zensar

Automation-driven Transformation
Amplifies Efficiencies for Gaming Giant

▶ **Case Study**

Overview
Automating compliance for sweepstakes-ready gaming

With the gaming industry rapidly evolving, regulatory requirements demand constant adaptation. One such requirement is ensuring that all games comply with sweepstakes laws.

Our client, an online gaming company at the forefront of the gaming revolution for over three decades, needed to make over 300 games compliant within a strict timeline. As manual processes made this a time-intensive task, the company consulted Zensar to explore an automation-driven solution to the compliance challenge.

Zensar's brief:
Ensure 300+ games met sweepstakes compliance standards, while maintaining efficiency and accuracy in game deployment.

Beyond the brief:

We enabled the company to fulfill its existing compliance mandates, leveraging automation to streamline workflows and speed up processes. But we didn't stop there. We also deployed a scalable framework designed to enhance accuracy, minimize manual dependencies, and future-proof game development pipelines.

Challenges
Hurdles to achieving compliance

The client's team had to deal with multiple roadblocks in the compliance process:

- **Time-intensive manual tasks:** Setting up game environments, cloning games, detecting assets, and translating languages required significant manual effort.
- **Error-prone processes:** Human intervention in repetitive tasks increased the risk of errors, leading to potential compliance issues.
- **Scalability constraints:** With over 300 games to update, the existing process was unsustainable when facing tight delivery timelines.
- **Regulatory complexity:** Sweepstakes compliance required precise modifications across multiple games, further complicating manual execution.

Solution
Automation-driven scalable framework

As our client's technology partner, we collaborated with various internal stakeholders every step of the way to ensure that the solution outcomes align with business objectives.

Discovery and planning: Our discovery process allowed us to gain granular insights into the process of achieving regulatory compliance and into key aspects of the game delivery mechanism. This allowed us to plan for an automation solution that addresses these business priorities:

- Meet compliance and quality requirements effortlessly.
- Enable faster, error-free, and cost-effective game updates.
- Establish a scalable framework for future compliance needs.

Design: We designed an automation framework, prioritizing scalability and ease of use, with these key solution components:
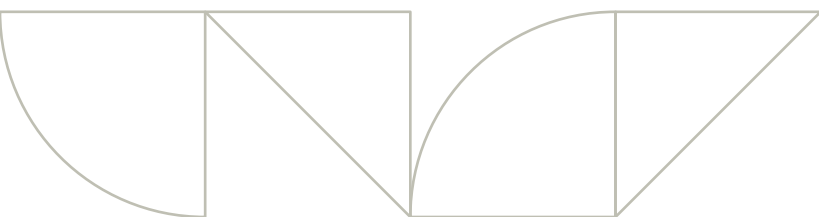
- **Development of automation scripts:** Custom scripts had to be created to automate game cloning, installation, and setup.
- **AI-driven asset detection:** Machine learning (ML) models had to be integrated to accurately detect assets in a fraction of the time.
- **Automated language translation:** A real-time translation engine was needed to enable near-instant localization.
- **Optimization of deployment pipelines:** Automated quality checks were vital to ensuring compliance while maintaining deployment efficiency.

Enablement: The automation solution was powered by key technological and strategic enablers:

- **DevOps services:** We leveraged Azure DevOps services to enhance collaboration, streamline workflows, and accelerate software delivery.
- **Monitoring and analytics:** With powerful monitoring and analytics capabilities from Azure Application Insights, we ensured optimal performance and reliability.
- **Scalable cloud infrastructure:** We used Azure Cloud solutions to support high-volume processing.
- **Robust scripting and workflow automation:** We utilized scripting tools to eliminate redundant manual steps.
- **AI-powered recognition systems:** Drawing on ML capabilities, we enabled asset detection and language processing.
- **Automated checks:** Leveraging continuous monitoring and validation, we ensured compliance with sweepstakes requirements.

Implementation: We implemented an automation-driven approach that dramatically reduced processing times across multiple compliance-related tasks. Our automation framework streamlined these key processes:

- **Game cloning, installation, and environment setup:** Automated scripts reduced the process from 30 minutes to just five.
- **Language translation:** A neural machine translation model reduced translation time from 120 minutes to just five seconds.
- **Asset detection:** AI-powered asset detection accelerated identification and validation, cutting the process from 15 minutes to just two and a half.
- **Build and deployment:** Though this process remained at 30 minutes, automation improved reliability and consistency.

Solution enablers

- **On-time game delivery:** The streamlined workflow ensured all 300+ games were made sweepstakes-compliant within the schedule.
- **Error reduction:** Minimizing human intervention led to higher compliance accuracy.
- **Scalable compliance process:** The automated approach allows for faster game updates in the future.

Impact
Greater business agility

According to internal benchmarks, these results were delivered:

- 85 percent faster game cloning, installation, and environment setup
- 99.9 percent faster language translation
- 83 percent faster asset detection

Business outcomes: By leveraging automation, we not only met compliance requirements efficiently, but also established a scalable model to ensure seamless compliance without compromising development speed or quality. This positioned the business to handle future gaming projects and further regulatory changes with ease.

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An **»RPG** Company

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 $4.8 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, Zurich, Singapore, and Mexico City.

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