



Wargaming Web Services

A Chronological Dive into Everything Outside the Game

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About me

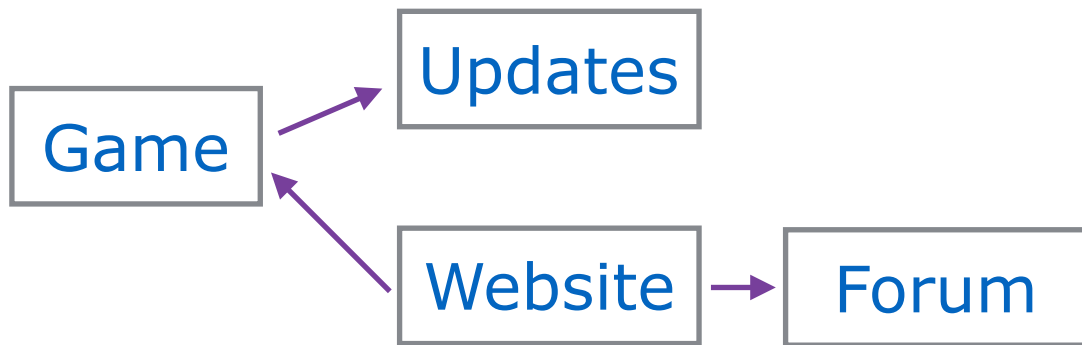


- Building web services for last 15 years
- Joined Wargaming in 2012
- Started Business Analysts team
- Web services for World of Tanks in Korea
- Web for WoWP, WoWS, WoT Blitz and XBOX:360, Master of Orion

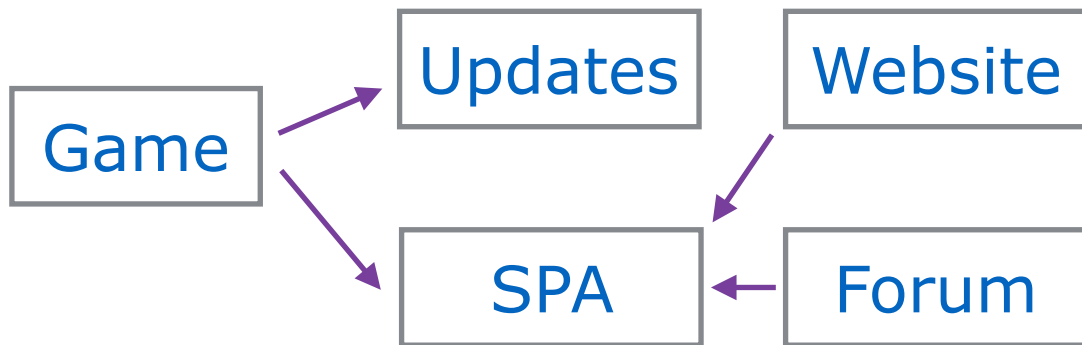
Key things to learn

- Overview of web services around MMOs
- History of their establishment in Wargaming
- Business cases they are covering

