12+
Years in Industry

450+
Game Titles

100+
Happy Clients

700+
Career Gamers

1000+
Gaming Devices

10M+
Gaming Hours

Skilled Resources

Global Presence across **4 Countries**

Specialized Centre of Excellence

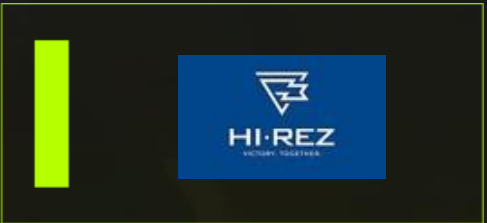Certified Partner for Consoles

Business Continuity Centre

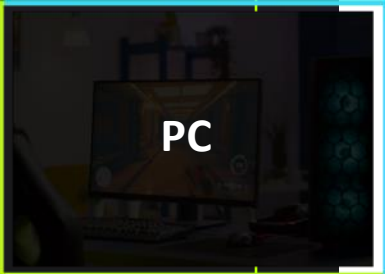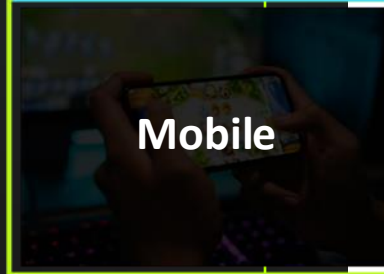iXie Academy for Training
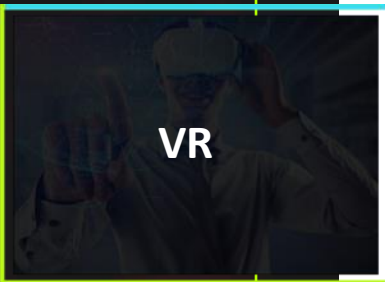
ISO Certified 27001: 2013 SOC2 Compliant

© iXie Gaming
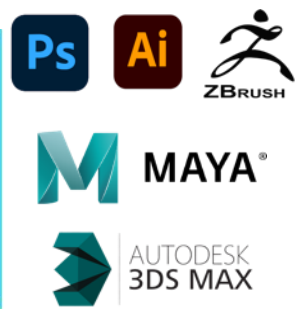
Rapid Prototyping

Art Production

End-to-end Game Development
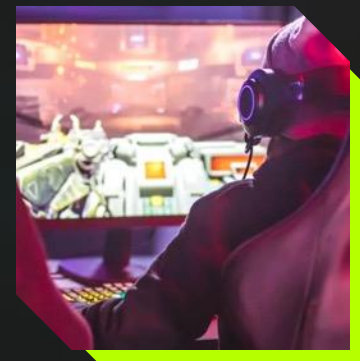
Game QA
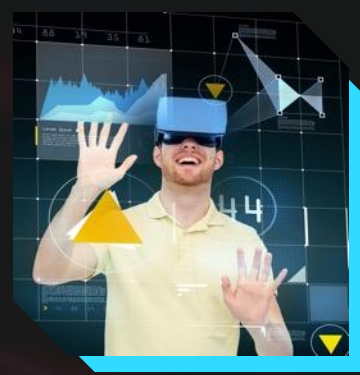
Live Ops Game Analytics

Game Automation Testing

Localization

Customizable Game Development Solutions

End to End Development

- Planning Sprint
- Design Sprint
- Pre-Production Stage
- Production Stage
- Soft-launch
- Global Launch & Live Ops

Development Support

- Frontend code
- Backend database
- Art integration
- Data tracking
- AD implementation
- IAP models
- Social media integration

Art Support

- Mood Boards / storyboard / UI / Menus / 2D - 3D Character/Concept art
- Animations (FBX/Sprite sheet)
- Particle effects

Design Support

- GDD (meta games/features/events)

