



zensar

The Gaming
Industry is
Levelling Up.
Again.

An  **RPG** Company

The gaming industry has truly arrived—not just as a leading form of entertainment, but as a significant cultural and economic force on a global scale.

With about 3 billion gamers worldwide and a market value projected to exceed \$300 billion by 2025, the industry packs quite a punch. It offers an expansive canvas for creativity, technological advancement, and community building.

Today, the gaming landscape is as diverse as its player base, spanning continents, cultures, and age groups. Nearly 40% of gamers are now women, challenging outdated stereotypes; this influences the direction of game development and marketing.



Zensar's Gaming Studio Overview



Unlocking **10 years** of gaming expertise to elevate your experience



Empowering innovations with team of **400+ passionate gaming professionals**



Crafted **1500+ games** to ignite excitement across continents



Consistently exceeding expectations with **100% repeat business** from our valued customers



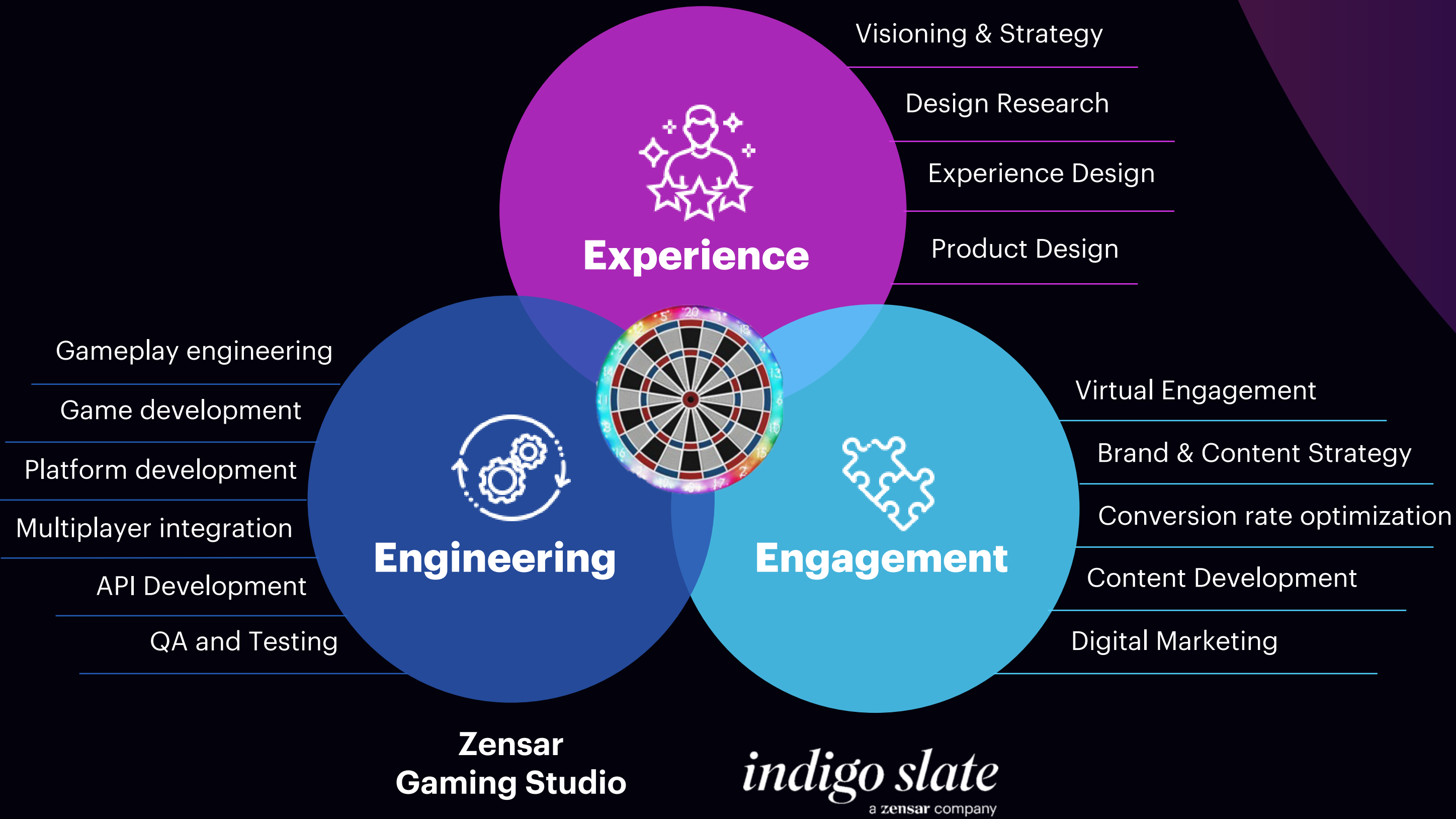
Bringing immersive gaming experiences **over 15 countries** and counting



From conception to completion, we are ingrained in every aspect of the **gaming life cycle**

