

# Wargaming.net: Inside the War Room

## ABOUT WARGAMING.NET

Award-winning free-to-play massively multiplayer online gaming company.



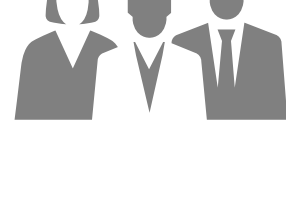
**1998**  
Started in a garage in Minsk, Belarus



Developer of **World of Tanks**, **World of Warplanes**, and **World of Warships**.



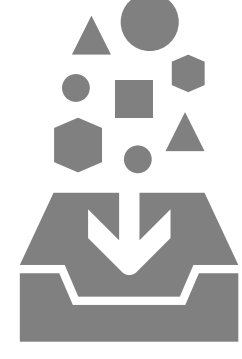
**16**  
**Offices** around the world



**4,000**  
**Employees** worldwide

## CHALLENGE

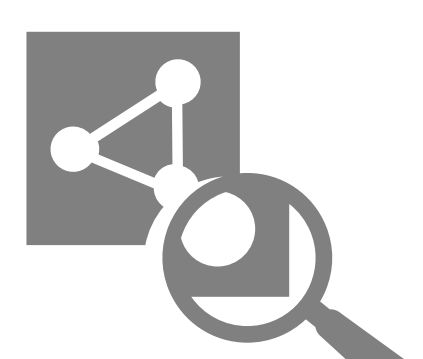
Seamlessly manage massive volumes of game information and then make sense of it.



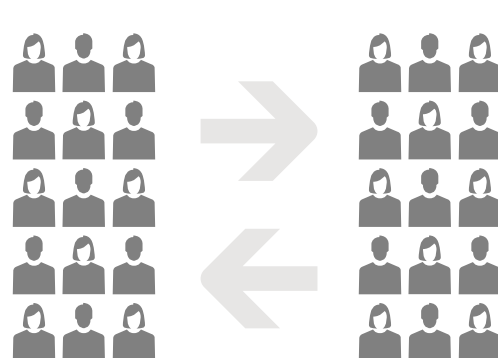
**150 Billion**  
**Events each day** from World of Tanks that must be stored and analyzed



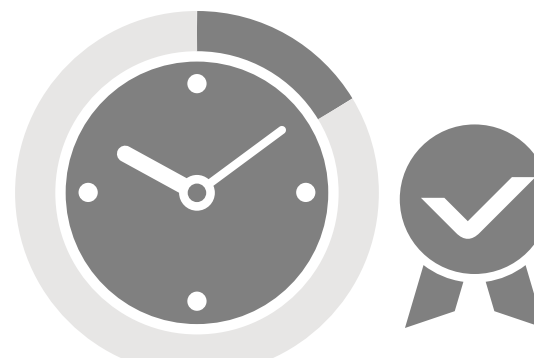
**110 Million**  
**Players** of World of Tanks