Code Review

- Code adaptation depending on the platform

- Design unique APIs that is compatible with multiple platforms

Asset Management

- Reduce the size of assets by minimizing the polygons

- Using optimal number of materials and texture size

- Using baked lighting instead of dynamic lighting

CPU and GPU Optimization

- Ensure there are no lags and performance spikes

- Fine-tune the assets to ensure there are no memory issues

Gameplay Adaptation

- Change controls based on the target platform

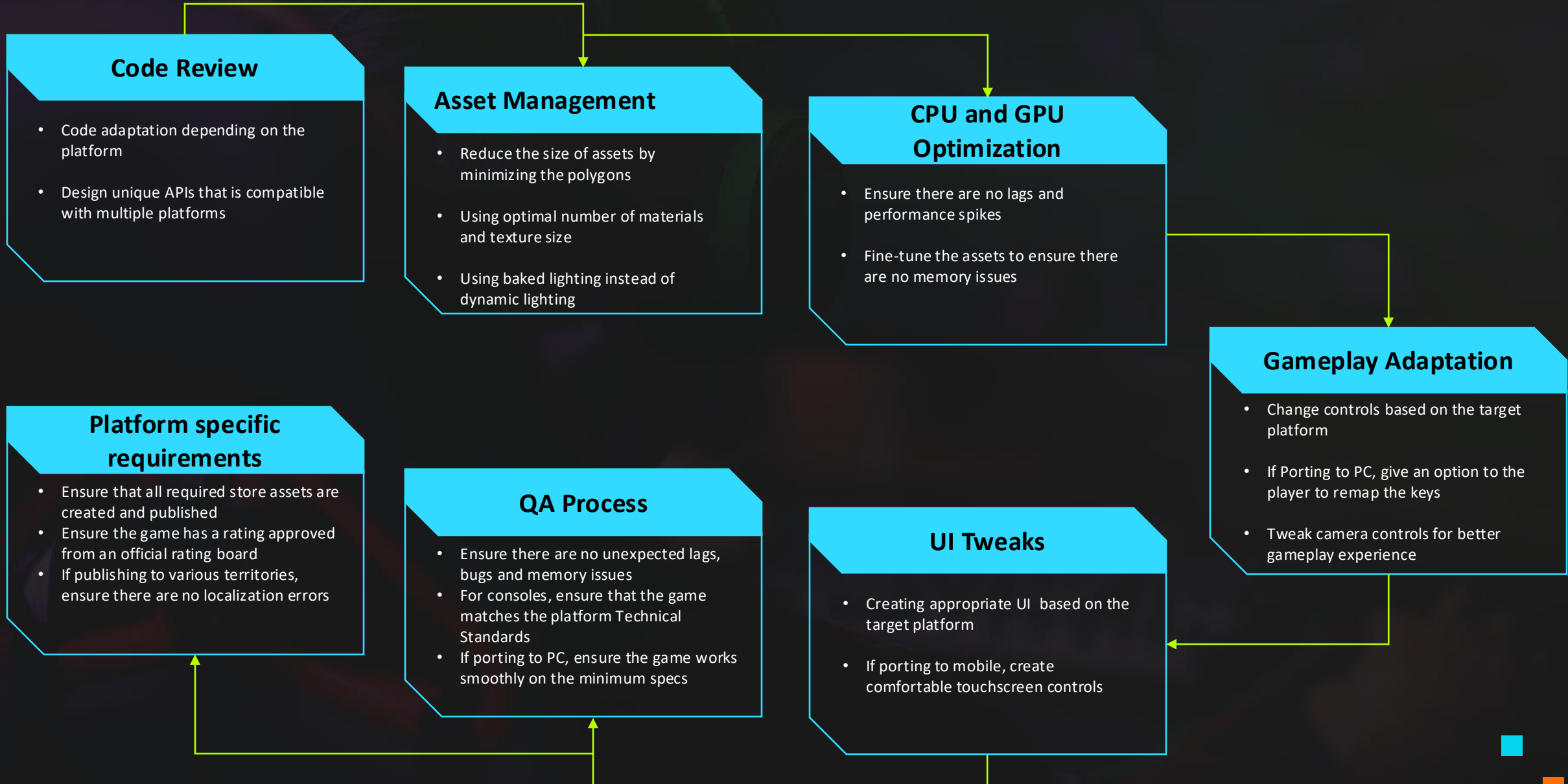- If Porting to PC, give an option to the player to remap the keys

- Tweak camera controls for better gameplay experience

Platform specific requirements

- Ensure that all required store assets are created and published
- Ensure the game has a rating approved from an official rating board
- If publishing to various territories, ensure there are no localization errors

QA Process

- Ensure there are no unexpected lags, bugs and memory issues
- For consoles, ensure that the game matches the platform Technical Standards
- If porting to PC, ensure the game works smoothly on the minimum specs

UI Tweaks

- Creating appropriate UI based on the target platform

- If porting to mobile, create comfortable touchscreen controls

Customizable Game QA Solutions

- Mobile Game Testing
- PC Game Testing
- Console Game Testing
- AR/VR Game Testing

End-to-end Game Testing	Device Based Game Testing	Specialized Game Testing

- Game Functionality Testing
- Game Compatibility Testing
- Game Compliance Testing
- Ad-hoc & Destructive Testing
- Play-Test Services
- Focus Group Testing

- Game Localization QA

Our Game Test Automation Services

Off Gameplay Testing

Our thorough examination of non-gameplay elements ensures they operate seamlessly, enhancing the overall gaming experience.

Pre-scripted Gameplay (Static Scenarios)

Our team rigorously validates scripted game scenarios, ensuring precision and reliability.

Virtual Economics - In-game purchases and awards

Our comprehensive testing ensures the integrity of your in-game economy, encompassing both virtual economics and in-game purchases and awards.

