Cluster Structure

Succeeding at Production with a Wide Portfolio

Tugay Alyıldız
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GDC
Game Developers Conference
July 19-23, 2021 #GDC2021

Why *team*size matters?

Two pizza rule = Better productivity

Cluster Structure by Veloxia

- Decisions are made by the executors
- Faster & better decisions
- Smaller team per product
- Higher ownership

Agenda

- Background
- Enterprise Architectures
- Cluster Structure
- How to Implement
- Impact on Veloxia

Background

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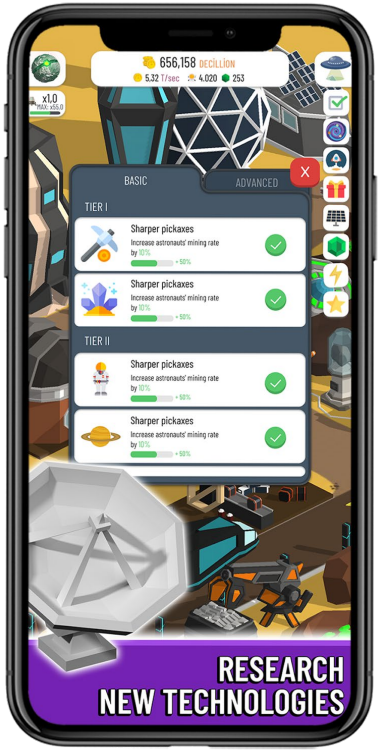
Veloxia

- Focus on mobile gaming tech, based in Istanbul
- Engineering-oriented & data -driven design
- Founded in 2019
- VC Backed
- International teams of 3 clusters

Space Colony: Idle



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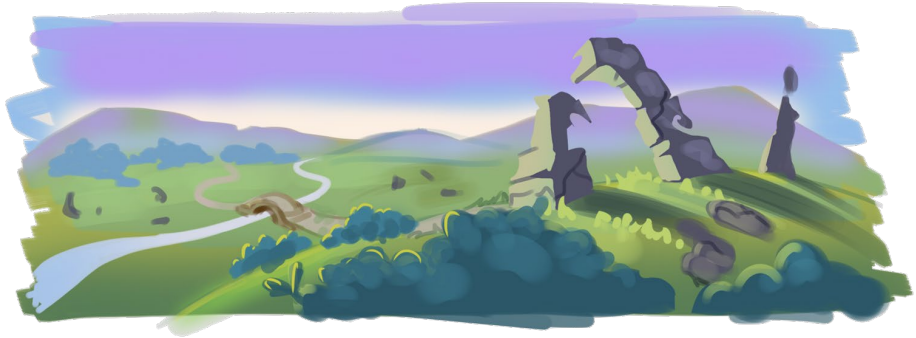
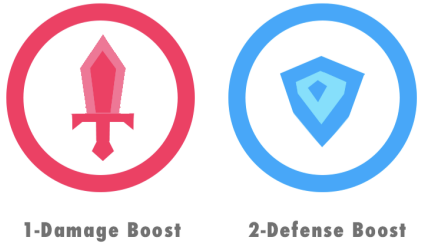
Upcoming MOBA Title





