Globant helps leading game producer build a cloud platform on AWS

Amid our new reality, the video game industry is experiencing rapid growth as people look to entertain themselves at home. During a March 2020 survey, video gamers in the United States reported that they spent 45% more time playing video games during the quarantine than they did previously and global spending on digital games rose to $10 billion in the same month.

Cloud computing is playing a crucial role in helping digital entertainment companies take their services to the next level and meet the needs of their fans and customers. The benefits of cloud services are well known - from increased security, flexibility, cost savings, to ease of collaboration. In this case study, we'll highlight how Globant worked together with one of the world-wide leading game producers to use Amazon Web Services (AWS).

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Why our client chose Globant and **Amazon Web Services**

In 2011, Globant became an advanced Amazon partner with more than 60 AWS certified cloud solutions engineers. Since then we have supported more than 500 projects for AAA and indie game producers. We have a dedicated Gaming Studio with expertise across the full game development pipeline - working across the game production spectrum from the producers who help provide the vision, to AWS and cloud operations experts, game art and animation, to quality assurance specialists.

In addition, our CloudOps Studio has more than 500 cloud and DevOps engineers with expertise across all major cloud platforms, and with the experience to implement continuous integration and continuous development best practices.

Globant also has specific expertise in:
- Traditional infrastructure as a service (EC2, S3, Route 53)
- Platform as a service (EMR, API Gateway)
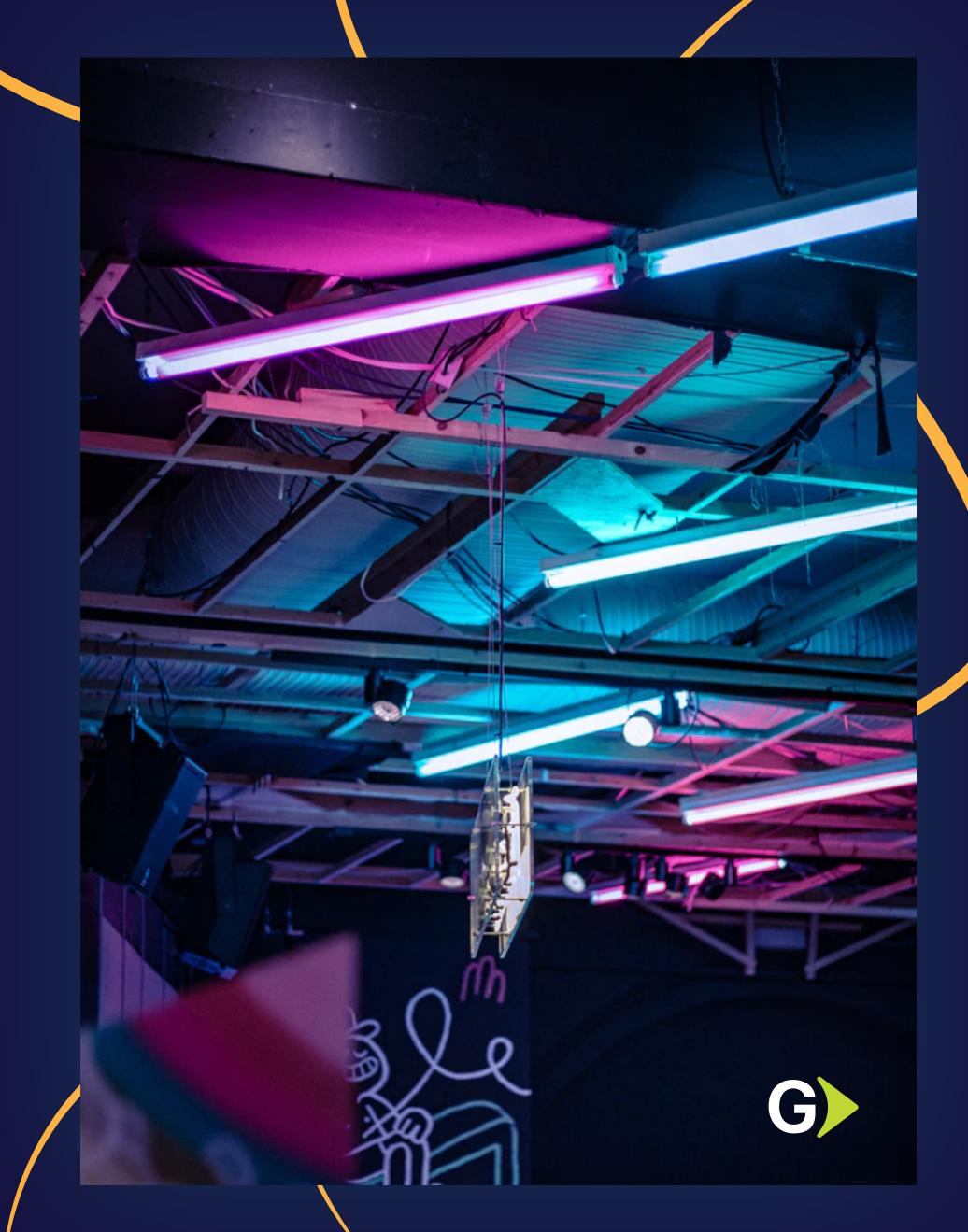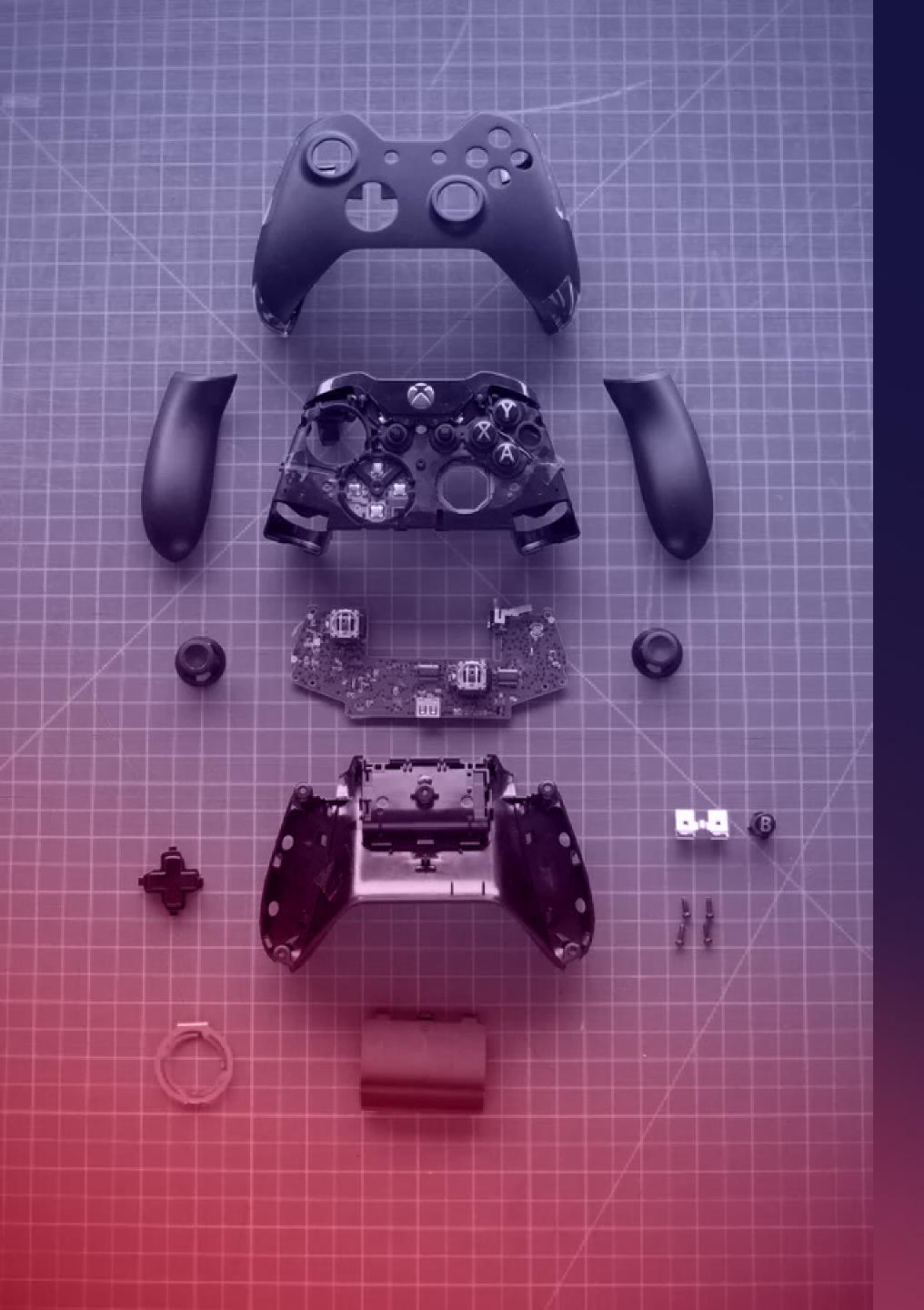- Competencies in data, analytics, mobile & serverless

