Digitaaliset teknologiat osana kestävää kasvua peliliiketoiminnassa

Hyöty irti digitalisaatiosta – alakko nää digiä?
1.11.2018

Marika Iivari

Business Development Executive

FINGERSOFT

Themes

- Introduction to Fingersoft

- Game-as-a-Service

- The role of digital technologies in sustainable growth

Introduction to Fingersoft

FINGERSOFT

FOUNDED AND BASED IN:

Oulu, Finland, 2012

CURRENTLY EMPLOYS:

50 professionals

GAME INSTALLS:

1 Billion +

PUBLISHED GAMES

12

Key figures

FINGERSOFT

POSITION

4th biggest game company in Finland

REVENUE

€15M 2016, €29M 2017, highly profitable

OWNERSHIP

Private, employees and partners

History

- **Founded 2011 by Toni Fingerroos**

Method of doing business and operating principles

FINGERSOFT

"Make great games and have fun while making them"

1) Customer satisfaction
2) Employee well-being
3) *Business & Money follows*

→ *It needs to be profitable and sustainable!*

Basics of F2P business models

FINGERSOFT

Free to Play (F2P) means free to install and play

Truly global B2C business – Appr. 5% of users bring the revenue, i.e. "whales"

Revenue is based on microtransactions

In-app purchases (IAPs)   In-app advertising (Ad revenue)

The whole logic of the game needs to be built around how you plan to monetize, i.e. make money with your game (premium, IAPs, Ads, subscription)

Competition is fierce – Competition against ALL applications in mobile stores for visibility, acquisition, retention, engagement and loyalty

→ *Know your user*

HCR2 business model

What?
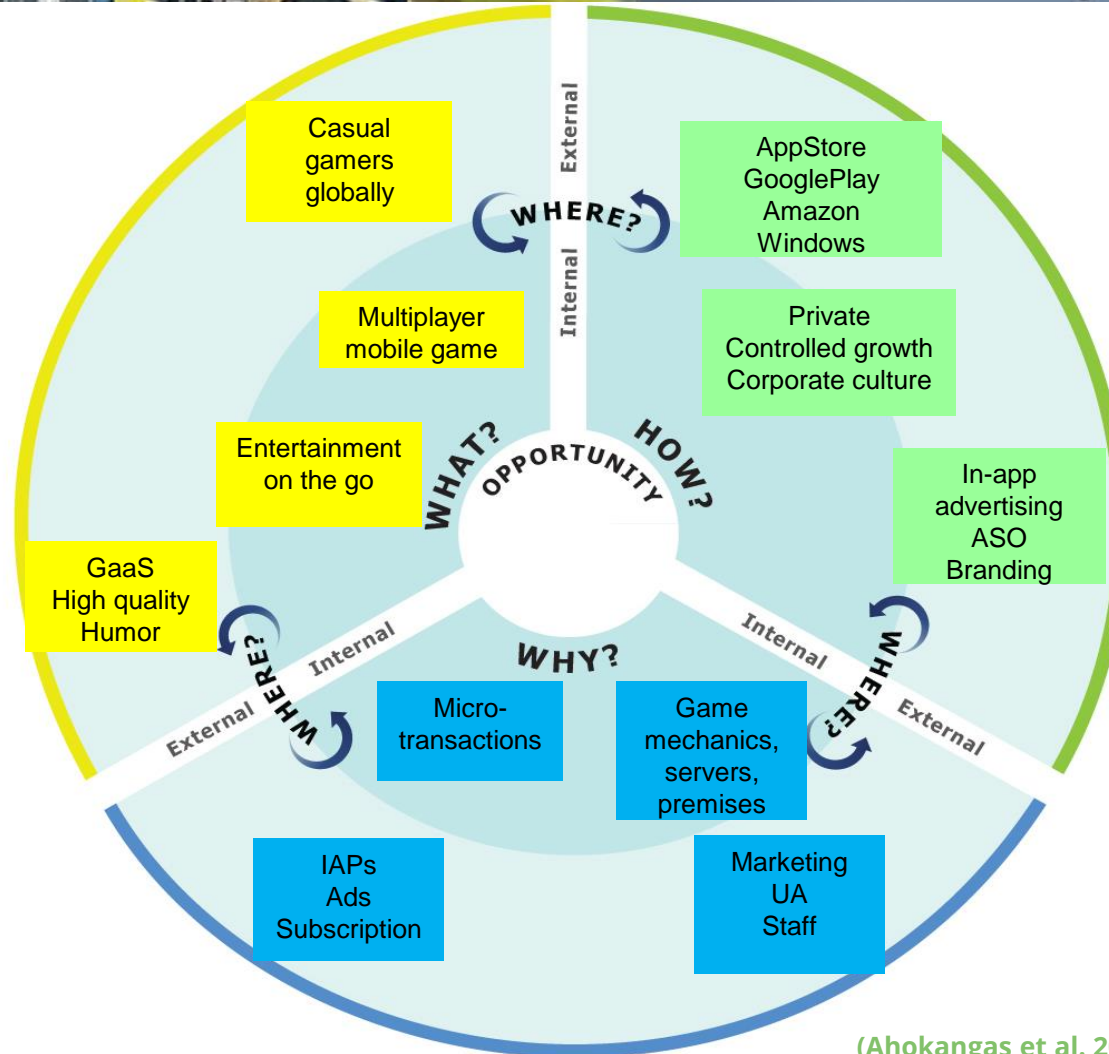-offering
-value proposition
-customers
-differentiators

