



CLIENT EXPERIENCE

Electronic Arts standardises and streamlines its IT service delivery with TCS' assistance

Customer
Electronic Arts

Industry
Gaming

Offering
Infrastructure Support

The volatile video game industry is driven by technological advancements to meet the high levels of expectation set by gamers. Once a pastime, gaming is now a culture, and has changed the face of the entertainment industry.

TCS' client, Electronic Arts (EA), a worldwide leader in video games software, was poised for growth but faced the problem of escalating IT costs. With operations spread across the world, its in-house IT department was buckling under the pressure of maintaining a distributed IT infrastructure.

EA turned to TCS to standardise its IT services environment across geographies to bring down the total IT costs and improve productivity. TCS leveraged its global delivery capabilities successfully and helped EA strengthen its IT service delivery capabilities.



TATA CONSULTANCY SERVICES

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Electronic Arts Inc. is a leading global developer, marketer, publisher and distributor of interactive entertainment software for video game systems, personal computers, wireless devices and the Internet. Founded in 1982, the company today provides the systems for popular games such as the PlayStation®2 Computer Entertainment System, the PlayStation®, Xbox video game console from Microsoft, the Nintendo GameCube and the Game Boy® Advance.

EA markets its products worldwide under four brands and through 33 product franchises. Since its inception, EA has reached a million unit sales worldwide and has garnered more than 700 awards for outstanding software in the US and Europe.

Business Situation

The video game industry, having grown into a billion dollar industry over the last few decades, relies heavily on technological advancement to improve customer experience. Technology has enabled server-based gaming, multi-game theme cabinets and multi-player games, which allow individuals to play with other gamers in different countries. Gaming companies thus, face enormous pressure to keep up with the technology changes and dynamic customer behaviour.

TCS' client was grappling with twin-fold challenges. First, the high cost of maintaining its IT infrastructure and second, managing operations and applications spread across various countries. Its in-house IT team was therefore unable to focus on the core function of adding value to the existing system. EA soon felt the need for a more flexible, transparent, process-driven and standardised IT service environment. This would help it reduce the total IT operations cost and free resources to focus on core activities. The critical requirement was to reduce the IT operational costs – EA wished to reduce the IT cost to from 4.7% to 4% of the total IT budget.

Looking for a partner to support its IT infrastructure, EA turned to TCS. TCS was selected based on its in-depth knowledge and proven global delivery capabilities.

TCS Solution

TCS provided level 2 support for EA's IT infrastructure. It adopted a SLA driven approach and provided support for:

- Network administration
- Server administration
- Database administration
- Online gaming
- CA tool administration

TCS leveraged its Global Network Delivery Model™ (GNDM™) to support EA's operations across multiple continents, providing support from the US, Australia and India. It also provided on-call support during

About Tata Consultancy Services

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 143,000 of the world's best trained IT consultants in 42 countries. The company generated consolidated revenues of US \$6 billion for fiscal year ended 31 March 2009 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com.

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