

AWS Case Study: Goodgame Studios

About Goodgame Studios

Goodgame Studios is a leading developer and provider of gaming software, specializing in the free-to-play segment. Its focus is on mobile and browser games. The company provides its games in 26 languages and has over 300 million registered users worldwide. Empire: Four Kingdoms – the world’s most highest grossing app produced by a German company since 2013 – is part of Goodgame Studios’ portfolio. For further information, please visit www.goodgamestudios.com.

New games, new opportunities

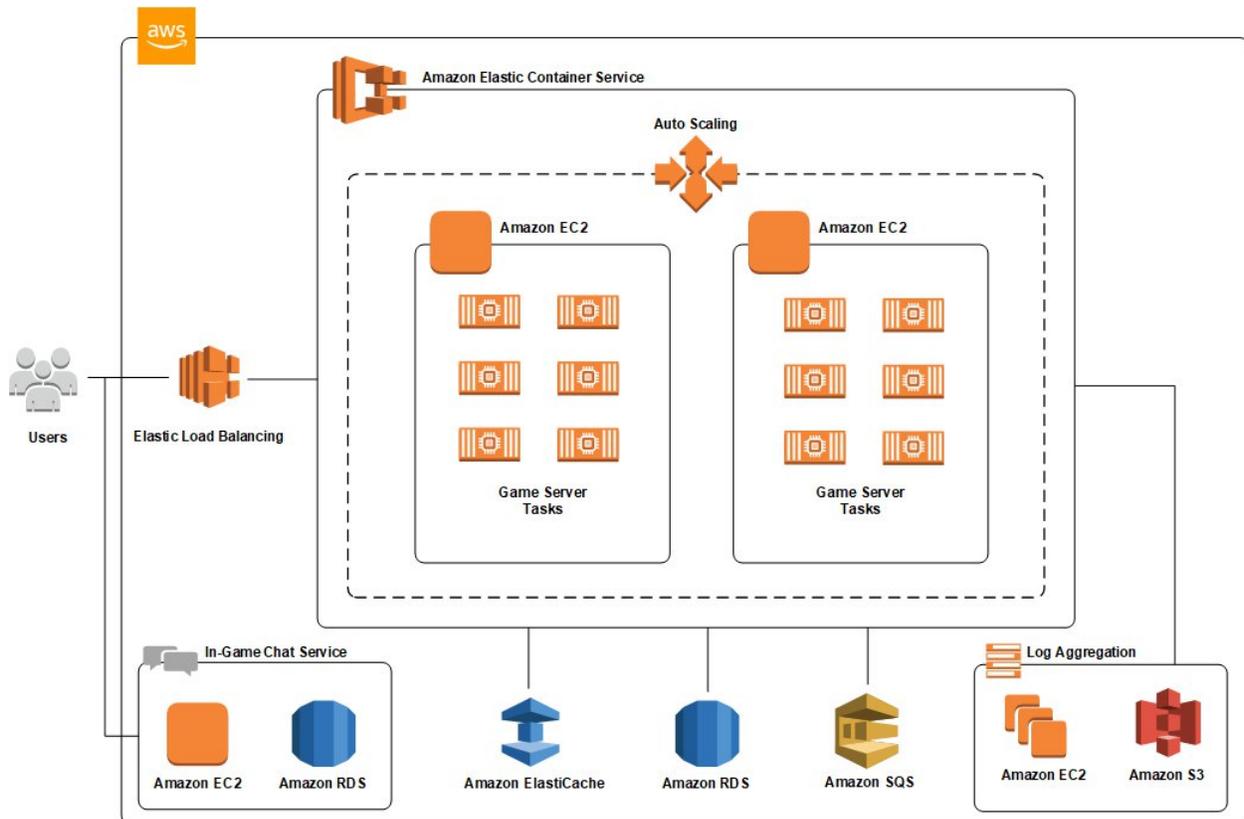
Historically, Goodgame relied upon its own infrastructure of bare metal servers and data centers to support their hugely successful brands EMPIRE and BIG FARM. With a strong desire to optimize the production of new products, while providing more autonomy to the internal development teams, the studio decided to look at AWS as a turnkey solution for its latest hit BIG FARM: Mobile Harvest.

“Our original bare metal setup was very efficient when we had perfect distribution and scale of hardware, but it required monitoring and dedicated staff to manage the process” says Simon Andrews, who heads the studio responsible for the development of BIG FARM: Mobile Harvest. “The ease of use of AWS combined with the ability to quickly and easily scale for our needs made AWS a perfect fit. Our ability to build a fully scalable product with AWS has given us significant benefits both in terms of game performance and cost savings. Our global ranking and tournament features are great examples of how seamlessly AWS can provide global coverage”.



Building Backend Infrastructure with AWS

From a technical perspective, Goodgames uses Amazon Elastic Container Service clusters to manage several game tasks. A main game task, for example, serves most client requests related to human gameplay. Other tasks for example serve the backend support requests or features like player chat and payment services. These clusters/services run stateless most of the time and are independently scalable based on the load of the application. Caches are used directly on top of the persistence layer, or in some cases directly inside of the application to get the current state. Internally, these loosely coupled tasks can communicate via Amazon Simple Queue Service.



Scaling to 7.5MM Players Worldwide

“BIG FARM: Mobile Harvest has proven to be one of our most successful product launches” says Kai Wawrzinek, Goodgame Studios’ CEO. “With this game we have a very solid technical foundation that has allowed us to rapidly grow our player base while maintaining a very responsive and enjoyable player experience on mobile”. BIG FARM: Mobile Harvest is currently played by more than 7.5MM players worldwide, often with more than 25k players concurrently playing the game at any given time.

“We are seeing the benefits of this decision already”, says Simon Andrews, “Stability has been excellent, combined with very good customer support. We have been able to focus more time and effort on our core competency - making games, and that benefits both development team and our players!”.