Building a serverless cloud platform on AWS

This video game company has some of the largest collections of brands and franchises in the industry. They were looking to build a cloud-based platform on which to host a marketplace where players could easily choose and play games on-demand.

Together we decided to use AWS as the backbone of the platform. In order to reduce the time needed to provision infrastructure, we implemented infrastructure-as-code as well as continuous integration/development tools for automatic deployment. By using infrastructure-as-code, our client was able to better monitor the platform's production and performance. We used Elastic Kubernetes Service (EKS), which is Amazon's managed Kubernetes service.

The main services of AWS that we used in building the platform were: ECS, EKS, RDS, EC2, Lambda.

World class game development

In addition to creating the platform, we also worked on game development. In order to create a compelling and addictive experience for gamers, we put together three Agile teams consisting of 15 engineers who provided everything from back-end and front-end development, UI design, and game telemetry (to ensure our client had data for game analytics, development, and research).

Meanwhile, our data engineers from our Data and Analytics Studio, combined gaming data, business processes, and state-of-the-art IT tools and algorithms to analyze game servers and user behavior, to reveal hidden patterns and trends, and obtain relevant business insights. Our client used these insights as the basis for further game development and enhancement.

More than ever game producers need flexible and scalable solutions

The video game industry today demands flexible and scalable digital solutions, which is why successful gaming companies are building their services with the help of AWS' global infrastructure and Globant's agile approach and expertise in cloud computing, analytics and graphic engineering.

Take your services through the next level and engage users through play with seamless, easily-accessible, and exciting games.

Technologies used

We used a number of AWS tools and services as well as different coding languages for the development of compelling gaming experiences. These include:

- Elastic Kubernetes Service (EKS)
- Entity Component System (ECS)
- Amazon Relational Database Service (RDS)
- Amazon Elastic Compute Cloud (EC2)
- AWS Lambda
- Frostbite
- C++
- ActionScript

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