![iLogos GAME STUDIOS logo]

iLogos GAME STUDIOS
LIVE OPS SERVICES

Boost your game's profitability with iLogos'
next-gen Live Ops services

COMPANY OVERVIEW   Q4 2023

YOUR TRUSTED PARTNER FOR YOUR XDEV NEEDS

iLogos Game Studios is a smart solutions provider for game companies that solves challenges in full-cycle game production and co-production since 2006. Our services span 5 divisions and cover all aspects of the game development process.

iLOGOS
GAME DEVELOPMENT

Full production cycle from concept to release and support

iLOGOS
GAME ART

Unlimited art resources with 100+ art specialists

iLOGOS
GAME PORTING

Improving metrics & extending game life cycle

iLOGOS
GAME LIVE OPS

Certified developers for most gaming platforms

iLOGOS
WEB3 GAMES

Comprehensive blockchain-based solutions

Today, we are going to tell you about our Live Ops experience

OUR VALUE PROPOSITION

**We don't just improve your game, we boost its profitability.**

iLogos Live Operations is a division for existing games that helps with:

- Improving game metrics
- Attracting new players
- Increasing revenue
- Staying popular and profitable for years

We provide LiveOps for 10 years and have provided this services to Playrix, InnoGames, Rovio, Wooga, Two Dots, Sony Pictures, and many more.
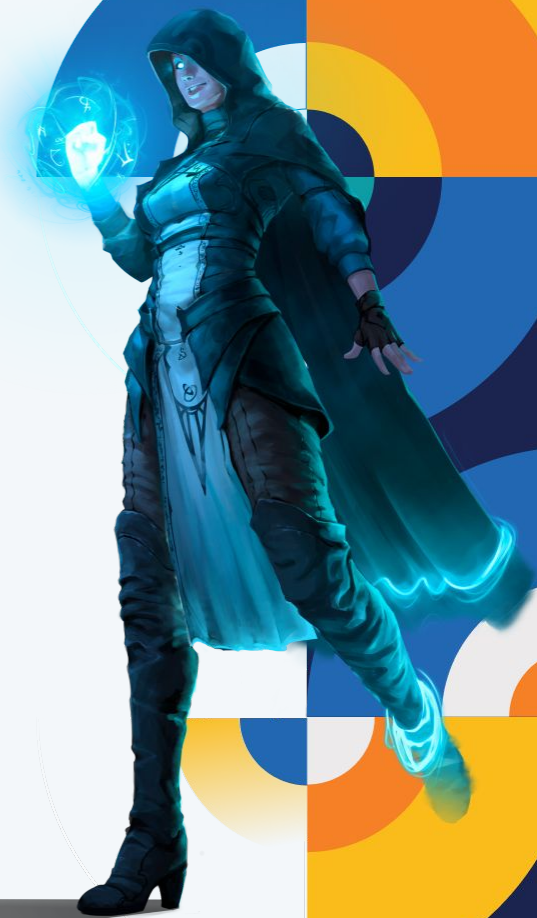
MEET YOUR IDEAL LIVE OPS PARTNER

At iLogos, we understand that game development is not a one-size-fits-all industry. That's why we've tailored our Live Ops services to meet the specific needs of mid to large-scale game development companies.

Pain Points We Address:

- Are you grappling with high Total Cost of Ownership (TCO) for your live games?

- Do you struggle with prolonged Time-To-Market (TTM) for game updates?

- Is achieving scalable and flexible Live Ops solutions a challenge?

HERE'S HOW WE ALIGN WITH YOUR NEEDS

- **Cost-Efficiency:** Our seasoned team delivers top-notch Live Ops services at a fraction of the cost, directly impacting your TCO.

- **Speed:** Utilize our expertise and cutting-edge AI solutions to accelerate your game's Time-To-Market.

- **Flexibility:** We offer both Full-cycle and Partial Live Ops, and can quickly up-scale or down-scale resources to align with your project demands.

If these challenges and needs resonate with you, then we are the Live Ops partner you've been searching for. Let's elevate your game's profitability together!"

