

GAME. ON.



LAUNCHING A NEW PRODUCT ISN'T ALL FUN & GAMES

CLIENT

International, award-winning producer of Massively Multiplayer Online Role-Playing Games (MMORPG)

CHALLENGE

Our client was preparing to release a new product that required 24/7 support for over 500,000 users. For a previous game launch, they'd hired 75 full-time employees to work internally. This required the client to terminate all of these employees at the end of the product's life cycle.

RISK

Our client was launching a product they'd spent nearly seven years and over \$300M to create. In a highly visible and competitive arena, it was imperative that the client offer their end-users ready access to full support. Otherwise, the game--and the full investment--would be over.

APC SOLUTION & RESULTS

APC focused on reducing the client's operating expenses without sacrificing the service necessary to ensure a successful product launch. To accomplish this, we created a scalable IT support staff comprised of individuals highly skilled in gaming. Through a rigorous testing process we developed in-house and then conducted at an APC facility, we were able to provide a qualified contract staff that peaked at 150 individuals. This allowed our client to keep costs under control while providing world-class support to their customers.

The client was so pleased with APC's delivery that they brought several contractors in-house as full-time employees and later turned to us for social media and bilingual support staff.

With nearly seven years and over
\$300M
invested, losing
wasn't an option.