

Gaming Industry:

Gaining cost competitive
edge amidst disruption





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Global Gaming Statistics

2.1+

billion

gamers across the globe, representing an enormous opportunity for the gaming industry

\$100+
billion

gaming revenue in 2017

85%

of the globe gaming market is digital gaming

APAC

is one of the fastest growing markets globally

50+%

of the gaming market will be mobile gaming

Source: Financial review of top gaming companies

The pulse of gaming



The gaming industry is a huge market, quickly passing film and TV. It continues to grow, shift, and morph; becoming more and more of an engaging service between companies and their customers, the players, than simply a product that has long been considered an idle activity. Indeed, player communities are growing exponentially, thereby creating interactive experiences for millions of people across the globe.

By the end of 2017, the worldwide gaming industry, including software, hardware and accessories, is expected to surpass \$100 billion, while the U.S. gaming industry is expected to surpass \$35 billion by end of 2017 (Source: ESA). The global gaming market is also forecasted to become highly competitive. In terms of monetization, of the 400+ million multiplayer online game players across the globe, 220+ million did not spend money. The remaining 180+ million

constitute “paying” players that have an active subscription, pay once, or purchase the game through a retailer (Source: PC Gamer).

In terms of monetization, of the 400+ million MMO players, 220+ million did not spend money on games.

This dramatic growth comes with its own share of challenges, such as increasing production costs, demand for shorter product cycles, ecommerce capabilities.

Forward-thinking gaming companies realize that providing exceptional customer interactions, alongside popular games, can directly impact the bottom line. With advanced analytics capabilities and multi-dimensional understanding of the customer, content creators and platform providers can maximize player lifetime value, increase customer engagement, and revolutionize customer support, resulting in player retention and ultimately player recommendations.

Game developers and publishers require unique business process support to excel in a dynamic and highly competitive market space. iOPEX Technologies has deep domain expertise and long track record of serving industry leaders, with the capability to flex and scale to meet the demands of a typically volatile product lifecycle.

Understanding players (whether paid or free-to-play) means understanding how to maximize return on game development and potentially convert non-paying players into a loyal revenue base.





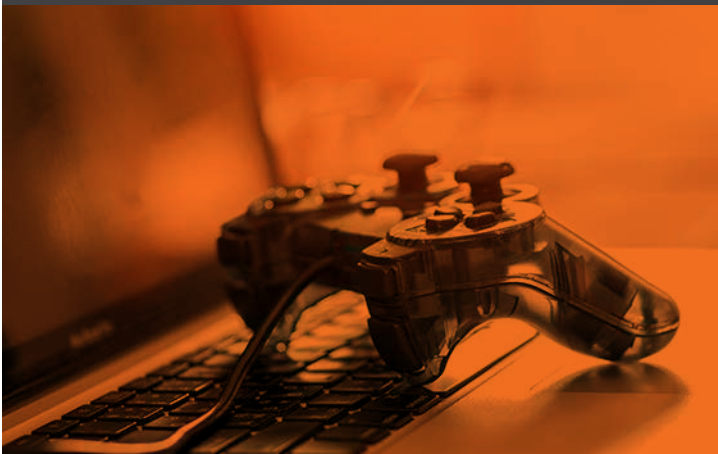
The stakes are high – are you in?

It is critical for game companies to be disruptive if they want to survive and thrive in an environment of increasing consumer demands, proliferation of gaming-capable devices and lower barriers to entry for low-cost alternatives. By partnering with a next-generation technology company like iOPEX Technologies, gaming companies can not only enhance their own game plan for customer support and level up business in the gaming industry, but can focus on core game development and marketing, while iOPEX experts support operationally.

iOPEX Technologies has a remarkable track record of growth and premium customer engagement management for some of the biggest names in interactive entertainment industry, providing multichannel customer care and technical support to both hardware and pure play companies across the globe. Our expertise lies in multichannel engagement, extensive global reach, diverse labor pool, and capabilities to create a tailored program to meet each of our clients' specific demands and expectations, leading to stronger brand loyalty and an improved player experience.

















iOPEX is helping gaming companies seize the opportunity to benefit from disruption in the gaming industry and create sustainable, profitable revenue growth

How iOPEX can provide gaming companies the competitive edge



Our gaming practice has extensive experience in providing back-end services to media, entertainment and gaming organizations. By combining our experience and expertise, customers can have reliable support that will enable them to focus on their own business growth.

We offer the following services:

	Game Telemetry
	Online Game Backend Platform
	In-house Testing
	Game Localization
	Online Chat Support
	Server and TOS violation monitoring
	Forum Moderation
	Technical Support
	Billing Support
	Collective Intelligence
	In-game business intelligence
	In-game and web-based micro-transaction
	Custom Software Development
	Business Process Management
	Resourcing and Consulting
	Social Media Support
	Analytics in Optimizing Gaming Business

iOPEX Success Stories

#1

How a leading global game developer and publisher company offered 24x7 customer support and made ongoing feature enhancements to its solutions suite

How a global gaming company benefited from a customer support management solution

Business Scenario

The client is a leading global game developing and publishing company that faced challenge in offering 24x7 global customer support for the maintenance of their customer solutions suite.

iOPEX's Solution Approach

The role involved providing 24x7 customer support for all the customers of the client worldwide. iOPEX has been successful in doing so since its inception, with 100% commitment to SLA and a high customer satisfaction rating.