*due to the strict NDA we can not disclose specific titles

OUR LIVE OPS FEATURES

Scaling up your game from an MVP
or a soft-launch version
We ensure the project evolves in the right direction;
our team fully manages the project

Update of the Game Design Elements using Player's Data Analysis
We release updates, based on the audience's analytical data: UI/UX design changes for players to feel more comfortable, troubleshooting in places players often stuck, additions to the narrative that make it more engaging.

Run Game Sales and Online Events
We run sales and game events that are based on the latest players' feedback. Build new data-based promotion and attraction strategies. Create new features, art, and mechanics your players have wanted for a long time.

Content Production for Updates
We continuously produce content for your future updates within your schedule, fitting them into your production pipeline.

New Features Development
We build & implement new features within your engineering process and system architecture requirements.

PROVEN SUCCESS, CASE STUDIES*

	Content production for updates	New features development	Game design of the updates	Analytics and data-driven decisions	Sales and time-limited events
Nekki	✓	✓	✓	✓	✓
Paradox	✓				
InnoGames		✓			
EA	✓				
Rovio	✓	✓		✓	✓
Wooga	✓				
Viber	✓	✓	✓	✓	✓
Papumba	✓	✓	✓	✓	
Playrix		✓			
5G		✓			
Pixelberry Studios	✓				

*due to the strict NDA we can not disclose specific titles

iLOGOS
GAME STUDIOS

HOW WE DELIVER
EXCELLENCE

DATA-DRIVEN APPROACH

After we define client's targets and analyze them, we study player's data to boost their satisfaction and your revenue:

- We conduct full-cycle game analytics, that covers all main performance metrics and deep investigation of the player data, so you can make efficient, player-oriented decisions.

- Testing new assumptions through A/B testing on new mechanics, features, items, etc - in such a way we get valuable insight on where to go further.

ROI-FOCUSED APPROACH

Reducing Total Cost of Ownership (TCO)
Leverage our highly-skilled team that offers the same level of expertise at a fraction of the cost of in-house teams in Western countries.

Reducing Time-to-Market (TTM)
Benefit from our senior team that efficiently implements specific game features or pieces of content, reducing time to market.

Enhancing Monetization Opportunities
Capitalize on our LiveOps expertise to implement targeted monetization features like microtransactions, season passes, and in-game purchases.

Maximizing Player Engagement
Harness our data-driven LiveOps strategies to optimize in-game events, promotions, and content updates.

OUR PROCESS,
DESIGNED FOR YOUR SUCCESS

1 **First touch**
Together, we review and discuss the game, the scope of work required to maintain it, draw a plan for future updates and other aspects of LiveOps' work, and finalize the action plan.

2 **Project research and knowledge transfer**
Our team receives and processes your game documentation —
GDD, TDD, balance spreadsheets, historical data, reports on previous updates, etc. to build a layout for the production pipeline.

3 **First iteration and pipeline recreation**
The tech team recreates your development environment and conducts small development iterations — from code writing to deployment — to test the process.

4 **Full cycle iteration**
Then, the tech team does full-cycle production iterations: we design a new feature, draw art for it, write and implement code, run it through QA specs and release it.

5 **Analysis of the update**
We receive post-update data, and our analytics analyze it, figure out priorities, and estimate the scope of work for the next full-cycle iteration (and, subsequently, next update.)

FLEXIBLE ENGAGEMENT MODELS

Depending on the client's needs, we can take full responsibility of live operations (minimal input from the client). We can also enhance the client's existing liveOps team to support with art content updates, new feature development, bug fixing, etc. **Here are types of LiveOps we provide:**

Full-cycle LiveOps
During full-cycle liveOps iLogos provides updates regarding all the aspects of the game including:

- Game design;
- Game analytics;
- New features development;
- Art content production;
- QA
- Building Live Ops tools
- 24/7 DevOps support

In other words, everything except for user acquisition & customer support

Partial LiveOps
During partial LiveOps iLogos team is responsible for some part of the whole live operations, for example new features development or art content production.