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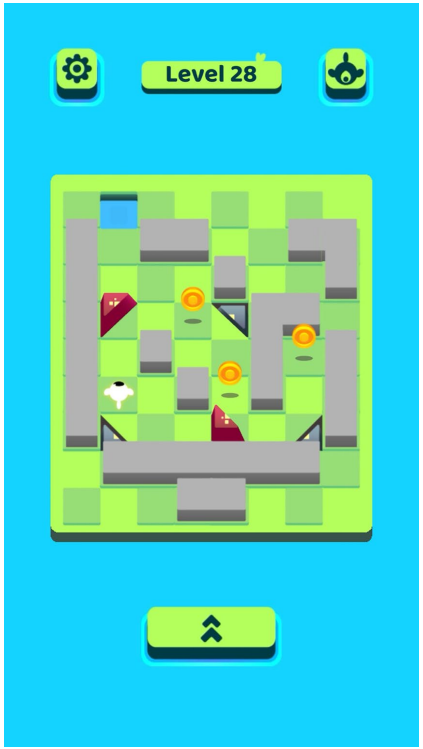
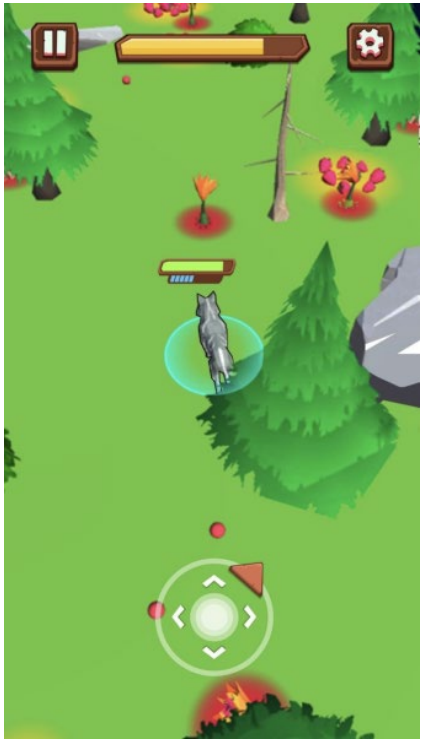
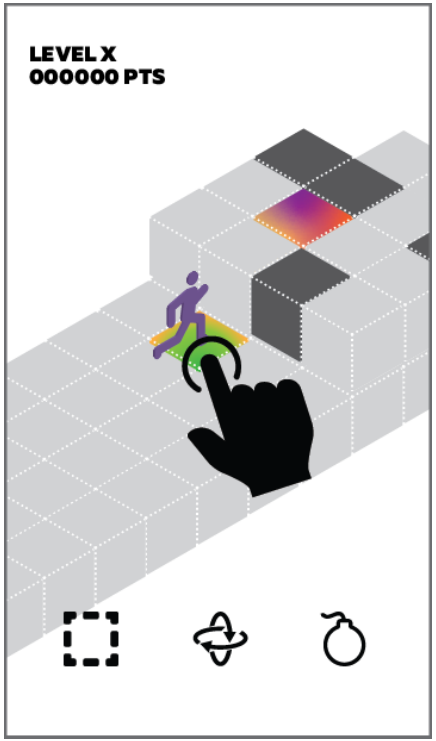
Cluster: IDEA







Enterprise Architecture

Enterprise Architecture

“Enterprise architecture is a discipline that represents capabilities, IT and organizational structure; and the relationships among all the policies and stakeholders.”

Enterprise Architecture Elements

- Designing jobs
- Departmentalization
- Establishing reporting relationships
- Distributing authority
- Coordinating activities
- Differentiating among positions

Cluster Structure

Cluster Structure

Cluster Independent

- → Engineering
- → Product
- → Strategy
- → Operations
- → Marketing
- → Data

Cluster A

- → Developers
- → Artists
- → Designers

Cluster B

- → Developers
- → Artists
- → Designers

Cluster C

- → Developers
- → Artists
- → Designers

Cluster Structure - Advantages

- ➔ Fragmented Products
- ➔ Innovation encouraged by Autonomy
- ➔ Know-how
- ➔ Reduce time-waste
- ➔ People engagement

Cluster Structure - Disadvantages

- ➔ Difficult to utilize unique talents
- ➔ Learning duplication
- ➔ Fragmented output

How to Implement The Cluster Structure

How to Implement Cluster Structure

People

- Intense culture
  - Self responsible
- Intense onboarding
- Periodic check-ins

How to Implement Cluster Structure

Communication

- ➔ Periodic scrums
- ➔ Systems
  - ◆ CI/CD
  - ◆ QA
  - ◆ Integration
- ➔ Project management

Muda

Is a Japanese word meaning "futility; uselessness; wastefulness", and is a key concept in lean process thinking.

Impact of Cluster Structure On Veloxia

Impact of Cluster Structure on Veloxia

- ➔ Know-how in 3 very different genres
- ➔ 3 clusters working in very distinct time -zones.
- ➔ Process management

References & Further Reading

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Thank you!

Let’s get in touch!

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