CCP Games Selects Aria Systems to Innovate and Scale for Exponential Growth

Overview

Industry:
Online Games

Headquarters:
Reykjavík, Iceland

Challenges
- Homegrown billing system needed to efficiently scale
- Many non-related services bound within homegrown billing system
- System encumbered company's growth plans

Solution
- Global monetization platform across several games
- Supports complex in-game purchases
- Supports single source of player information across the enterprise

Benefits
- Decreased overhead maintaining billing solution
- Greater monetization agility
- Greater security and flexibility

CCP Games, a leading independent game developer headquartered in Reykjavík, Iceland, builds and distributes some of most successful multiplayer online role-playing games, including *EVE Online*. Launched in 2003, *EVE Online* is one of the studio's most popular games with more than 500,000 subscribers. In 2013 *EVE Online* claimed a new record for the maximum number of simultaneous pilots online with over 65,000 concurrent accounts on the same server.

The Challenge

A critically acclaimed virtual interactive entertainment provider, CCP Games is at the forefront of gaming innovation. As many resourceful software companies do, it created its own billing system, based on its immediate needs and the availability of internal programming staff. However, billing and monetization execution were not among the company's core competencies. Yet it was essential to their explosive growth plans. CCP Games realized it needed to replace its homegrown billing solution with one that could efficiently scale, while freeing its technical talent to focus on product development.

The Solution

CCP Games reviewed numerous leading cloud-based billing solutions before selecting the Aria platform. The company will roll out the solution beginning with *EVE: Valkyrie*, when the game launches in late March 2016.

Solution highlights:

- **Global monetization partner.** CCP Games chose Aria as its global monetization partner to help the company as it continues to roll out all its new products and offers via inventive recurring revenue models.
- **Supports complex in-game purchases.** The Aria platform will help manage the complex relationship between players and in-game purchases as they navigate through the company's hugely popular online games. The Aria solution has the flexibility to orchestrate complex pricing schemes and the real-time delivery of purchases that occur across time zones, national boundaries, currencies, languages and tax jurisdictions.
- **Enables a single source of player information.** The Aria billing system will adapt quickly while integrating with a broad array of internal and external systems such as ERP, customer information service, inventory management, web, tax, accounting and provisioning systems. The end result is that CCP Games will have a billing platform supporting single and comprehensive source of player information across the enterprise.

Benefits

The Aria monetization platform will enable CCP Games to support product, pricing and packaging innovation on an ongoing basis. In addition, the online game provider expects the Aria solution to help it bolster customer satisfaction and improve time to market. "We are in a highly competitive industry and Aria will help us forge close relationships with our players, ensure accurate billing and provide us with the agility to launch new games more quickly," says Höskuldur Sigurðarson, Senior Producer at CCP Games.

Benefit highlights:

- **Decreased overhead maintaining billing solution.** Integrating Aria will give CCP the freedom to focus on game-related services. With Aria, CCP can shift important development time away from billing platform maintenance towards critical services development, while providing flawless integration through its extensive set of APIs.
- **Enhanced security and flexibility.** "By selecting Aria we have removed the necessity of maintaining the strict internal PCI protocol of our services. It gives us great peace of mind knowing that Aria provides state-of-the-art security for our customers' sensitive data," says Sigurðarson. "As a technology company ourselves, we understand the importance of software that offers resilience and flexibility with growth."
- **Greater monetization agility.** CCP Games is getting an intuitive billing and monetization platform that can handle a multitude of complex transactions, including recurring revenue purchases, one time orders, in-game order support, and virtual currencies.

In addition, with Aria, CCP Games gains a trusted partner to help it grow its recurring revenues both now and into the future.

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>
> —Höskuldur Sigurðarson, Senior Producer, CCP Games

For more information on cloud-billing, recurring revenue or agile monetization go to www.ariasystems.com or contact Aria at info@ariasystems.com or 1-877-755-2370.