LIVEOPS CASES

ANGRY BIRDS 2

Windows Version

iLogos ported the game from mobile to Windows and we are now doing full cycle liveOps of the Windows version:

- UX adaptation for all main platforms (Mobile, web, PC, Console)
- Product optimization (UI, monetization model, new features)
- Art asset optimization (textures, resolution)
- Performance optimization (shaders, logic)
- QA

Results:

- Successful acquisition of the new platform audience: **100K+ DAU from launch!**
- Increased game revenue and expended brand awareness on Windows platform
- Avoided increasing internal staff for the secondary platform operations with a different tech stack

ULTIMATE CRIBBAGE

iOS, Android

We have provided full-cycle LiveOps for the WildCard Games! Words game including:

- Game design updates
- New features development
- Adding new 2D Art content
- QA

Results:

- Increased MAU (numbers not to be disclosed)
- DAU grows (numbers not to be disclosed)
- Increasing ARPU each quarter (numbers not to be disclosed)

JEOPARDY! WORDS

iOS, Android

We have provided full-cycle LiveOps for Jeopardy! Words including:

- Game design updates:
- Core gameplay redesign, meta gameplay development (3 new gameplay modes)
- UI updates: complete redesign, VFX, animations, smooth
- Adding new 2D Art content
- QA: testing tools development, debug modes
- Developed backend from scratch, make fully customised CMS.
- Integration of gaming analytics
- Plugging Integration (iOS, Android, FB, Ads mediation, etc)
- Customer support - quick and efficient and problem solving due to powerful backend .
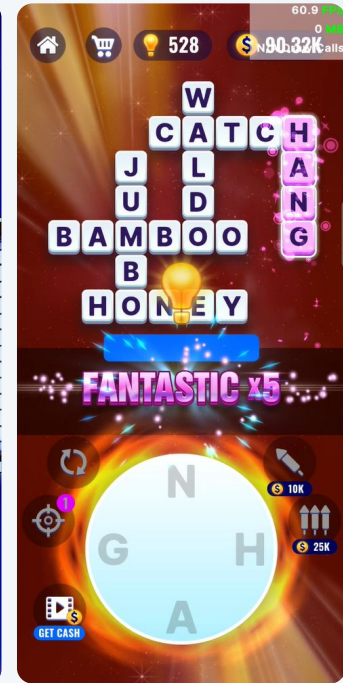
JEOPARDY! WORDS

UI Updates examples

Before

After

MORE LIVEOPS EXAMPLES

Gardenscapes by Playrix
FB version

Tribal Wars 2 by InnoGames
iOS, **Android**

Blades of Brim by Sybo Games
iOS, **Android**

MORE LIVEOPS EXAMPLES

Art Production LiveOps

Pearl's Peril by Wooga
iOS, Android

**Check out more examples
of our work for Pearl's Peril here!**

MORE LIVEOPS EXAMPLES

June's Journey by Wooga
[iOS](#), [Android](#)

Check out more examples of our work for June's Journey [here](#)!

MORE LIVEOPS EXAMPLES

Animal Jam by WildWork

Check out more examples of our work for Animal Jam here!

MORE LIVEOPS EXAMPLES

The Simpsons: Tapped Out by EA

FULL-CYCLE DEVELOPMENT

Learn more about other F2P mobile games we've worked on [here!](#)

Shadow Fight 3
iOS, Android

Shadow Fight Arena
iOS, Android

A FEW WORDS ABOUT iLOGOS GAME STUDIOS

iLOGOS KEY NUMBERS

1,500,000,000
Total game installs

460+
projects
completed

100+
returning
clients

300+
dedicated
experts

16+
years
in business

iLOGOS GAME STUDIOS REVIEWS

Michael Greene, Director - Project Management & Social Outreach at Chess.com
Posted 7 months ago

It's a pleasure to work with the iLogos team on product design and project management, and we have been consistently delighted with their results!

