

Alawar Entertainment

Success Stories

Partner:  **ALAWAR**
ENTERTAINMENT

Software: Casual Games

Site: www.alawar.com

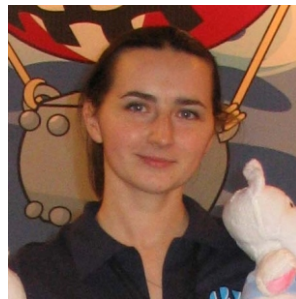
Alawar Entertainment - game developer, publisher & distributor

Since 1999, Alawar Entertainment has specialized in the development, publication and distribution of casual games and has been building a name in the industry. There are more than 100 titles with fans all over the world, making Alawar the biggest casual games provider in Eastern Europe.

The online distribution channel is essential to Alawar business, as the main line of contact with end customers, which means the company would accept only the best as its eCommerce service provider.

The Project

When Avangate contacted Alawar Entertainment, the latter were already working with an eCommerce provider and were relatively happy with the results. It is never easy to switch providers, and Avangate had to convince Alawar that it was a better choice for growing their business. Eventually the team confirmed their openness, professionalism, and honesty; in a few words, they showed the right business attitude that makes partnerships work great. Here is the story.



Natalia Prokhorovich
Marketing Manager
Alawar Entertainment

The right business attitude: positive, proactive, supportive

Good business comes when people are positive, have the same goal and pull in the same direction. With Alawar and Avangate it was clear from the start - it was not about how high the commission was, it was about how much we, Avangate, could grow our client's business and gain sales volume. The rest, i.e. profit, came by itself.

Avangate: Flexible technology, reliable tools

When your business reaches top level you need to start innovating in order to go further. Even if strategy looks great, nothing can be done when technology sets the limits. For Alawar, the next level in online sales required new marketing tools integrated into its eCommerce platform as well as a partner with experience and good drive for introducing novelties. And so the meeting with Avangate was a timely one.

Key issues

- Right attitude: positive, proactive, supportive
- Flexible technology, reliable tools
- Dedicated & live technical support

The challenge

Alawar is a successful business and sales were already looking good when we, Avangate, approached them with an idea that things could go even better.

In order to grow their business, Alawar needed a partner who would understand the casual games segment, who would come up with solutions to make the sales process even more efficient and a solution that would grow the business and not impose limitations on it.

In brief - Avangate solution for Alawar

- Tailor made features
- Flexible technology and a will to help
- Multiple payment options, including Pay Pal
- Antifraud experts with good history in security

Avangate® is a proprietary solution which means we can easily and relatively fast accept changes or new instruments in line with new marketing trends, support sales volumes or business directions: gift option, reporting on various criteria, sales volume prediction, etc. We were open to create new features specific to Alawar business, and very happy to see results.

● **Dedicated & live technical support**

Alawar project implementation was smooth and fast. Our technical support team and the dedicated account manager were close to all operations to supervise clean integration and we in this way we could solve any issues even before they appeared.

There were a couple of new tools that needed to be harmonized with Alawar own system so that order management would be simpler and efficient.

A technical specialist was assigned especially on Alawar account and, together with the dedicated account manager, managed live & step by step the implementation process: from advises on how to make the most of tools already available in the Avangate Control Panel or what features to develop especially for the gaming business, to how to correlate and activate a certain script or function. This way, everything could be finished in less than half the time.

Eventually, Avangate people came to know Alawar just like their own business, which makes a good start for all further developments, especially since Avangate team is proactive and usually comes with suggestions itself.

● **Solution adapted to casual games specifics**

Each business has each own specifics and Casual Games is not an exception. As a Publisher, Alawar has requirements for transactions tracking, reports content, registration system function etc - its requests to Avangate were analyzed and the solutions meet Alawar's demands to reduce the online sales expenses.

Such changes were: gift option (creating the feature, optimizing files and reporting system in the Control Panel) and back-up CD for hundreds of products, custom fields. "Each item made marketing life easier and helped us serve our customer in a more effective way", says Natalia Prokhorovich.

Gift option - 'born' for casual games - this tool is one of the best marketing techniques used in casual games industry. People often make such gifts to dear ones; it is easy for the giver and even nicer for the receiver. Added value for a fair price comes also with the Avangate back-up CD. And there was more that made customer experience better on Alawar order pages: casual gamers are very wary about everything connected to online registration/purchasing. That is why it is very important that each step is smooth and reliable - and Avangate solution is doing this. Customizable templates for the order interface, quick response from our customer support team, clear and explicit messages that make the entire order and payment process transparent.

● **Online sales expenses went down - 50% more efficiency**

Better registration commission means better offer for end customers. It helps a company like Alawar be more competitive on the market and stay at the forefront in the business. With Avangate, Alawar found what was missing until then: flexible and volume-oriented commission scheme coupled with new features that support sales volume increase.

● **Order made easy**

Among a bunch of many other features in Avangate Control Panel, the Order Page customization proved great for Alawar. Every page during the registration process could look alike its own website and customers not longer worried about any "go-between" services. Order was made easy for Alawar as well because Avangate adapted the reporting system so that it would better centralize and manage the online orders.

Client feedback

What we found in Avangate was not only a very reliable eCommerce provider but a partner who keeps up with and even stimulates our developments. We are in a very dynamic industry and we need to reinvent ourselves. The reason why we are always asking for additional improvements or technical changes is not that we are 'unpredictable' clients but that the situation is changing constantly and we should be flexible to be successful.

We will always be demanding but it's ok, Avangate is great and we'll do big business together!

Natalia Prokhorovich
Marketing Manager
Alawar Entertainment

How Avangate can help you

Avangate is an e-Commerce platform for electronic software distribution, providing all the tools and expertise you need to accept payments online, optimize the sales process and increase your visibility on the World Wide Web.

For more information visit our website at www.avangate.com, email us at info@avangate.com or call +31 20 890 8080.

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