How?
-basis of advantage
-key operations
-selling & marketing
-mode of delivery

Why?
-basis of pricing
-way of charging
-cost drivers
-cost elements

Where?
-internally
-externally

(Ahokangas et al. 2014)

Game-as-a-Service – Engagement and Loyalty

FINGERSOFT

Our *Game Development* team provides the best games on the market in our segment

Our *LiveOps* provides the best supporting technology and services

Our *Marketing* provides the best user acquisition capability and visibility for our games

Our *Ad Monetization* ensures the continuous revenue model behind GaaS

All of our teams have the best **analytics and data** always available to them to support acquisition, engagement and loyalty of the user!

Digital technologies behind the scenes

FINGERSOFT

It's everywhere!

Game development (*programming*, game design, graphics)

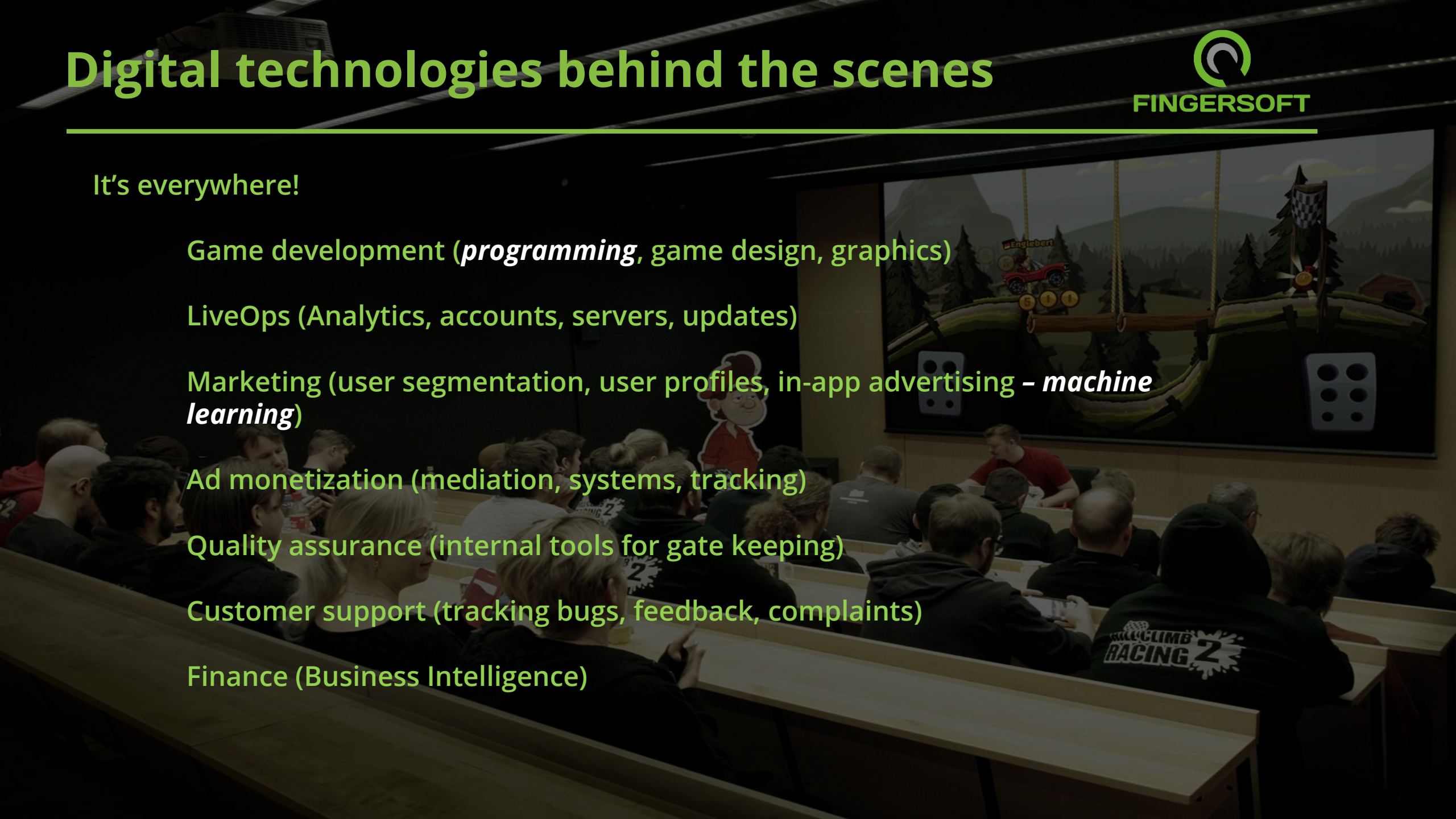LiveOps (Analytics, accounts, servers, updates)

Marketing (user segmentation, user profiles, in-app advertising *– machine learning*)

Ad monetization (mediation, systems, tracking)

Quality assurance (internal tools for gate keeping)

Customer support (tracking bugs, feedback, complaints)

Finance (Business Intelligence)

Thank you!