

## CASE STUDY



# How PlayFab solved 3 core data analytics needs and saved 87.5% over DIY with Appuri

## PlayFab's Challenge

- Provide its clients with game and customer behavioral analytics
- Set up a 99.999% uptime data ingestion system that could handle massive usage spikes from diverse data sources
- Ensure that their analytics are cost-effective to run and provide near-instantaneous queries.

## Appuri's Response

- Secure cloud-based data environment set up within 24 hours
- Full integration of data sources in 4 days
- Appuri automatically handles all schematization, de-duplication and loading into a Tableau-ready, SQL data warehouse

## Final Outcome within 5 days and at 1/8<sup>th</sup> of the cost of a DIY solution

- PlayFab now provides best-in-class, customizable analytics to its clients
- PlayFab ingest over 1 billion events from more than 12 million unique users
- PlayFab's newfound ad-hoc querying and reporting capabilities have improved their business model, positively impacting onboarding and retention





## Who is PlayFab?

PlayFab unlocks a new world of creativity for game developers by providing a cross-platform "backend-as-a-service" built exclusively for games. By taking care of player accounts, virtual currencies, inventories, game hosting, and applying customizable analytics to support game marketing, promotions, and product management, PlayFab allows game publishers to focus their time and energy on creating great games.

## Quotes from Playfab

*"Appuri lets us understand our own customers and allows us to empower our clients to do extremely sophisticated behavioral analysis. Appuri directly helps us with onboarding and retaining our customers and allows our clients to monetize more effectively."*

*"As PlayFab is a 24/7 live service, we need to ensure that all elements of our service are performing well at all times. Appuri gave us one less thing to worry about: we got a dependable data ingestion system that worked for us right away."*

*"Appuri has been great to work with. They're very prompt whenever we have any questions. Overall, the experience with working with Appuri's team has been really great."*



## In-Depth Interview with Matt Augustine

### Since using Appuri, what has been the business impact to PlayFab?

Internally, Appuri has allowed us to get much better business intelligence information. Appuri lets us roll together traditional clickstream analysis from our website, monitor which API's our clients have called and which various features they have used, and gives us very specific details about every event.

Tangibly, we've been able to identify clients we need to talk to because we know they've stalled at a certain point in their integration of our service, or that they haven't made use of certain features that would be valuable to them. This has provided a direct, positive benefit to our business.

Externally, Appuri lets us offer our clients a very flexible custom event analytics feature with built-in events like players logging in and purchasing plus the ability for our customers to define any custom events that they want, without needing any special configuration from our side.

### PlayFab is very technically savvy. Why did you choose Appuri rather than build something in-house?

As PlayFab is a 24/7 live service, we need to ensure that all elements of our service are performing well at all times. Appuri gave us one less thing to worry about: we got a dependable data ingestion system that worked right away.

If we didn't use Appuri, we would have needed to hire 2 data engineers – people who are in high demand. And it's not just the expense of the people, it's also the time it would take to find those people and bring them up to speed and build out the pipeline. At PlayFab, analytics is not the core focus of our business, and if we were to build a data pipeline ourselves, it would have taken longer and have been significantly more expensive than the Appuri system we're using.

# In-Depth Interview with Matt Augustine

## Why did you choose Appuri?

We saw Appuri as providing three things:

1. A technical solution that would just work and we could focus on defining new events and not worry about how that would translate into Redshift, scalability and reliability.
2. The expertise to structure events and map them to efficiently run queries against them.
3. A reliable way to capture our events and properties with enough detail. Even if we're not currently analyzing the data in all of the ways we intend, we know we can always go back and generate additional reports because all of the data is captured and queryable.

## What other alternatives did you consider or try before using Appuri?

We had a stop-gap solution where we were writing out events to DynamoDB. That was put in place right before launching our first mobile game on our platform, Toy Rush. Toy Rush, like a lot of mobile games, is very liberal about firing lots of custom events. While DynamoDB was very good at handling the volume of events, it was very bad at doing anything with those events once you had them. We had no way to efficiently query it or write reports without exporting it somewhere else first.

Appuri eliminated the need to have separate destinations for receiving events and performing analytics.

## What do you think of Appuri's team?

From the beginning, we were impressed with Appuri's CEO, Damon Danieli. It's important for us to know that whoever is providing a service to us is an expert in the area. He gave us the confidence that Appuri's platform is built with the expertise that would be able to handle our requirements.

Appuri has been great to work with. They're very prompt whenever we have any questions or if something isn't working quite the way we thought it would. Overall, the experience with working with Appuri's team has been really great.

# In-Depth Interview with Matt Augustine

## Are you satisfied with Appuri? Its performance, reliability and as a company in general?

We're very satisfied with Appuri. Their Smart Data Pipeline has been able to handle as many events as we throw at it and we never have to worry about whether our analytics is going to be able to handle the throughput. We know our queries are going to be fast and cost-effective. These are things that Appuri just solves for us.

Games are an interesting technical challenge because you get irregular massive spikes in usage. It's very challenging to make sure that our platform is going to perform during those times. Using Appuri means we don't worry about whether our analytics system is going to be able to handle huge influxes of new customer events

In general, we like the flexibility that Appuri gives us. We like the performance and we like knowing that there's a good team standing behind their service.

## What are your closing thoughts on Appuri?

Appuri enables us to focus on events and data that make sense in our system without having to worry about how that maps to storage or schema of analytics events while ensuring that we're not losing any data or information in the process.

Using Appuri means we don't have to worry about our analytics pipeline. They help us gain valuable business intelligence and allow us to offer enticing analytics features to our clients.