

DWH and Microsoft BI in an Online Games Company

Building a scalable Architecture with SQL Server, Azure und Hadoop

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InnoGames



SQL Server

Hadoop

Azure

Self Service BI

Enterprise BI

Some figures about InnoGames

Why do we need BI?

Where do we need BI?

BI Architecture Backend

BI Architecture Frontend

Key Learnings



Some figures about InnoGames

1

... number #1 games developer in Germany.

2

... locations Hamburg and Düsseldorf.

7

... games.



232

... countries/regions.



420

... employees from 30 countries.

200.0000.0000

... registered players.

1.500.000.000

... game events per day.

15.000

... user queries per day.

1,5

... seconds per query (average).

Why do we need Business
Intelligence?

Data



High Volume



Different
Sources



Different
Formats

Decisions

Information

Business relevant

Consistent

Easy, flexible, fast



This will be a Mess!



How to do it
Right?





We need a flow...

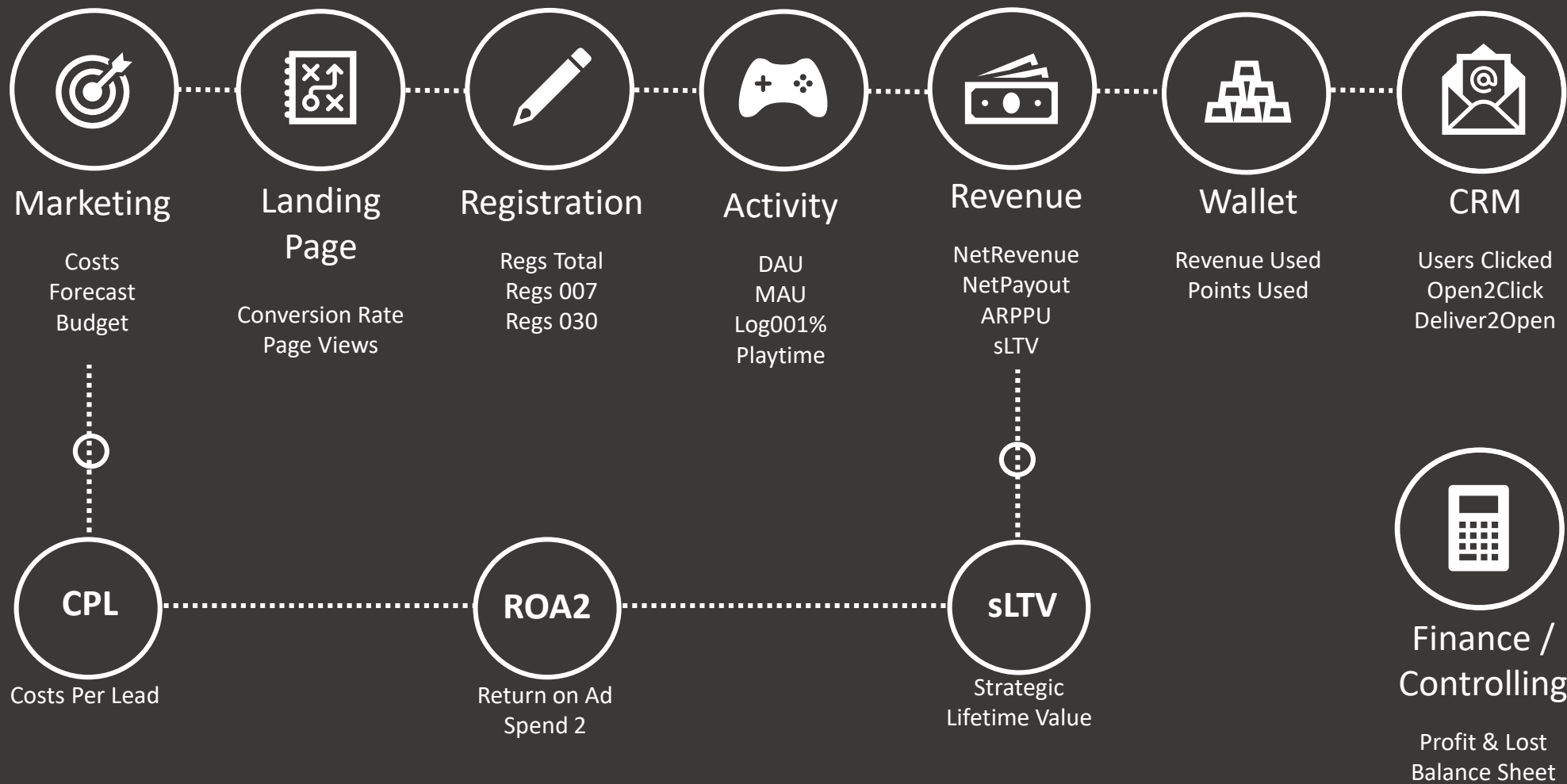


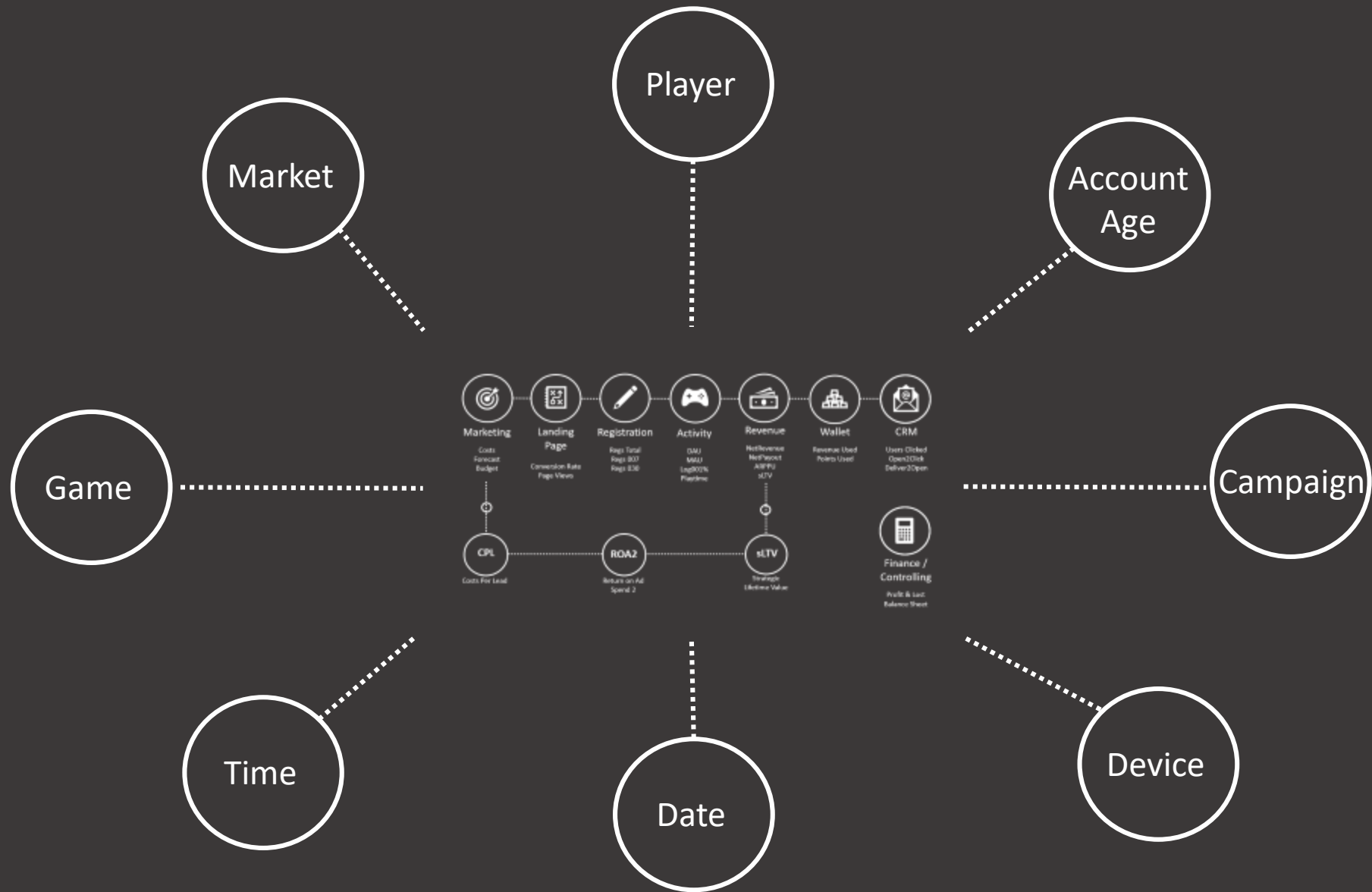
We need it easy...