**40 Terabytes**  
**Game-related information** to be analyzed for optimal game play

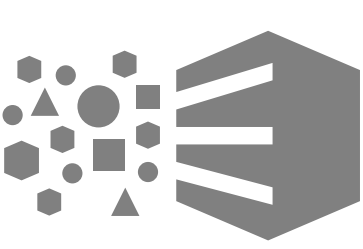


**15 on 15**  
**Gamers who are paired in matches** based on their tank tier

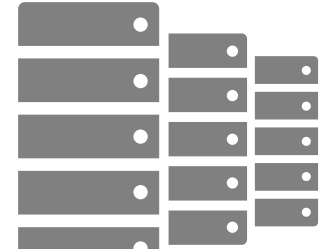


**7 to 10**  
**Minutes it can take** to reach various objectives or dominate the battle

## ✓ Solution



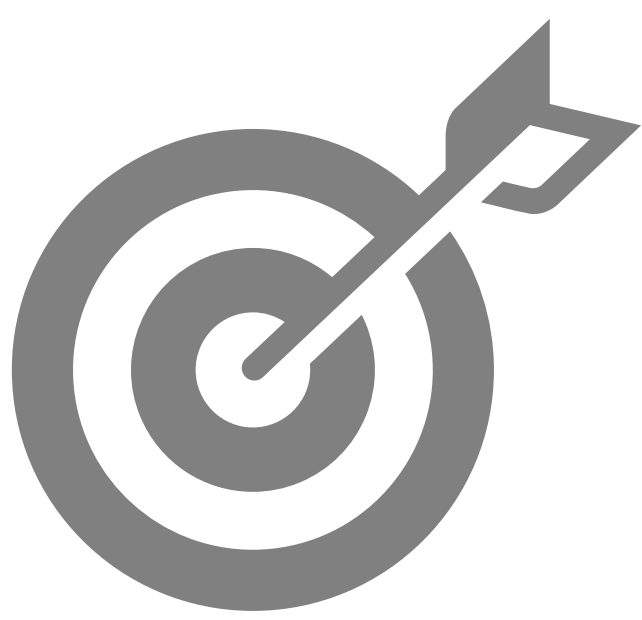
**Deployed Oracle Big Data Appliance** to capture, store, organize, and analyze huge data feeds



**Implemented a Hadoop solution** to gain information more quickly

## CHALLENGE

Better understand how tailoring messaging to a specific marketplace can improve revenue.



## ✓ Solution



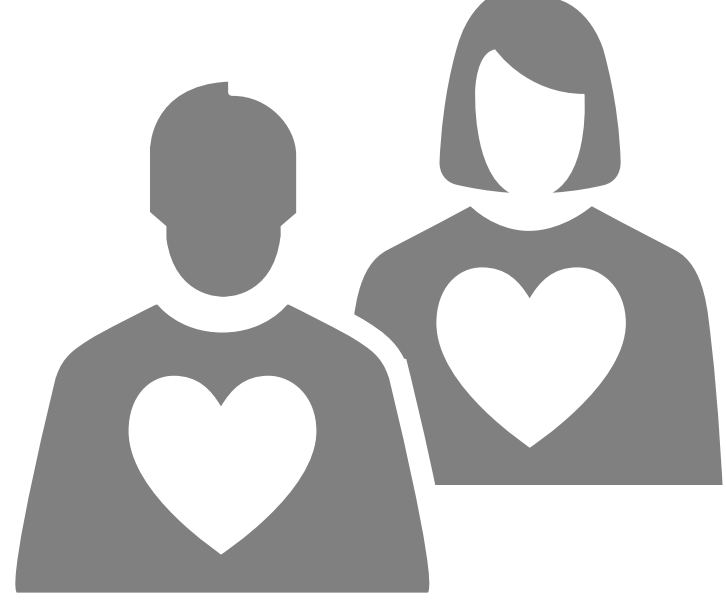
**Used Oracle Advanced Analytics** to understand and segment the players accurately in order to develop specific messaging



**62%**  
**Revenue increase** in one region by increasing the precision of messaging for that region

## CHALLENGE

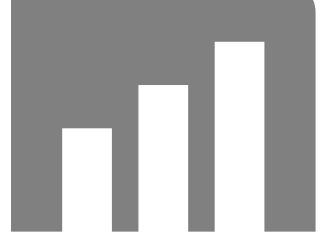
Develop faster and more-accurate solution to predict levels of new-player engagement.



## ✓ Solution

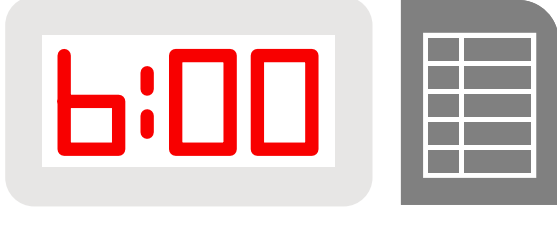


**Converted the calculations into R** using Oracle R Advanced Analytics for Hadoop



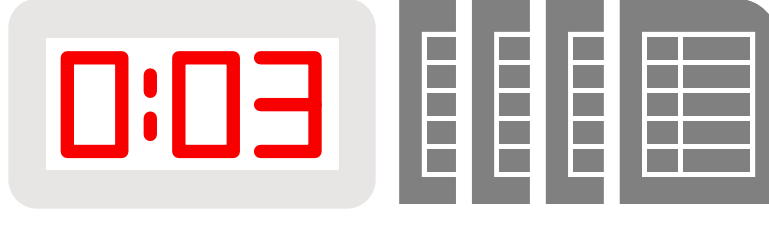
**Ran predictive analytics on Hadoop** using Oracle R Advanced Analytics for Hadoop

