



Game Analytics Make the Impossible, Possible with Imply

About Game Analytics

At GameAnalytics, the goal is to empower game developers and publishers with priceless insights that help untap the true potential of their games.

Their platform is used by over 100,000 developers. As it stands, GameAnalytics receives, stores, and processes game events from 2+ billion monthly players in nearly 100,000 games. These events, created by their SDK, all pass through a system they call the Data Collection API. This forwards the events to Spark ETL processes, and then through AWS Kinesis directly into Imply, eventually ending up with real-time statistics and graphs on a dashboard. This displays user activity, game revenue, and more.

Challenge

In the last five years, our user base has grown eight times over, and it is now more than 2 billion game players worldwide.

But we're a fairly small team. We have around 35 people working for GameAnalytics in total at the moment, which isn't a lot when managing such a large data set. One of the biggest purposes for a tool like Imply is turning all of this data into reports for game developers. We were using Druid open source before. And although this was fine to start with, it became more and more difficult to manage as we scaled.

So we needed to find something that not only would scale with us, but also something that our team could easily work with.

GameAnalytics

The number one analytics tool for anyone building a mobile game, from indie developers, games studios to established publishers.

Challenge

Needed scalability and ease for turning large data sets into useful reports for their game developers.

Solution

Imply checked all the boxes.

- The software features
 - The monitoring features
 - The deployment process
 - The DevOps setup
- Imply Cloud comes with all of that built in.

Highlights

- 2 Bn+ monthly players tracked by the platform.
- Used by over 100,000 developers.

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Game Analytics

Solution

Three things came to mind when looking for something new. Manageable, scalable, and affordable. Let me elaborate.

For the manageable side of things, we needed something that could help our entire business. From an internal use case, we wanted specific reports which our management, product, finance, and of course, our backend team could use. And for an external use, we needed something for our end-users. We now have 100k developers who need to access data from 2 billion monthly players. And this is still growing.

Which leads on to scalable. I've already mentioned a couple of times, but we are growing. And this was the biggest pain point for our last solution. The technology wasn't able to manage the amount of data we were collecting, as it was hitting its limits in regard to scaling. This also impeded us from developing new, more interactive features.

Lastly, it needed to be affordable. We're a growing company for sure, but we provide our core software free of charge, and we needed something that wouldn't break the bank - or at least help us be as cost effective as possible.

Ready. Set. Go.

We actually stumbled across ImPLY when speaking directly with your CEO, Fangjin Yang. He went over the tool with us and it just seemed to tick all of the boxes. But it wasn't just one thing that sold it to us. It was the fact that ImPLY covered so much, including:

- The software features
- The monitoring features
- The deployment process
- The DevOps setup
- And the fact that ImPLY Cloud comes with all of that built in

All of this saved us a bunch of engineering time. It's easy to buy software, but it's very hard to buy good engineers. Because ImPLY Cloud has all of these features built-in, it saves us on the headcount. Which is something incredibly important to us. We have an ambitious roadmap. And everyone needs to be making products, not dedicating most of their time to Ansible, Terraform code, and other operational, non-product related work. Of course, we need all of these tools as well, so it's very valuable when we get them "built-in" rather than having to develop everything ourselves.

Results

As mentioned before, our entire company gets value out of Imply. I use it every week, easily. Mainly to find out how our top customers are doing. We push snapshots from our CRM into Pivot. And sometimes we'll use it to answer questions like "Are our customers using this feature, or this one?"

The business development team tends to get some use out of it, too. We have some pay-per-use products. So for finance purposes, we get our reports from Pivot on some of the metrics that our customers have - and then we'll bill them based on those. For example, if one of our customers has a MAU (monthly active users) of over say a million that they're collecting data for, well we'll charge them an additional fee.

And then, more generally, our management team uses it for various information on our customers. Our product team will use it for feature usage. So Pivot, to us, is a valuable tool adopted by almost everyone in the company. It was an easy switch to make, and has saved us a lot of time, money, and resources.

More Insights

Whether you are a Druid expert or data analytics driven, Imply Customer Stories will give you insights into how to build and leverage better data-driven applications.

Checkout more Imply Customer Stories at imply.io/blog



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