



CASE STUDY



Award-winning mobile games distributor, Selatra, use Nomos Software tools to increase the efficiency of their content ingestion process, and to guarantee high quality end-customer experience

Business Challenge

- Eliminate errors
- Streamline content ingestion process

Strategy

- Validate information at earliest possible point

Nomos Solution

- Online validation service for games developers
- Corresponding validation service for internal Selatra ingestion system

Benefits

- Earliest possible error detection
- Improved business process
- 10X cycle reduction in development and maintenance of validation service
- Automatically generated interface contract

Award-winning mobile games distributor, Selatra, takes the best games available worldwide, packages them, and distributes them to a global network of gamers. Internationally recognised for their clever and effective use of technology, Selatra have an automated and streamlined process for ingesting content that guarantees the high quality user experience that is expected and demanded by the technical-savvy gaming community.

Selatra guarantees a great end-user experience, where download, installation, and running of games operates smoothly and seamlessly on all phone models. This results from the quality assurance steps that they adopt in each phase of the delivery chain from game developer to gamer. The first crucial step is to ensure that the games developers submit complete and accurate information about their games, information such as the genre of the game, and the list of supported languages and phone models. This information is referred to as the games metadata. The most reliable and efficient way to ensure the metadata is correct is to give the games developers themselves the means to detect and correct any inaccuracies or omissions. With the Nomos solution, the games developers can precisely identify any mistakes in the metadata provided to Selatra. They can check the data in their own time and in their own timezone, and can make corrections immediately and without support from the Selatra team. A problem identified early is a problem easily fixed.

The Challenge

Selatra used advanced techniques for content ingestion, including custom-designed XML schemas and a comprehensive interface contract document. However, even with those techniques, they still experienced a 3% error rate in the data received from games developers. Human error, which typically results in a 4% error rate in data entry systems, is almost impossible to eliminate from manual processes. But with Selatra's growth rate, and their commitment to delivering the highest-quality end user experience, they were not willing to accept even this low error rate.



Nomos Solution

Selatra chose the Nomos Software validation toolset to implement the superior validation that they require. Using the Nomos toolset, they express validation checks in a high level, standards-based, rules language and generate validation code for use at multiple points in their process. Selatra not only generates the validation code that is deployed in their internal ingestion system, they also use the toolset to generate a corresponding web service that games developers use to pre-validate metadata before submitting to Selatra. The Nomos generated code returns excellent and very specific error messages, allowing the games developers to easily identify and correct the errors without support from the Selatra team. Furthermore, the toolset generates complete and accurate reference documentation, automatically providing an interface contract that defines the metadata requirements exactly. The games developers can now submit information to Selatra that is right first time.

As the business requirements change, e.g. a new mobile phone model comes onto the market, Selatra now has a fast and easy mechanism to change the validation checks and regenerate the code and reference documentation. The toolset dramatically reduces the maintenance headache for these types of fast-changing requirements.

This approach to implementing validation checks on information is designed to scale, while keeping the costs of software development and maintenance to a minimum.

The Results

Selatra uses the Nomos Software toolset to implement top-class checking of the games metadata, not just cheaply and efficiently, but in a way that improves their business process. Using the toolset to generate validation code is ten times faster than hand-crafting this type of software, and because Selatra can deploy the generated code at multiple points, they ensure that the right level of checking is performed at exactly the right point in their business process.

Selatra is the distributor of choice for games developers because their ingestion process is so smooth and painless. Games developers can detect and resolve issues in their metadata quickly, easily and without support from the Selatra team.

Selatra uses a clever, automated approach to validation that results in a streamlined content ingestion process, Selatra thereby guarantees high quality user experience for their end customers even as the business moves through a high-growth phase.