SOLUTIONS BRIEF:
GLOBAL BETA TEST NETWORK

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THE TRUSTED TESTING NETWORK FOR GAMES TITLES

You've thoroughly tested your next release in a lab environment but are you confident that it will perform when numerous users login or attempt the same action simultaneously? Keywords' Global Beta Test Network (GBTN) can help provide you this certainty. By performing a range of live-play scenario tests, you can have increased confidence that your game will optimally perform for players in real-world situations.

GBTN is Keywords' exclusive, private community of thousands of beta testers across the globe. With 20,000 gamers in 40+ countries it is uniquely positioned to support multiple live-play situation tests on your titles. From matchmaking and stress, to usability, connection and client-customized performance checks, you can rely on GBTN to cover your full range of testing requirements.

As a first step, the GBTN team will partner with you to create the test plan for your title, it will also coordinate the GBTN community network for simultaneous login and game play. Along with direct feedback from the GBTN community, the test data is compiled and filtered to provide you with the information and telemetry needed to determine your games readiness for release. The value that this provides to you goes beyond confirming proper game performance in a live-environment. This service is not just for the initial launch but a service that can be fully embedded into your update and related patch strategies.

GBTN Worldwide Community

The GBTN Community is a group of gamers and fans of games from around the world selected by Keywords to participate in real-world testing scenarios (betas) for unreleased games. Our community participates in these private betas via their own personal consoles and ISPs in their home environments. All members have been onboarded through our formal processes and have agreed to, and signed, our non-disclosure agreement (NDA).

GBTN Supported Platforms and Testing Solutions

GBTN supports all major platforms and new platforms are included as they become available.

🎮 Console	🖱 PC	📱 Mobile	🕹 VR
Microsoft Xbox One	Steam	Apple (iOS)	HTC VIVE
Sony PlayStation®4	Windows apps	Android	Oculus Rift
Sony PlayStation®Vita	Standalone		Gear VR
	Browser-based		Sony PlayStation®VR
	Proprietary Platforms		

GBTN also delivers a broad range of testing solutions including:

Multiplayer Testing	Network Connectivity	Build Stability	Server Accessibility
· Team balance · Co-op · Free-For-All · Invites · Group behavior	· Latency issues · NAT Type testing · Lobby issues · Disconnects · Response times	· Crashes · Hard locks · Soft locks · Black screens	· Server strength · Server capacity · Login flow & errors · Surge/load testing · Geolocation

What we offer	What it provides
Closed Beta before the Marketing Beta	Prior to a public facing beta, GBTN allows you to test your multiplayer services ensuring a better end-user experience for your open beta.
Closed Beta before Release	With structured test plans and the ability to scale to large user concurrencies, GBTN is the best solution to test your full multiplayer capabilities prior to launch. Coverage includes stressing, matchmaking and invites as well as NAT Type support.
Post-Release Multiplayer Support	For DLC plans, or a multiplayer overhaul, it is not ideal to use your existing player base as a tester pool. The GBTN community mimics an end-user experience and as a result can be used for any of your post-release plans.
UX Feedback	With 20,000 active gamers worldwide, covering multiple demographics, the GBTN community is available and willing to provide targeted feedback in your selected demographics and cohorts for your upcoming titles.

Real Experience

Leading Publisher leverages GBTN to fix matchmaking issues

A leading games company released a AAA game to the thrill of fans, however there were issues with multiplayer (MP), matchmaking and balance. The game was patched several times but the issues were unresolved. As the game was live, players were directly impacted and posted online about their poor experience. Knowing that additional patches would not guarantee a successful outcome, they sought a GBTN solution.

In the first instance, a series of private MP tests were conducted over two months. This enabled the publisher to respond at the required speed to test new content and to progress a solution without affecting players.

After 1,300+ hours of testing, over 2 tests, the final patch was released. The MP for the game was corrected, delighting players with a positive experience.

Dedicated Partnerships

GBTN has experienced continuous growth in recent years, resulting in the delivery of 275,000 hours of multiplayer coverage and the development of trusted partnerships with a number of studios.

ABOUT KEYWORDS STUDIOS

With studios around the world, Keywords Studios is a leading technical services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Engineering, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms, in over 50 different languages, Keywords Studios delivers support for its clients across the globe.