenues from this engagement will ensure the client's leadership position in a competitive market.

THE SOLUTION

Wipro engaged with the client to understand and analyze their current IT infrastructure, and identify the business opportunity in their IT landscape.

The engagement was rolled out in three phases:

- **Discover** – captured a unified view of the infrastructure landscape, with reference to server details, utilization, age and associated costs.
- **Analyze** – performed a quantitative and qualitative analysis, to provide a clear view on the current and future 'spend' profiles of studios and benefits of leveraging the private cloud platform.
- **Recommend** – highlighted the required enhancement of services and the associated cost optimization benefits for the as-is platform versus private Cloud platform and the alternate infrastructure stack.

Wipro developed a Total Cost of Ownership (TCO)/ROI calculator that simulates multiple IT infrastructure utilization scenarios, customized to each of the marquee client's Game Studio operation parameters. The tool presents a dashboard of the break-even periods, with a detailed TCO/ROI

analysis through a complex model that accurately computes based on projected cost elements.

Wipro underpinned the benefits of migrating from existing IT systems to the Cloud:

- **Improved utilization** of existing infrastructure.
- **Enhanced elasticity** to meet the future growth infrastructure needs of the Game Development Studios.
- **Automated provisioning** of requested services through a web based self-service management tool.
- **Single-sourcing of infrastructure needs** for all levels of criticality and strengthened burst capabilities.

BUSINESS IMPACT

Wipro recommended a cloud roadmap for the client's Game Studios. The engagement enabled the client to:

- **Reduce the Total Cost of Ownership (TCO)** for their key gaming studios.
- **Shorten the time-to-market** of their popular games.
- **Build an innovative gaming portfolio** with the savings.

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