

Multinational Electronics Company Revolutionizes Social Gameplay with DataStax Enterprise

Known for its groundbreaking and market-leading gaming consoles, this multinational corporation is one of the largest and most well-known electronics and gaming companies in the world, with diversified business operations that also include entertainment and financial services.

This company wanted to up the ante for its competitors once again by enhancing its gaming console experience with personalized recommendations that require real-time applications running in multi- and hybrid cloud environments.

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USE CASE:

Personalization

INDUSTRY:

Consumer Electronics

CHALLENGES:

- › Providing engaging gameplay experiences with in-the-moment personalized game libraries and content recommendations
- › Enabling users to stream gameplay in real time—without even pausing
- › Flexibility to deploy data on multi-cloud
- › 100% uptime for a seamless user experience

SOLUTION:

- › DataStax Enterprise with support for multi-cloud and hybrid cloud deployments on AWS, Google Cloud Platform, and on-premises

RESULTS:

- › A brand new content distribution system with social gameplay integration
- › Personalized game libraries with relevant content recommendations based on user preferences and real-time gamer actions
- › Real-time gameplay streaming
- › Scaling to support over 60 million monthly active console users
- › 200,000 reads/writes per second, ensuring fast response times
- › 100% uptime, improving customer satisfaction

THE CHALLENGE

This company has been a gaming console market leader for decades, but over time, competition from other gaming consoles started to erode its market share.

To regain its foothold and improve gamers' entertainment experience, the company decided to introduce several new features to its console, including a cloud-based gaming service to stream video game content, and another feature where gamers can get more information about the game and their friends' recent activities and profiles.

However, providing a truly social and engaging gameplay experience requires the capability to handle massive volumes of user data in real time without having any impact on application performance and the end-user experience. Also, the games themselves have become massively complex, requiring high throughput to support features such as multiple players and content streaming.

These challenges were overwhelming the company's legacy infrastructure and its small operational support team. They also began to manifest themselves in the user experience via lags in game performance, inconsistent presentation of individual user libraries, and lower overall user satisfaction, raising the risk of customer churn.

In addition, the company wanted to host its entire content catalog as well as handle the extremely heavy user loads generated as a result of gaming activity and content streaming without any impact on the overall system performance. This meant the company needed a solution that could support both multi-cloud and on-premises deployments.

Adding to these challenges was a hard deadline to launch the new console and social gameplay experience, which meant that the data management solution would have to be extremely flexible and support rapid feature development.



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ABOUT DATASTAX

DataStax delivers the always-on, Active Everywhere distributed hybrid cloud database built on Apache Cassandra™. The foundation for personalized, real-time applications at massive scale, DataStax Enterprise makes it easy for enterprises to exploit hybrid and multi-cloud environments via a seamless data layer that eliminates the issues that typically come with deploying applications across multiple on-premises data centers and/or multiple public clouds. Our product also gives businesses full data visibility, portability, and control, allowing them to retain strategic ownership of their most valuable asset in a hybrid/multi cloud world. We help more than 400 of the world's leading brands across industries transform their businesses through an enterprise data layer that eliminates data silos and cloud vendor lock-in while powering game-changing applications. For more information, visit DataStax.com and follow us on @DataStax.

THE SOLUTION

The company needed a linearly scalable, continuously available, real-time data management platform to support its growing user base and provide an engaging, fast, and always-on user experience.

With the mandate of having this system production-ready for the launch of the latest version of its gaming console, the company chose DataStax Enterprise (DSE) as the database for the new console release and to deliver new features to create a revolutionary, social gameplay experience for customers.

In DSE, the company found a data management platform that was not only extremely flexible, instantly responsive, and easily scalable, but also always on, resulting in a seamless user experience with zero downtime for millions of its users across the globe, regardless of the user load on the system.

Another critical driver for selecting DSE was its ability to support hybrid and multi-cloud deployments. To successfully run the new console, the company needed both on-premises and AWS deployment, with the plan to also adopt Google Cloud Platform after launch. DSE brought additional benefits to the company's launch team, including easy access to documentation and courses through DataStax Academy.

THE RESULTS

The company currently runs DSE on cloud and physical data centers with several hundred nodes that handle over 200,000 reads/write per second and tens of terabytes of data.

Powered by DSE, the new console was launched on deadline and became a huge success. With 1 million consoles sold in just the first 24 hours of availability, it became the fastest selling console of all time and the most widely adopted console in the market.

Today, the console has over 60 million monthly active users. DSE has been able to handle the relentless data and user growth easily, with users experiencing faster response times. Its masterless architecture empowers the company to provide an always-on application experience with simplified operational support. Thanks to DSE, the new console's players can now play in a socially connected environment with their network, share their status and activities, and experience multiplayer games without worrying about performance or downtime issues.

With DSE, the company has been able to drive innovation in the gaming market by making several revolutionizing features available in its gaming console, including:

- › Instant access to online video content for streaming of movies and television.
- › Personalized game libraries with relevant content recommendations based on user preferences and play style in real time.
- › A new, cloud-based video game content streaming service.
- › A new console interface that leverages social engagement and access to friends' activities, achievements, and purchases.

All of this enabled the company to regain the mantle of market leader in the gaming console market, achieving a 57% market share and an install base of over 53 million consoles sold to date.