Game Configurations Testing

We confirm that game settings and options work flawlessly, enhancing player customization.

Middleware Validations

Our testing process ensures seamless integration with third-party middleware, maintaining the integrity of your gaming ecosystem.

Social Media Integration Testing

We validate connectivity with social platforms for seamless sharing and interactive experiences, amplifying player engagement and your game's reach in the digital world.

Ranking System and Leaderboard Validations:

Our meticulous testing guarantees the accuracy and fairness of competitive elements, fostering a balanced and competitive gaming environment that players can trust.

In-game Ads and Game Notifications Testing

We verify the proper delivery and display of ads and notifications, ensuring players stay informed and engaged with the game's latest updates and offerings.

Anti-cheat Detection:

With our specialized tools, we identify and address cheating mechanisms, preserving fair gameplay and maintaining a level playing field for all users.

Gaming Analytics – Potential Areas Of Synergy

Key Imperatives of Data

- Content Creation
- Player Retention & Engagement
- Monetization Strategies
- Performance Optimization
- Competitor Analysis
- Machine Learning Models
- Cloud Gaming & Streaming Services
- Support & Operations
- Business Intelligence

Potential Business Use Cases

Player Analytics
- In-Game Behaviour Analysis
- Player Segmentation (DAU, MAU)
- Player Retention & Churn Prediction
- Game Bottlenecks Identification

Gameplay Analytics
- Game Difficulty Analytics
- Gameplay Flow analysis
- Game Design & Balancing
- Game Asset Utilization

Technical Analytics
- Game Performance Analytics
- In-game bug tracking
- Quality of Service (QoS) Monitoring
- Energy Consumption Optimization

Marketing Analytics
- Campaign Optimization
- Community Sentiment Analysis
- Influencer Marketing Effectiveness
- Competitor Analysis
- Customer Feedback Analysis
- Market Trend Analysis

Monetization Analytics
- Average Revenue per user
- Average Transaction Value
- Virtual Economy Analysis
- Ad Revenue & Effectiveness Analysis
- In-Game Purchases

Sustained Results

- Expertise in Unity, Unreal, HTML5 & Cocos2D
- Strong knowledge of C++ and C#
- Experience in shader development using HLSL
- Optimization of 3D assets
- Compliance Sweep Check, Platform Regulatory Check
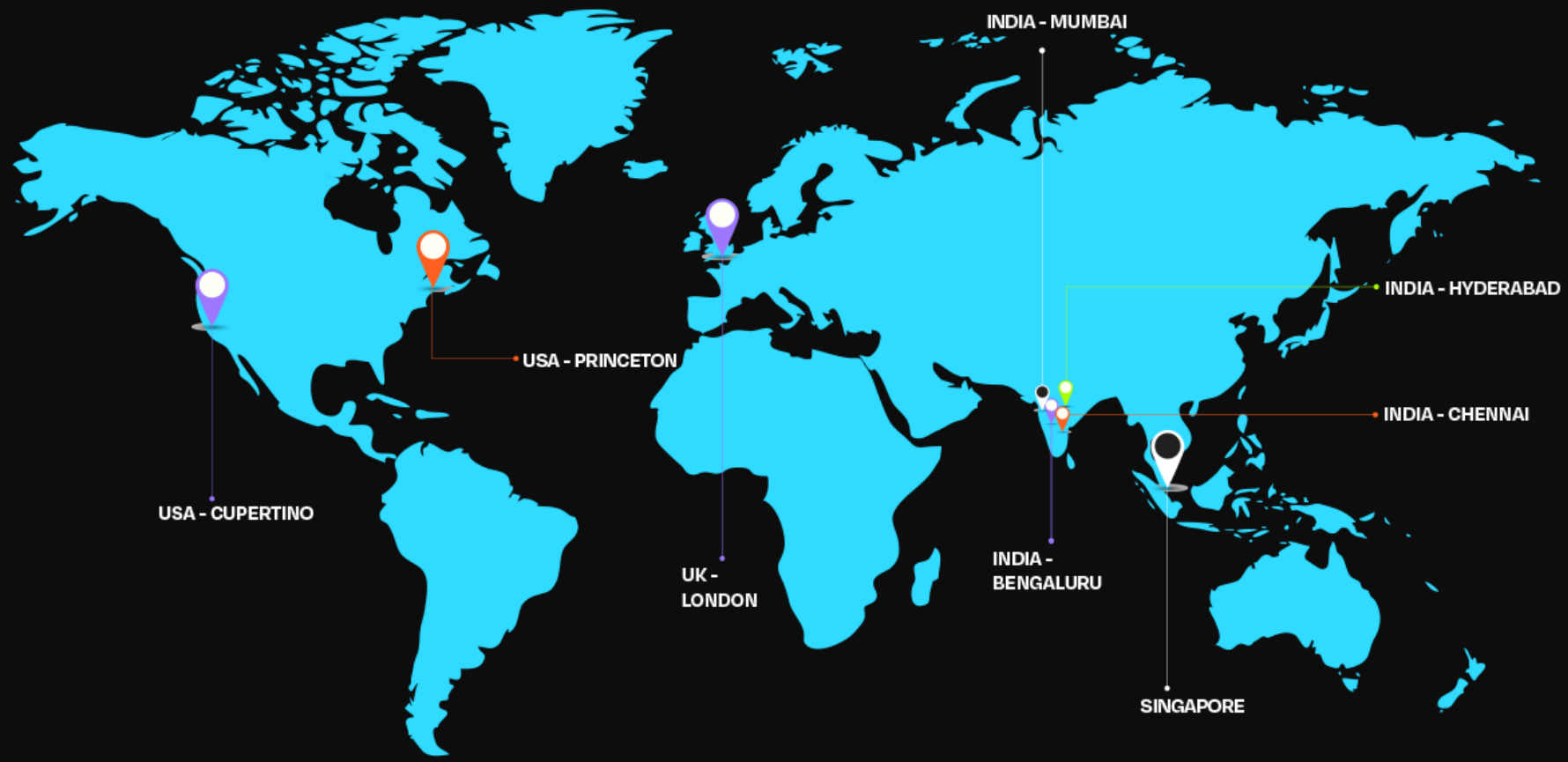- 100% first- submission pass
- "Reaffirm and ready" to market