Rating Breakdown

Quality	★★★★★
Schedule & Timing	★★★★★
Communication	★★★★★
Overall Rating	★★★★★

Review Summary

I've worked with the iLogos team for the past year as a project manager for Chess.com, during which time they designed and built a new app for us, with a fun, medieval look and theme. (This was my company's second engagement with iLogos, as they had earlier created an excellent, adventure-themed children's app for us.)

In that time, iLogos has been great to work with at both the product/project and technical levels. Communications have been clear and frequent; they definitely understand our needs, and we appreciate the insights they bring to our product discussions.

Their development and QA team do a great job, working well with our own internal tech team whenever required, and delivering stable, quality software.Their art team is also fantastic! We love the characters and settings produced for our most recent app. It's great-looking stuff!

iLogos is a complete pleasure to work with. We recommend them and look forward to building cool new things with them ourselves.

What was the project name that you have worked with iLogos Game Studios?
Kingdom Chess App for Chess.com

Describe your project in brief
They helped us to create a new app, in which players grow and maintain a medieval kingdom by doing activities that involve playing or practicing chess. This required them to create apps for iOS and Android and to communicate with Chess.com's back end for data and interactive play features.

What is it about the company that you appreciate the most?
I really appreciate their attention to detail and great professionalism.
What was it about the company that you didn't like which they should do better?
I'm sorry, but I really cannot think of anything at all.

CEO at BitBrawl Inc.
Posted 3 weeks ago

BitBrawl Beta Development

Rating Breakdown

Quality	★★★★★
Schedule & Timing	★★★★★
Communication	★★★★★
Overall Rating	★★★★★

Read More Reviews

iLOGOS GAME STUDIOS REVIEWS

Tom Bryski, Director at Playtika
Posted 5 months ago

iLogos Game Studios is excellent for your game art production needs!

Rating Breakdown

Quality ★★★★★

Schedule & Timing ★★★★★

Communication ★★★★★

Overall Rating ★★★★★

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Review Summary

As an Art Director for a mobile gaming company, I've worked with iLogos for over one year. The work of their artists and animators is exceptional. Mariia and her team are very well versed in game art and mechanics, she is excellent at project management, super smart, and her communication skills are fantastic. She keeps me well informed on the status of production, with regular review sessions throughout the process. I'm thrilled at the top-quality work they provide in a very timely manner. I highly recommend working with them for all your game art production needs

What is it about the company that you appreciate the most?
They provide excellent communication and professionalism among the artists and managers.
They provide top quality artwork and in a very timely fashion
They have a very positive

What was it about the company that you didn't like which they should do better?
Honestly, I can't think of anything that needs improvement. They are great.

Hide full review ⌃

Yegor Sedykh, COO at Edkon Games GmbH
Posted 3 days ago

Very good cooperation experience

Rating Breakdown

Quality ★★★★★

Schedule & Timing ★★★★★

Communication ★★★★★

Overall Rating ★★★★★

Project Detail

$ $200000+

◎ Completed

Share it on

Review Summary

I would like to emphasise the professionalism, well-coordinated work and dedication of the iLogos team. All our ideas are guessed and implemented with amazing understanding and full immersion in the project.
Communication was always professional, timely and productive. Our feedback and adjustments were accepted without problems. In the end, the work was always completed to a high standard

What was the project name that you have worked with iLogos Game Studios?
Modern Ops

Describe your project in brief
Mobile multiplayer first person shooter

What is it about the company that you appreciate the most?
The high level of work. It is worth emphasising the smooth processes thanks to which all tasks were completed on time and in the most professional way possible.

What was it about the company that you didn't like which they should do better?
Satisfied with cooperation. No claims so far

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- Armenia
- Azerbaijan
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- Estonia
- Hungary
- Moldova

- Montenegro
- Switzerland
- Uzbekistan
- Albania
- Croatia

- Czech Republic
- Denmark
- Great Britain
- Indonesia
- Ireland

- Latvia
- Serbia
- Turkmenistan
- USA
- Georgia

iLOGOS
GAME STUDIOS

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TO WORKING WITH YOU

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