



Lionbridge
GAME SERVICES

CASE STUDY

MICROSOFT XBOX LAUNCH BENEFITS FROM A SINGLE PARTNER FOR BOTH TESTING AND COMMUNITY BUILDING



With more than 25 million registered users worldwide, Warface is a popular free-to-play (F2P) Games-as-a-Service (GaaS) first-person-shooter (FPS) video game. The game features intuitive controls and slick, immersive gameplay with high quality graphics that run great on low-spec PCs while also scaling for high-end hardware. The PC version has been highly marketed in Eastern Europe and Asia, and has gained a huge following in these regions. Because it is based on a F2P/GaaS model, the game thrives on, and revolves around, an active and engaged community.

The Challenge

When Microsoft and Crytek announced in 2013 that they would bring the franchise to Xbox 360—and into eight new non-English speaking target markets—they knew they needed to move quickly to capitalize on the game's rising popularity. They also knew that they would have to respect and build on the strong community engagement that had already made the game so successful in Europe and Asia. That meant integrating both game testing and community building efforts in an aggressive launch timeline.

The Solution

Microsoft and Crytek needed to find a partner that could handle game testing in multiple global markets, coordinated with a sophisticated cross-market social media effort conducted in the local languages of the launch targets. They selected Lionbridge Game Services as a development partner for test and beta/community engagement.



SOLUTION REQUIREMENTS

- Complete, bundled game services at scale—one-stop shop for a key set of game services—available across the eight new markets being targeted
- Expert functional and localization testing for games across platforms, devices, and languages
- Experience and expertise delivering products and services for international markets, including translation and voice-over
- Global presence to tap local and regional gaming expertise
- Coordinated community management and moderation services to support gaming forums and enhance brand loyalty—delivered by native language speakers in multiple markets
- 24/7 community engagement and support after launch

Truely Integrated Launch Services

Lionbridge developed a launch plan that integrated lab-based testing with community building from the very beginning. In addition to expert in-country game testing, our team built an internal game Wiki to capture and tackle issues and feedback. They also fostered a strong online community within each of the eight target markets, creating a high engagement level with players that keeps them coming back.

Specific services included:

- In-lab player persona-based testing
- Community engagement program covering all time zones
- Unified management structure across community and test
- Multi-lingual community moderators with experience in:
 - Forum structures
 - Tracking trends
 - Phrased responses
 - Answering directly
 - Branding guidelines
 - Escalating a crisis
 - Integrated marketing strategy

Lionbridge Game Services for the gaming industry has you covered from beginning to end. We enable many of the world's leading publishers to deliver quality game titles on multiple platforms, expand into new markets, and effectively engage their game users worldwide.

Our flexible delivery model means we can support you as much or as little as you need, wherever your players are and whatever devices they're using.

RESULT HIGHLIGHTS

- The Xbox.com version of Warface went from "closed beta" to "live" in less than three months
- Warface is the most active second-party title on Xbox.com — ever!
- The game enjoys a strong, long-tail user base and high levels of user-generated content

“ This is one of the best outsourced social media management programs I have worked on. Your team is great, fast and knowledgeable. It's great to see such depth to your community team... The service given has been great. Turnaround is excellent.

— Keith Anderson
Senior Acquisition Manager
Microsoft Studios Europe ”

ABOUT LIONBRIDGE

Lionbridge is your global game partner; our footprint includes offices in 26 countries and a customer base of the world's most influential and forward-thinking companies. As a publicly traded company (NASDAQ: LIOX), we offer financial stability and best practices, as well as proven program management methodologies.

Lionbridge was recently recognized by Forbes as a Top 100 Trusted Company out of 15,000 public companies in the U.S. To learn more visit www.lionbridge.com/gameservices