ARENANET & KEYWORDS QA: GROWING TOGETHER

ArenaNet and Keywords Studios partner to facilitate QA vendor acquisition and service continuity.

OVERVIEW

For more than 20 years, international MMORPG developer and publisher ArenaNet has made acclaimed games infused with innovation, hand-crafted detail and creative passion. With the vision of giving their players starring roles in story-rich settings and making them the heroes of cinematic action scenes, ArenaNet partners with Keywords Functionality QA to help ensure optimal and immersive end-user experience.

CASE STUDY

ArenaNet faced the sudden and unexpected business closure of its main Seattle Game QA provider, Mobius. The vendor's employees had extensive and irreplaceable experience of ArenaNet's flagship titles, the hugely successful Guild Wars series. Despite the business dependency, ArenaNet was advised that services would stop and that the related project staff would be let go in 30 days.

In parallel, ArenaNet was creating and releasing continuous live updates/seasons to its games and losing the vendor employees' experience and knowledge would have caused extensive damage to the quality and efficiency its work, negatively impacting the development, engineering and release teams. As a result, ArenaNet's release plan, forecasted revenues and reputation were at risk of being adversely affected. ArenaNet required seamless QA service continuity and approached Keywords Studios to provide a solution.

CHALLENGES

ArenaNet faced the sudden closure of its main Game QA provider, Mobius. The vendor's employees had irreplaceable experience of the ArenaNet's flagship titles.

01 Game cycle break

Development teams needed the QA team to uphold quality levels and release-readiness.

02 Employee rotation

The QA team had irreplaceable talent, built on years of title, work and lore experience.

03 Company risk

The loss meant jeopardising releases, revenues, customer trust and company image.

SOLUTION

Keywords suggested the acquisition of Mobius QA relevant teams, hardware and tools. This would require Keywords to complete all of the following steps in less than a month.

01

Due diligence

- Team review
- Due diligence
- Budget exercise
- Company valuation

02

Parties' negotiation

- Letter of intent
- Client agreement
- Acquisition agreement
- Third parties' agreements

03

Team integration

- Team orientation
- Legal integration
- Tools deployment
- IT systems integration

"Keywords Studios offered amazing support for Guild Wars 2 over the years. I look forward to our continued partnership and future collaborations."

KELLY KIM

Kelly Eunjung Kim - Senior Director of Internationalization and QA - NCSOFT

ArenaNet and Keywords' technical teams brought a smooth change.

RESULTS

The acquisition was completed successfully. Keywords met and exceeded the expected results for the project, including: going through all the acquisition steps in less than a month, retaining all employees but one during the transition, and no downtime or QA break occurred in work progression or delivery.

ArenaNet gained access to a bigger, better, faster, stronger and flexible team.

IMPACTS

Over the course of a four-year partnership with the client, Keywords has delivered:

Parallel technical testing services from Montreal;

Increased flexibility and faster resource scaling out of Seattle.

The acquisition was a stepping-stone to QA engineering & automation.

BENEFITS

This partnership with ArenaNet brought the first steps of Keywords Functionality QA into the Seattle region.

The Keywords team in Seattle is now at the forefront of Keywords Studios QA Engineering, Automation and Tools building.

97%+

TEAM RETENTION

Only one tester left during the acquisition and transition.

0%

DOWNTIME

ArenaNet and Keywords' technical teams brought a smooth change.

4+

YEARS OF TESTING

The partnership has held strong, since the project start.

PARTNERING WITH US

Keywords Functionality QA has the global network of studios and breadth of testing services and experience to meet your needs. We continue to expand both locally and internationally to better support our clients. If your team faces vendor issues or if you want to explore solutions to minimize disruption risks, we invite you to contact us. Are you ready to partner with us? Enter your details on **our website** to get a proposal.

ABOUT KEYWORDS STUDIOS

We are the leading technical and creative services provider for global video games and beyond. With locations in Asia, Australia, the Americas and Europe, we have a breadth and depth in multiple industry-leading service lines including Art, Game Development, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in more than 50 different languages, Keywords Studios delivers support for its clients across the globe.