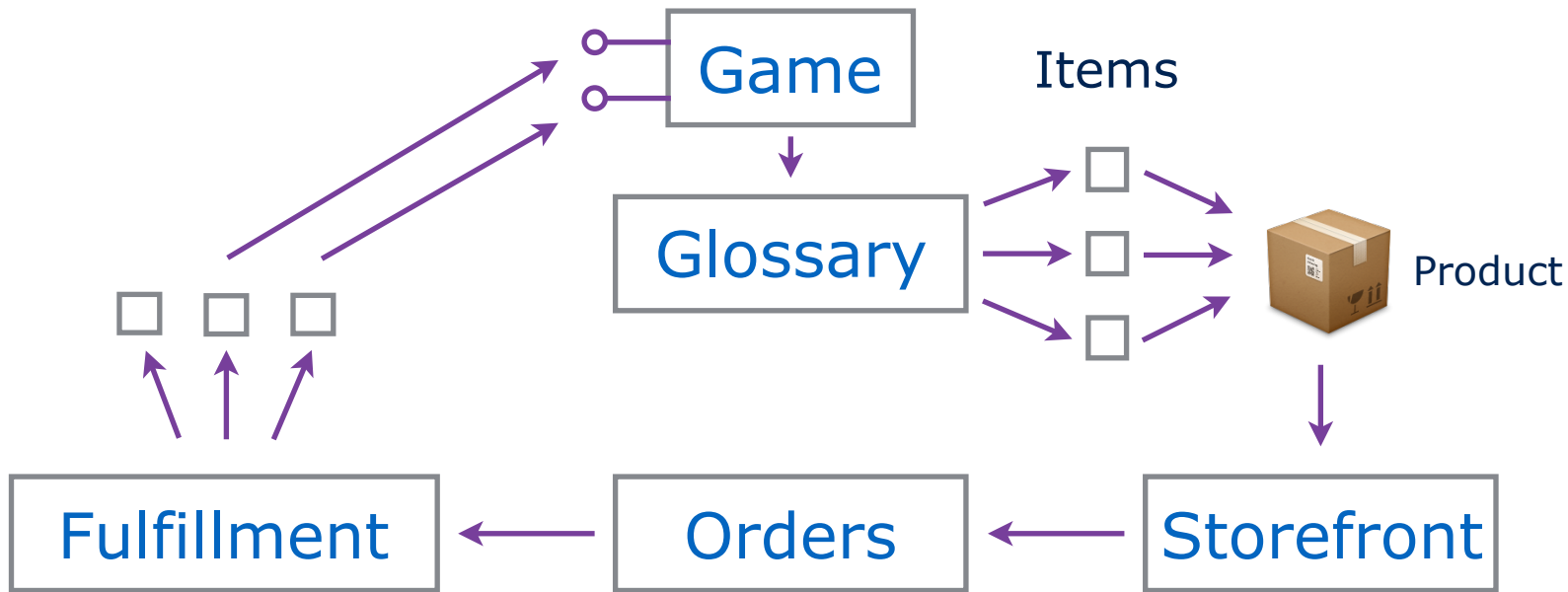
World of Tanks Web - Beta



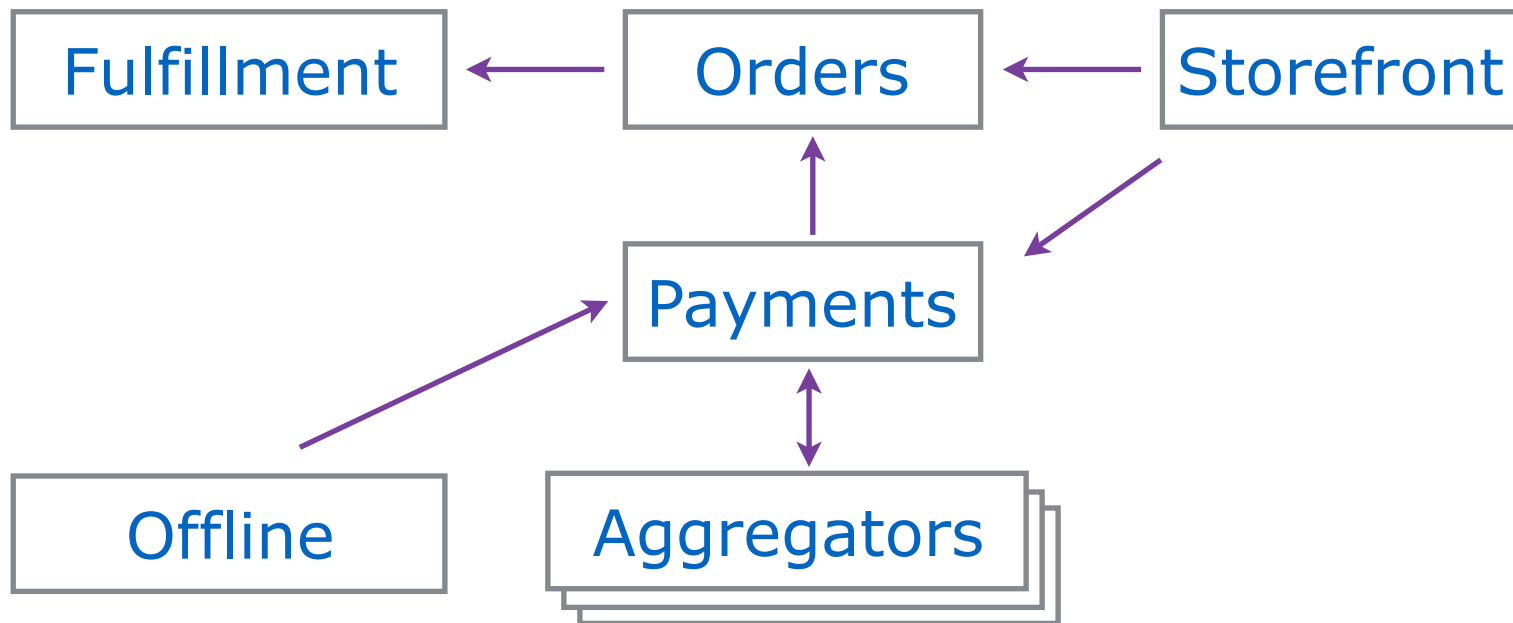
World of Tanks Web - Beta



Game Inventory Lifecycle



Orders paid



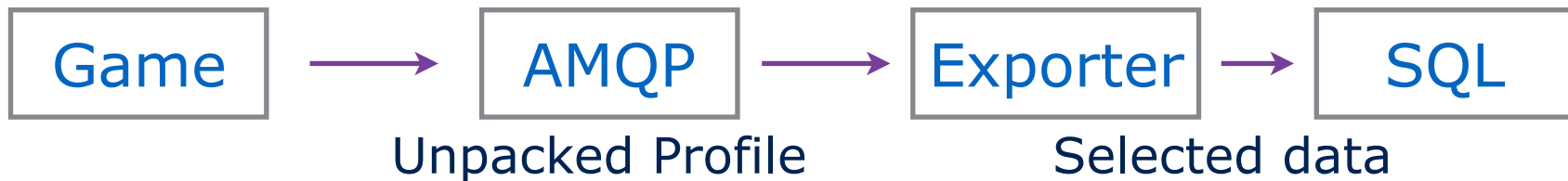
Tracking acquisition

- Track amount of users along the funnel
- From click on ad to first purchase
- Tracking engine supports all our games



Handling Dynamic Data

- Blob player data on game server
- Storage format changes
- Need normalized data to run SQL queries



Community developers

- Fan sites parsing our website
- Ban hammer unveiled
- WOT Assistant development
- We created Portal API
- Now developers.wargaming.net



Tournaments and Clan wars

- Tournaments and meta game idea
- Web team has people to do the job
- Custom battle API
- Tournaments Management System
- Competitive Gaming team



New games

- Hey guys! here is a new game!
- What about another one?
- On tablets? Consoles?



XBOX ONE XBOX 360 PS4



Platform solution

- Authentication & Distribution
- Inventory, Products & Payments
- Dynamic data and Ratings
- Competitive gaming components
- Let's build a platform while cleaning up!



Shared resources

- Let's share gold, premium and free XP
- From sync service to Currencies service
- Farming!
- Session management



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LET'S BATTLE