**Before**



**Hours it took to run** just one predictive model related to player activity

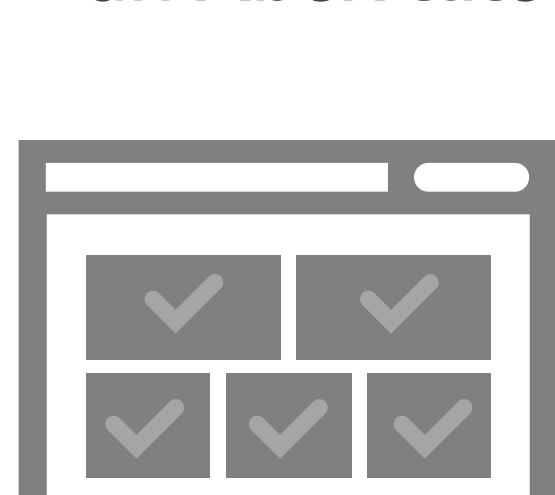
**After**



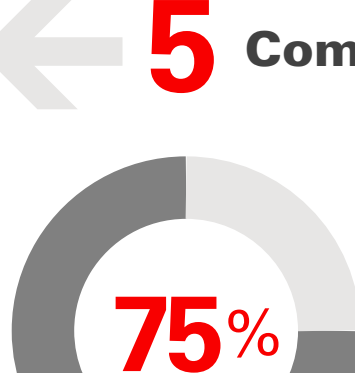
**Minutes it took to successfully run** an ensemble of four player activity predictive models

## CHALLENGE

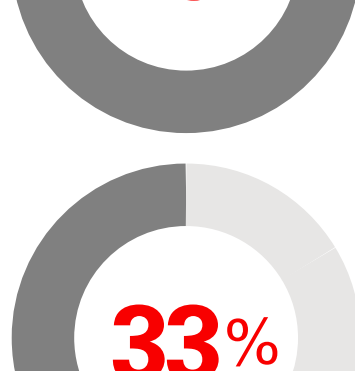
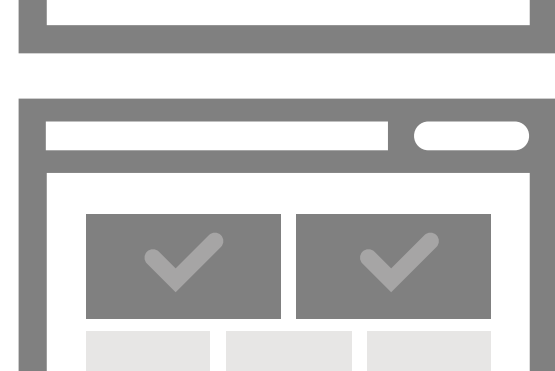
Some players were having trouble completing an Xbox tutorial for a new game version.



**5** **Components** of the Xbox tutorial



**Chance that a player who completed all five components** would become a long-term, paying customer



**Chance that a player who completed only two components** would become a long-term, paying customer



**6** **Weeks** the design team had spent trying to identify the problem

## ✓ Solution



**Used heat-map capabilities** to identify where users were having trouble finishing the tutorial



**Two to three Hours it took to fix glitches** once the problem was identified

## DRIVE INNOVATION AND BUSINESS TRANSFORMATION WITH THE POWER OF ORACLE



"I can say fairly confidently that Wargaming now has the leading-edge solution in terms of data warehousing, data engineering, and analytics solutions over any other gaming company in the world."

Craig Fryar, Head of Wargaming Business Intelligence

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