# Playgendary cuts BigQuery costs and gains better insights

DoiT partnered with Playgendary to optimize their Google Cloud usage. DoiT provided strategic guidance, technical expertise, and cost management solutions to ensure Playgendary's cloud infrastructure was efficient, scalable, and cost-effective.

## The challenge

Playgendary faced challenges in managing and optimizing their rapidly growing cloud infrastructure due to the immense popularity of their games. They needed to ensure high availability, performance, and scalability while controlling costs and maintaining a seamless user experience across their gaming platform.

## The solution

DoiT worked with Google Cloud to provide Playgendary with a comprehensive cloud optimization strategy. They leveraged Google Kubernetes Engine for scalable game hosting, BigQuery for data analytics, and Cloud Spanner for database management. DoiT's expertise in cost optimization ensured Playgendary's infrastructure was cost-effective while maintaining high performance and availability.

## The result

With DoiT's assistance, Playgendary successfully optimized their cloud infrastructure, achieving significant cost savings and improved performance. The scalable solutions provided by Google Cloud ensured Playgendary could handle increased traffic and user demand, maintaining a seamless and engaging gaming experience for their users.

> " "BigQuery is a critical component of our cloud infrastructure, but understanding how we could use it more optimally was difficult. Without BigQuery Lens, I wouldn't have been able to achieve any significant results around cost optimization. The easy-to-use drill down into my team's BigQuery usage and personalized recommendations made optimizing how we use it really easy" "
>
> Mikhail Artyugin, Director of Business Intelligence, Playgendary



### About Playgendary

Playgendary is a mobile game development company known for creating popular, engaging games such as "Kick the Buddy" and "Tomb of the Mask." They focus on delivering high-quality, entertaining experiences to millions of users worldwide.

Vertical/horizontal solution: Gaming

Primary project location: Cyprus



### About DoiT International Ltd

DoiT provides intelligent software and multicloud expertise, working alongside more than 3,000 customers in 70+ countries to save them time and money.



### Products

Google Cloud Platform