Closed testing of a game

- F2P - everyone can enter!
- * But not during F&F and Closed Beta
- Auth system update
- Survey forms and processing
- Invites via vouchers
- Preorders



Social & Communication Features

- Clans
- P2P Chat
- Friends
- Referral system
- Notification center

Data Warehouse

- Data stored by Exporter is not enough
- 150 Billion events each day, 40TB data
- Oracle Big Data Appliance to capture and organize data
- Global BI department

Player Relationship Management

- Realtime personalized recommendations
- Numerous sources of events
- Rules engine
- Guaranteed message delivery to clients

Cheat sheet

- ☐ Authentication
- ☐ Distribution
- ☐ Item management + API
- ☐ Vouchers & Invite codes
- ☐ Currencies
- ☐ Storefront, Preorders
- ☐ Orders and Payments
- ☐ Public data API
- ☐ Chat & Friends
- ☐ Clans
- ☐ Ratings & Leaderboards
- ☐ Custom Battles
- ☐ Acquisition tracking
- ☐ Data Warehouse
- ☐ Player Relationships
- ☐ Referral System

Overview of our front-end services

Per game

- ☐ Promo site
- ☐ Game portal
- ☐ Dev Blog
- ☐ Bug tracker
- ☐ Forum

Shared

- ☐ Customer Support Center
- ☐ Wargaming Premium Shop
- ☐ Merchandize Shop
- ☐ Wargaming League
- ☐ Wargaming Wiki
- ☐ Clans Portal



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