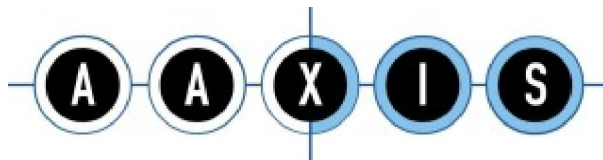


# **AAXIS Case Study: Consumer site for a Major Game Developer and Distributor**

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## Consumer site for a Major Game Developer and Distributor

### CLIENT OVERVIEW

A major international company that develops, publishes, and distributes game software. The company's portfolio of established brands and popular title releases make it one of the leaders in its industry.

### BUSINESS NEED AND PROJECT OBJECTIVE

The company's existing online store was experiencing a number of challenges ranging from PCI compliance to site stability. Due to potential data security risks, the existing system was taken offline and the ATG E-Commerce platform was selected as its replacement. With highly anticipated title release dates approaching and the lack of an online store, it was critical for the new ATG-enabled solution to be online in a short period of time. The company also wanted to tap into the emerging market of digital downloads. This posed a business and technical challenge very specific to the gaming industry. Since release of new games is highly anticipated, new title releases have to be carefully coordinated so that the digital downloads are available only after the publication of the official press release announcing the game. The requirement was to allow for 95% of the game to be downloaded before the release date but hold back the critical 5%, rendering the game unplayable. Only after the official release can the remaining 5% be released, thus ensuring that the game is ready to play by fans as quickly as possible after the release. Their current platform was unable to accommodate this workflow.

### CHALLENGES/ REQUIREMENTS

The data security issues with their existing solution meant that the company had zero online commerce presence. The urgency to replace the online store was increased with the imminent release of several highly anticipated game titles. With just 4 months to design, build, and deploy the commerce store, we worked efficiently as a team with ATG onDemand, to specify scope, complete procurement of hardware, installation, configuration, development, and deployment completed within the tight deadline.

### ROLE OF AAXIS

Axis worked with ATG to utilize their onDemand platform to design and architect a solution meeting the feature requirements - all before the expected launch dates. The solution was implemented using B2CBlueprint and adhered to the guidelines associated with the ATG shared hosting service model.

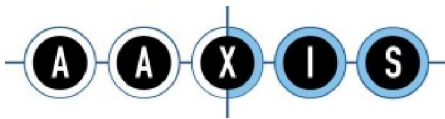
The key features of the developed solution were:

- § **End-to-end commerce implementation using B2CBlueprint**
- § **Fulfillment module integration**
- § **Integration with payment gateway to support credit cards, direct debit, and offline checks**
- § **Internationalized multi-national store**
- § **Entertainment Software Rating Board (ESRB) compliant which ensures that appropriate content is displayed based on customer age group**
- § **Business Control Center (BCC) implementation**
- § **Customer Service Center (CSC) implementation**
- § **Integration with Gentrans Integration Suite (GIS) to facilitate order transmission to warehouse**

## RESULTS

- § An E-Commerce site that is built using industry best practices, satisfies client needs and is cost effective to maintain. All within the specified four month end-to-end delivery cycle: three months development and one month production transition
- § Site was launched on much anticipated Cyber Monday. Infrastructure hosted by ATG onDemand
- § Flexible home page slot design to adapt quickly to marketing initiative
- § The site achieved both PCI and ESRB compliance
- § Streamlined customer service through ATG CSC application

For details on any of our services or to inquire how AAXIS can assist your organization, contact [sales@aaxisgroup.com](mailto:sales@aaxisgroup.com)



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