What Differentiates Us

From Vision to Adoption



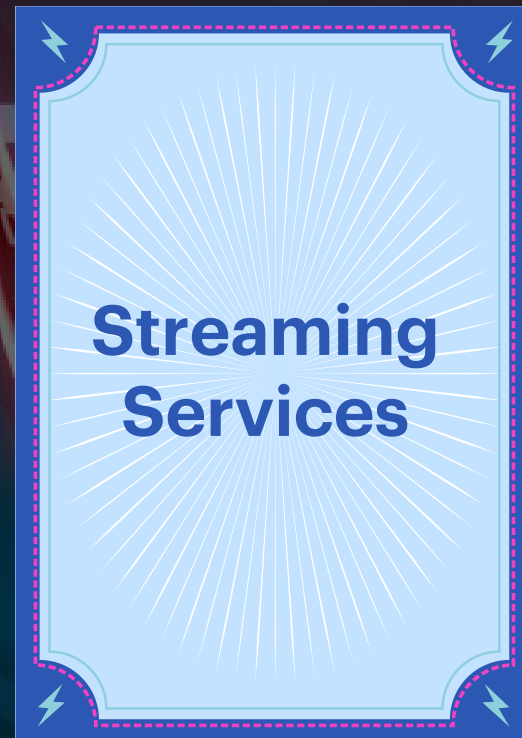
We bring together the elements essential to manifest astonishing new realities that can change the game for you.



Capabilities Aligned to Gaming Value Chain

We nurture an ecosystem of collaborators and capabilities to forge the future of gaming.

Retail Value Chain



Mobile Value Chain



Gaming Security



Online Value Chain



Gaming Industry

Unlocking Possibilities: Our Services Catalogue

Game Engage

Craft **immersive experiences** by elevating every aspect of gaming **engagement** for studios, publishers, and operators

Game Secure

Protect against unauthorized access, data breaches, and cheating, ensuring **secure** and **trusted** platform for your players & assets.

Game Spark

Craft the **visuals, sounds, and movements** that render other-worldly gaming experiences

Game Assure

Ensure your game quality remains top notch, using a proven framework for non-functional and **regulation testing**.

Game Forge

Bring **game designs to life**, developing games with simplicity, speed & integrated expertise

Game Pulse

Energize your strategies with **insights** on player behavior, fraud detection, and loyalty management.

Game Care

Ensure a seamless, glitch-free gaming experience across touchpoints, with **360° player support services**.

Game Labs


Put to play advanced **Generative AI** capabilities to add new dimensions to the gaming realm and make it more irresistible.

Delivering Value, Elevating Client's Success



Create and enhance games

- Created around 100+ games with top quality
- Enhanced 300+ games to comply with German and UK market regulations

 **30%** reduction in cost per game




Enable data driven decisions

- Designed and built centralized 'Federated Data Lake' and related cloud-based data pipelines for enabling real-time data analytics and data quality and integrity
- Enabled real-time insights into player behavior and game performance

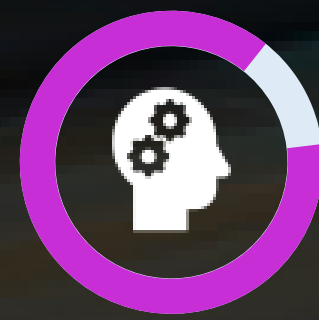


Deliver as a trusted partner in testing

- Deployed 60 testers out of a 100+ team to work as the final gate before production go-live
- Enabled 40% automated testing coverage, on average
- Set up Zensar proprietary device farms, across four global locations, with 150+ devices


 **20%** reduction in game testing time

30 person days saving per test cycle, across products on the platform



Deploy an insight driven approach

- Conducted detailed competitor and market analysis of games of other operators
- Recommended enhancements to existing and new games to create next-gen games

 **15-20%** increase in spins per player




Enhance player engagement

- Improved player participation through AI-based promotions and campaign management
- Enabled a GenAI-based bot solution for focused promotions
- Built a recommendation model, based on game analytics, for boosting player stickiness



Modernize legacy games

- Rebuilt the legacy game integration framework with the latest technology and modular designs
- Redesigned game engines to support enhanced features in games

 **~40%** reduction in game loading time

Faster game turnaround time

Our Strengths, Your Advantage

indigo slate
a zensar company

300+

associates in US

 **Foolproof**
a zensar company

500+

associates in UK

Zensar
Gaming Studio

400+

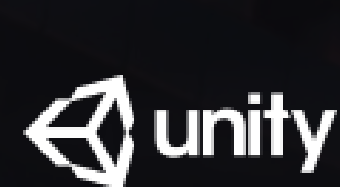
associates in India

Our Partnership

servicenow



Our Expertise



Ps

Ai

Ch

Pixi^{JS}



Midjourney

spine

Gaming Related Capabilities

Game Development and Support

Platform Development and Support

Testing Services, Security, Compliance

Device Farms Game Testing

Game Porting Services

Localization

AI/ML & Data Analytics in Gaming

Gamification of eLearning

Art and Creative work

Sound Engineering

Online Multiplayer Services

Community Management

Analyst and Advisory Services

Game Development (Training and simulations)

Success Stories



Overview:

Infrastructure and DevOps solution deployed by a globally recognized gaming and software development company

Problem:

The existing infrastructure and DevOps environment was inadequate to meet data engineering needs, and enable efficient and secure operations.

Solution outcomes:

- Improved efficiency of data engineering operations
- Enhanced data processing capabilities
- Heightened security
- Improved infrastructure scalability and flexibility



Overview:

Game development and release solution deployed by a globally recognized gaming and software development company

Problem:

Rigid systems incapable of

- responding swiftly to evolving business needs and market trends, and
- minimizing the cost per game to boost player retention.

Solution outcomes:

- Achieved a 50% faster market penetration
- Deployed games in all intended markets
- Reduced gaming costs by 20%
- Accelerated time to market by 40%
- Increased player stickiness by 25%



At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.4 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information, visit www.zensar.com.