Support for the customers is provided from a state-of-art solutions center in the Philippines. The solutions center is equipped with high performance gaming servers. The customer satisfaction is measured through customer satisfaction index (CSAT), that offers a simplistic approach to finding out whether gamers are happy with the product they've purchased and used.

To get a clearer image of whether the product and the customer service are in accordance with the customers' needs and desires, iOPEX turned to the Net Promoter Score (NPS) metric. The decision of recommending the product to a friend or family member is often backed by several criteria, one of the main ones being whether or not the customer support team met the expectations of the game player. In this case, iOPEX customer support team came out with flying colors.

Areas of expertise delivered to the client through this solutions center include:

- ◆ Game telemetry
- ◆ Online chat support
- ◆ Server and TOS violation monitoring
- ◆ Forum Moderation
- ◆ In-game business intelligence
- ◆ Social media support
- ◆ Scalability solutions support
- ◆ Operations systems support services

#2

How a U.S.-headquartered gaming hardware company benefited from a technical support solution



Business Scenario

The client is a leading gaming hardware company that wanted to offer technical support for its product line to customers around the globe

iOPEX's Solution Approach

iOPEX implemented and developed the following processes for the customer:

- ◆ Technical support
- ◆ Billing support
- ◆ Business process management
- ◆ Resourcing and consulting

Business Benefits

- ◆ Functional understanding ensured an improved implementation of the business processes
- ◆ Smooth rollout ensured that the client's objective of working within a consistent global solution framework was fulfilled

How a leading global gaming company used analytics for unlocking the power of data and enabling personalization features

Business Scenario

The client is a leading gaming company that wanted to harness the power of analytics to guide content decisions and increase customer engagement

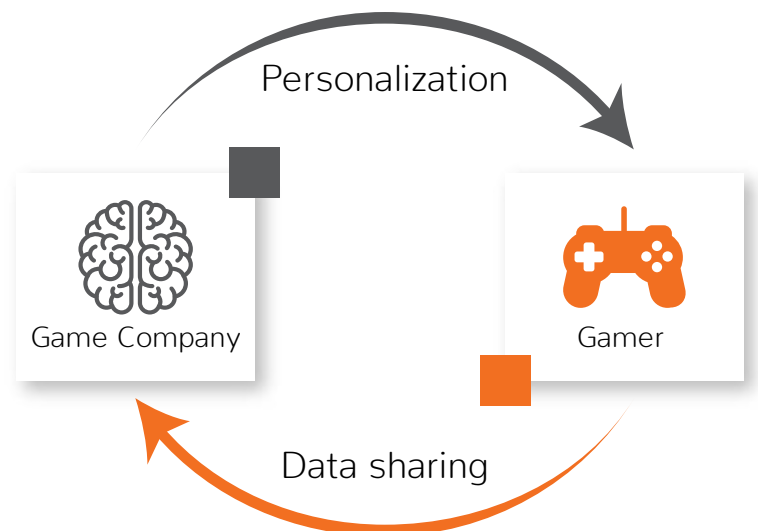
iOPEX's Solution Approach

Since the gaming industry is massive, connecting multiple devices and media channels to gamers around the globe, there is lot of data available to understand this group of customers. The iOPEX approach to gathering data involved:

- ◆ Engaging with the customers directly
- ◆ In-game behavior
- ◆ Mining social media
- ◆ Segmenting customers basis variety of dimensions
- ◆ Deploying a business-focused analytics toolset to maximize the lifetime value of the customer
- ◆ Using advanced predictive analytics, big data management solutions and machine learning to predict the campaign response and churn
- ◆ Becoming value architects by leveraging in-device analytics to examine customer behavior across all forms of media
- ◆ Building support systems that proactively anticipate customer support needs, thus reducing business costs
- ◆ Using market forecasting to guide the customer make future business investments

Business Benefits

- ◆ Guided the client in understanding the value creation of all points of the customer journey
- ◆ Helped the client identify the problem areas in marketing and other business processes
- ◆ Enabled the client to apply a multi-dimensional approach to profiling gamers, thus building long-term relationship with them



About iOPEX Technologies, Inc.

iOPEX is a San Jose, CA-headquartered global new-generation business services provider offering optimized IT management services. Founded in 2009, we work at the intersection of technology and business, offering specialized optimization services to Fortune 1000 companies, SMEs and start-ups around the globe. Combining unmatched experience and specialized skills, iOPEX helps clients improve efficiencies and drive revenue growth. Visit us at www.iopex.com.

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