Where do we need
Business Intelligence?

Everywhere!







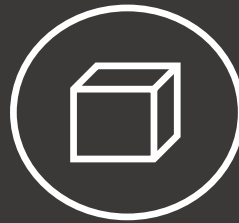
A full-page background image showing a surfer in a black wetsuit riding a massive, curling wave. The water is a vibrant turquoise color, and the wave's crest is breaking into white foam. The surfer is positioned on the lower right side of the wave, leaning forward with arms outstretched for balance. The overall scene is dynamic and captures the power of the ocean.

BI Architecture Backend.

Key components of our BI
Backend Architecture.



Hadoop



Microsoft
Business
Intelligence

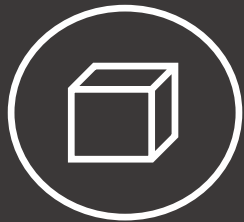


Azure Cloud
ETL



Hadoop





Microsoft
Business
Intelligence

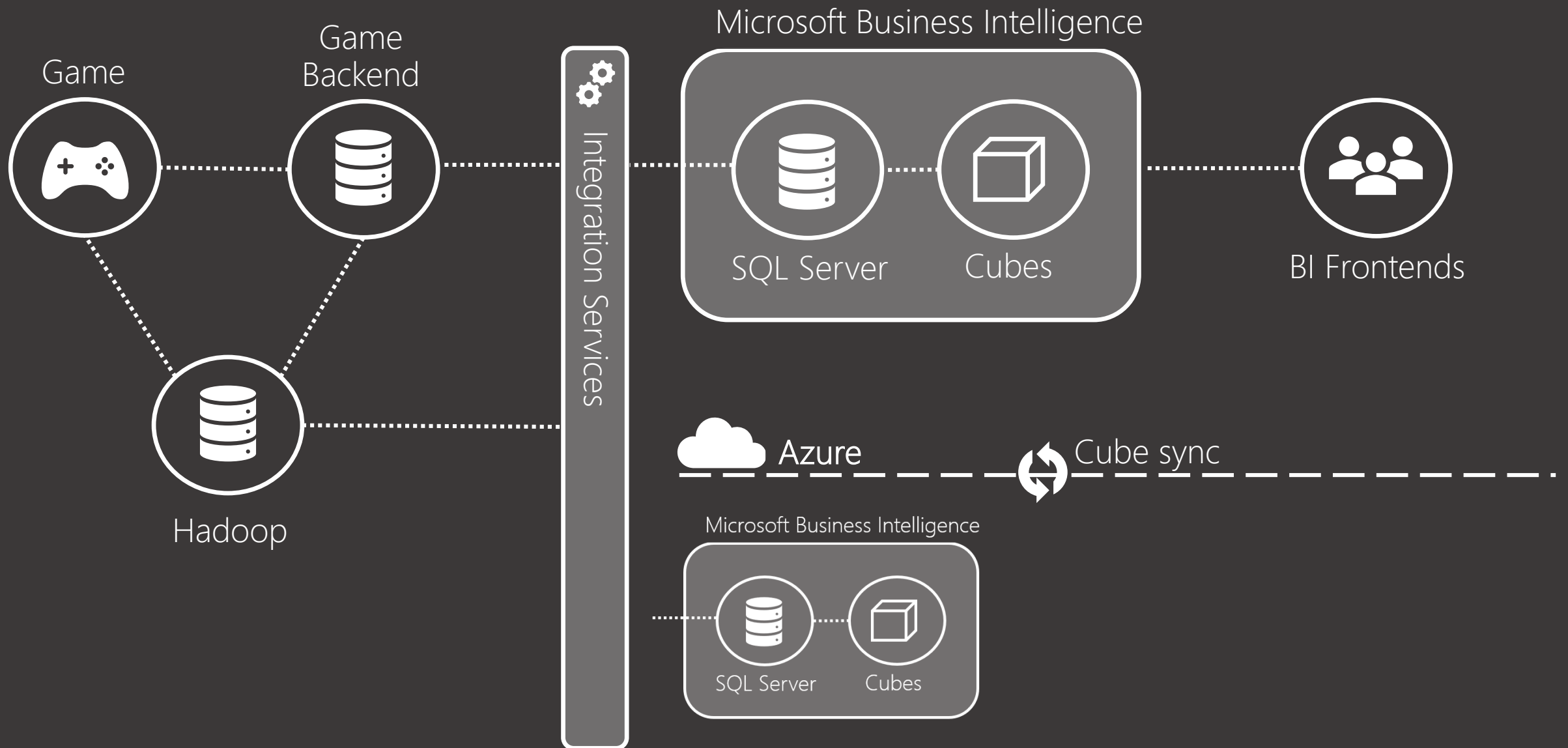




Azure Cloud
ETL



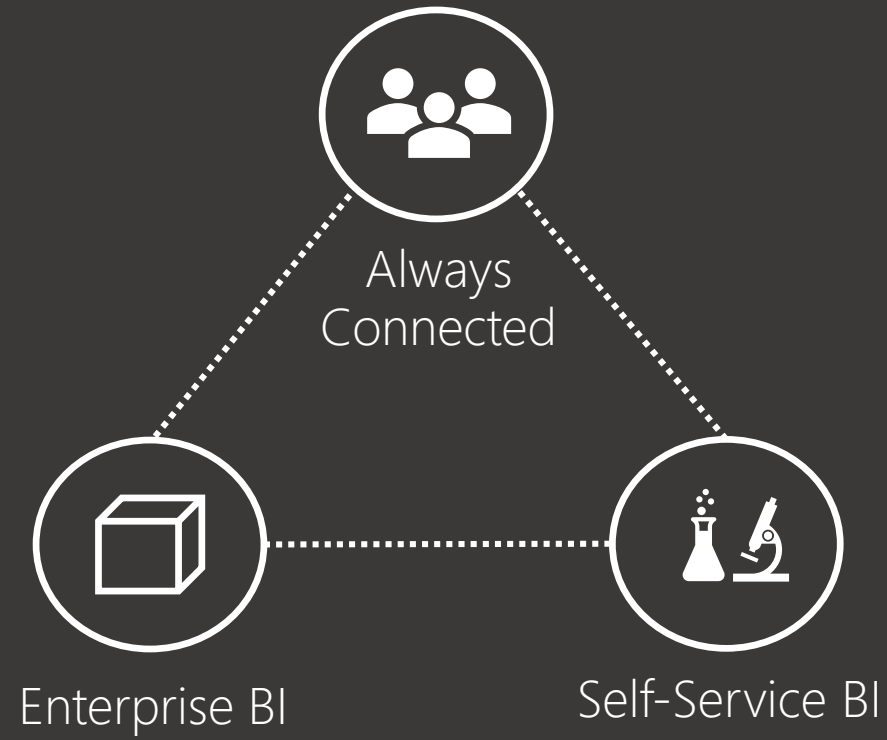
...and, how does it look
like?

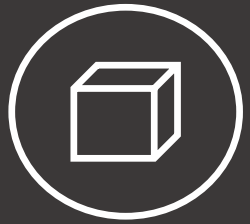


BI Architecture Frontend



Key concepts of our BI
Architecture Frontend.