Ironclad Analysis

- Game mechanics
- Game progression
- Functional intricacy
- In-app design and elements

Our USPs

- Data driven & agile development process
- 360° testing perspectives
- Pilot engagements & rapid scalability
- Headed by industry veterans
- One-stop shop for all gaming needs
- Flexible engagement models
- Comprehensive end-user experience
- Multi-platform support

Our Global Presence

INDIA - MUMBAI

INDIA - HYDERABAD

USA - PRINCETON

INDIA - CHENNAI

USA - CUPERTINO

UK - LONDON

INDIA - BENGALURU

SINGAPORE

UK

Ph: +44 1420 300014

USA

Toll Free: 1(888) 207 5969

SINGAPORE

Ph: +65 6812 7888

INDIA

Toll Free: 1800-123-1191

We are also on:
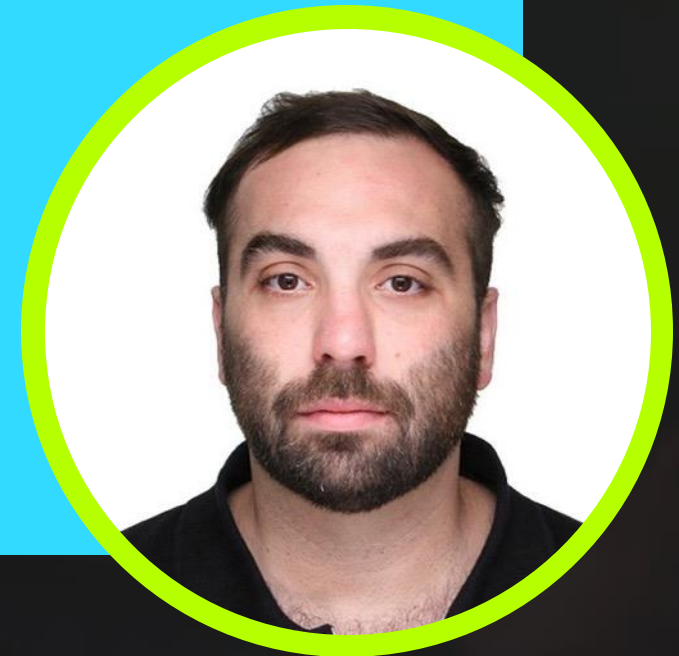
Visit us at: www.ixiegaming.com

Mail us at: info@ixiegaming.com

ixie

"

In our 3-year collaboration with iXie, we have been able to scale our game QA significantly while navigating through time zone differences and language barriers and working seamlessly with external development teams.

Felipe Muslera

QA Manager

K KABAM

iXie

"

Our journey with iXie over the course of this year has been exceptional. Their professional attitude, short turnarounds, 24-hour support and outstanding flexibility have set them apart from other companies.

Stefan Irimia, QA

Manager

MADNESS

iXie

"

The current QA team at iXie that we are working closely with, is great! I really thank them for the value they have brought. The game is now in Soft Launch, and we feel confident that we can ramp up the QA successfully based on this core team.

Minwoo Lee

Studio GM at Northern Stars

PIXEL UNITED

Thank You!

ixie

A division of Indium Software

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