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## Better end user experience with Cloud Platform

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**The solution provider simply helped an online gaming giant accommodate 27K users simultaneously with an augmented end user experience**

### **Client background:**

The client is a big name in the world of software products and services. They share a public website for professional online gaming resulting a significantly high generation of revenue.

### **Industry Landscape:**

Apart from social media sites, the gaming platforms have also emerged as primary centers for social networking for users of all ages. Modern gaming sites offer a revolutionary end user experience to the users.

The gaming giants are always at risk for not being able to accommodate a huge user base and offer them a unique end user experience with seamless data transmission and maximum clarity in terms of sound and graphic. In case, the portal is unable to match up with the desired standards, the gaming portal is at risk of losing a large volume of their loyal customer base. In order to retain a large customer base, they must provide an unmatched or rather a very refined user experience to the guests.



## **The Opportunity**

There is an immense opportunity for the solution provider to help the Gaming portal in scaling up to an increasing user base irrespective of global location or login time. The Windows 2003 and CMS 2003 were near obsolescence. The software stack was based on these platforms. The opportunity lay in migrating this legacy based platform to a more flexible and scalable cloud based platform. It would automatically offer on demand scaling which would enhance the overall end user experience guaranteeing an enriched gaming experience. Another very important factor lay in the latest game versions on HTML5 version. The new platform would be able to accommodate the new game versions and an additional number of users as well.

## **Solution**

The solution provider and the client mutually agreed to a Microsoft Azure Platform based architecture. The codes were replaced with new ones built on Visual Studio Compilers and .net framework 4.5! the ability to support new player was added. Internal load balancers were used for the IaaS/PaaS services. Point to point VPN connectivity was also implemented. Content migration from MCMS 2002 to SharePoint 2013 farm on Azure! User load testing was conducted with approximately 80k concurrent users to understand the scalability of the same.



## Business Impact

- Predictable operational experiences
  - 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
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