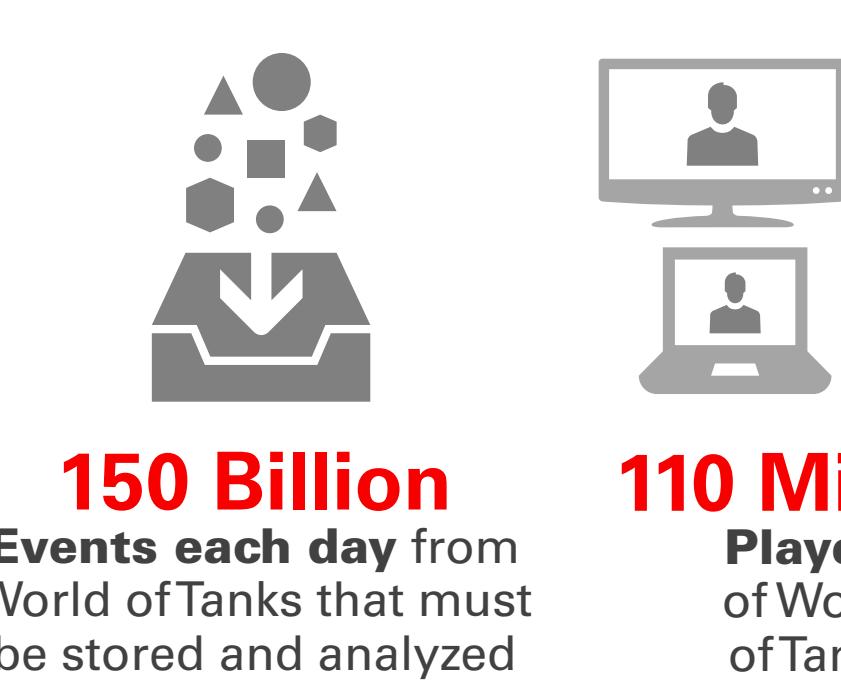


# Wargaming.net: Inside the War Room

## ABOUT WARGAMING.NET

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



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



**1998**

Started in a garage in Minsk, Belarus



**16**

Offices around the world

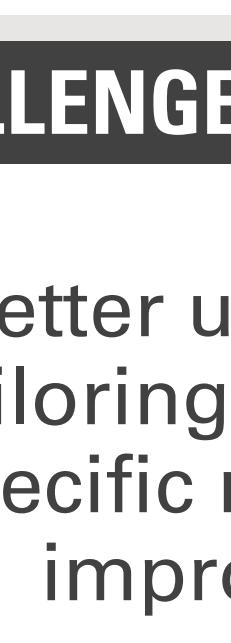


**4,000**

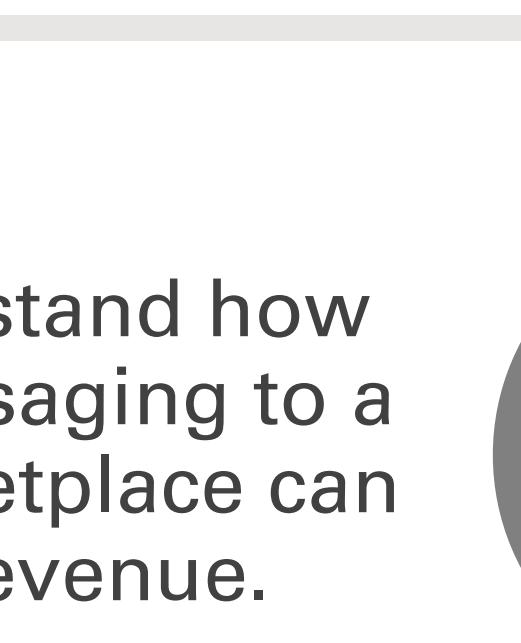
Employees worldwide

## CHALLENGE

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



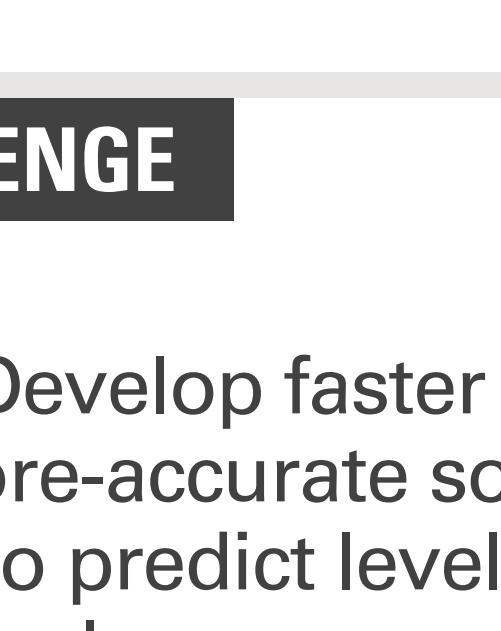
**150 Billion**  
Events each day from World of Tanks that must be stored and analyzed



**110 Million**  
Players of World of Tanks



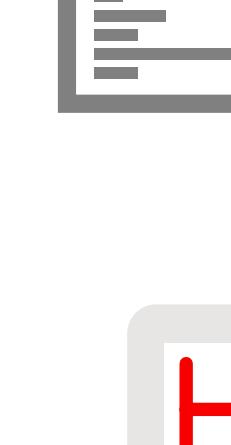
**40 Terabytes**  
Game-related information to be analyzed for optimal game play



**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



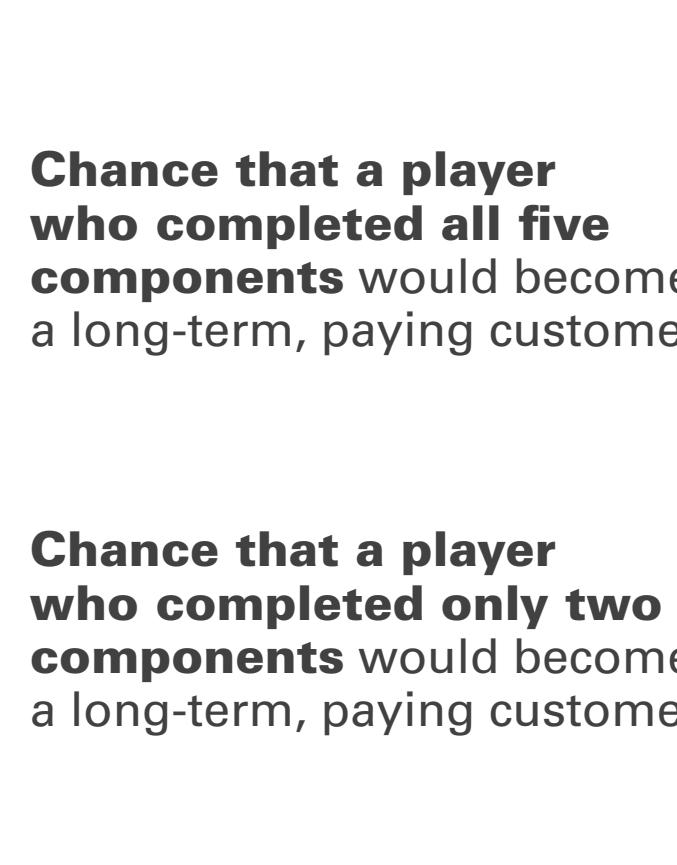
**Deployed Oracle Big Data Appliance** to capture, store, organize, and analyze huge data feeds



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

## CHALLENGE

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



## Solution



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



**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



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

## Before

6:00



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

## After

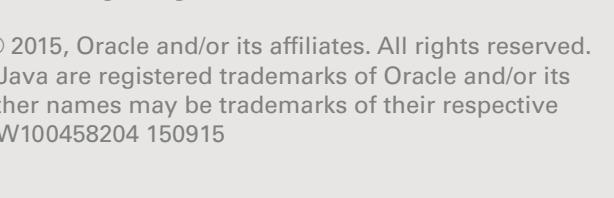
0:03



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

## CHALLENGE

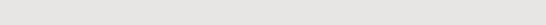
Some players were having trouble completing an Xbox tutorial for a new game version.



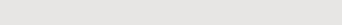
5 Components of the Xbox tutorial



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



33% 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

Learn more at [oracle.com](http://oracle.com)

Join our communities



Sources: Oracle, Wargaming

Copyright © 2015, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners. BRW100458204 150915



WARGAMING.NET  
LET'S BATTLE

ORACLE®