

# MGame Lowers Total Cost of Ownership, Enhances Customer Service

MGame  
Seoul, Korea  
www.mgame.com

## Industry:

Consumer Products

## Annual Revenue:

\$20 million

## Employees:

200

## Oracle Products & Services:

Oracle Database 10g Standard Edition  
Oracle Database 10g Standard Edition One

## Key Benefits:

- Reduced total cost of ownership by improving operational efficiency
- Supported twice as many simultaneous online game players than in the past
- Enhanced service speed
- Secured system reliability
- Improved customer service

*“We required a more powerful and reliable system to strengthen our ability to compete in a fickle, fast-changing market. Oracle Database 10g running on SUSE Linux was the answer. We lowered total cost of ownership, increased speed-to-market, and enhanced customer service as a result of improving operational efficiency.” – Byung-Chan Kwak, Chief Technology Officer, MGame*

Based in Seoul, Korea, MGame is a leading online games developer and service provider, with 17 million subscribers worldwide. Established in 1996, the company’s portal-based board games are available in 12 countries, including China, Japan, and the U.S.

In the online gaming industry, time-to-market is a critical success factor. The ability to respond quickly to changing customer tastes and new market demands is a significant competitive advantage. With huge data volumes and a clientele that demands rock-solid reliability for game play, MGame was aware that its existing technology systems were struggling to keep up. It began searching for a more robust business system in 2004.

## Reduced TCO from Improved Operational Efficiency

MGame saw an immediate improvement in its operational efficiency after migrating to Oracle 10g on Linux. According to Byung-Chan Kwak, chief technology officer at MGame, system reliability has improved and service speed increased, leading to enhanced customer satisfaction.

“The number of online game players we can support has more than doubled,” he said. “W can now support twice as many online game players simultaneously than before.”

Improved operational efficiency has resulted in significant operating system and hardware costs while improving system reliability and scalability.

## Future Plans

MGame now plans to install the Oracle on Linux database solution in its new operation in Japan. The company eventually

expects to migrate to Oracle Database 10g Enterprise Edition as its business and scalability needs grow.

### Why Oracle?

After evaluating options from various vendors, MGame selected Oracle Database 10g Standard Edition running on SUSE Linux as its new business platform.

“Oracle Database 10g provided the easy scalability that a growing organization such as ours was looking for,” said Kwak.

“Combined with the availability, reliability, and performance of Linux, we were confident we had a solution that we could build into the future.”

The decision to migrate to a Linux-based system was made after careful consideration. Such a move would require MGame developers to learn new skills, which could potentially cause difficulties. The company was also worried about system reliability and risks associated with data migration.

However, developers found Oracle’s flexible, integrated development environment for Linux extremely intuitive and easy to use. “Our technicians picked up all the relevant skills quickly, ensuring we did not experience any major problems during the implementation,” said Kwak.

### Implementation Process

MGame began deploying Oracle Database 10g Standard Edition running on SUSE Linux in August 2004. This system supports around 40 online games on a large cluster of dual-processor Intel servers. Another server holds membership and billing information, while the Web-based customer service system also runs Oracle Database 10g Standard Edition One on SUSE Linux.

Instead of migrating its entire subscriber database to the new system in one swoop, MGame decided to move information in small batches. This minimized the risk of data loss and ensured the deployment went smoothly. The entire migration took 11 months and was completed in June 2005.

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