

Ingame Group journey to a manageable and scalable Data Lake

Oredata implemented an end-to-end big data and analytics pipeline for InGame Group to store and analyze their player data on GCP including real-time ingame event data. Oredata developed the solution by using serverless Google Cloud Products to scale.

The challenge

InGame aims to collect real-time game data and market events data generated by players during gameplay. The data frequency fluctuates at different time periods of the day and on special days, indicating that there should be intelligent load balancing and scaling in the system. The data collected has to flow without any disturbance so that marketing department can make decisions immediately.

The solution

Oredata implemented an end-to-end big data and analytics pipeline for InGame Group to analyze their player data on Google Cloud. Game events collected by a containerized application on Kubernetes Engine. Pub/Sub is used for streaming data. DataFlow is used for streaming processing and windowing. For highly available and scalable Data Warehouse and reporting needs, BigQuery was the perfect choice.

The results

Ingame Group has gained a powerful, flexible, and highly scalable infrastructure for gaming analytics. Reduced operational costs by using serverless and no-ops products such as Pub/Sub and DataFlow. Gained high scalability with the Google Cloud Kubernetes Engine. Created advanced analytical solutions with BigQuery which is a serverless and high-performance Analytics for petabytes of data.

“ When obtaining and reporting our game data, scalability in various times without operation department effort is one of the main features we required. We are a gaming company serving many locations in the world 24 hours and we require a low cost, low operation and high throughput system. We have to analyze what is happening in our game arena with decision support systems ”

Onur Ünlü, Head of Full Stack Development, InGame



About In Game Group

InGame Group is one of the fastest-growing Turkish gaming companies and the first studio to locally develop an MMOFPS game in Turkey. The group, founded in 2012, fully owns the IP rights to its flagship game Zula, and its second game Pool Elite. InGame's MMOFPS game Zula has reached over 8 million registered users within 2 years in Turkey.

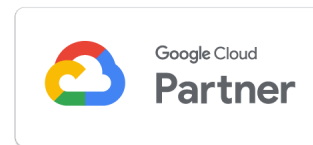
Industry: Gaming

Primary project location: Turkey



About Oredata Yazılım Limited Şirketi

OREDATA's vision is to be the leading provider of analytics solutions converting a broad range of data into insightful information.



Products

Google Cloud Platform