Enterprise BI



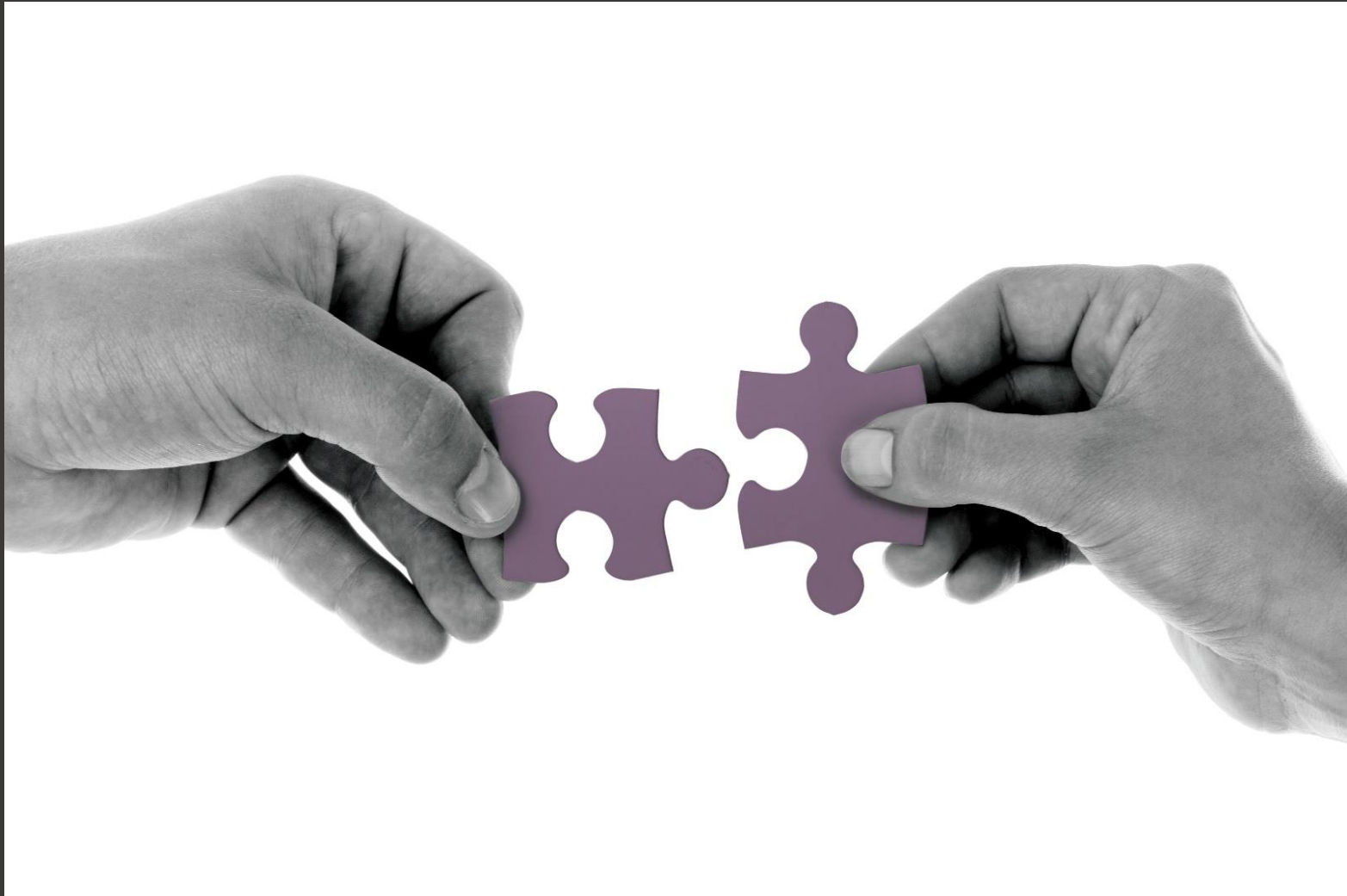


Self-Service BI

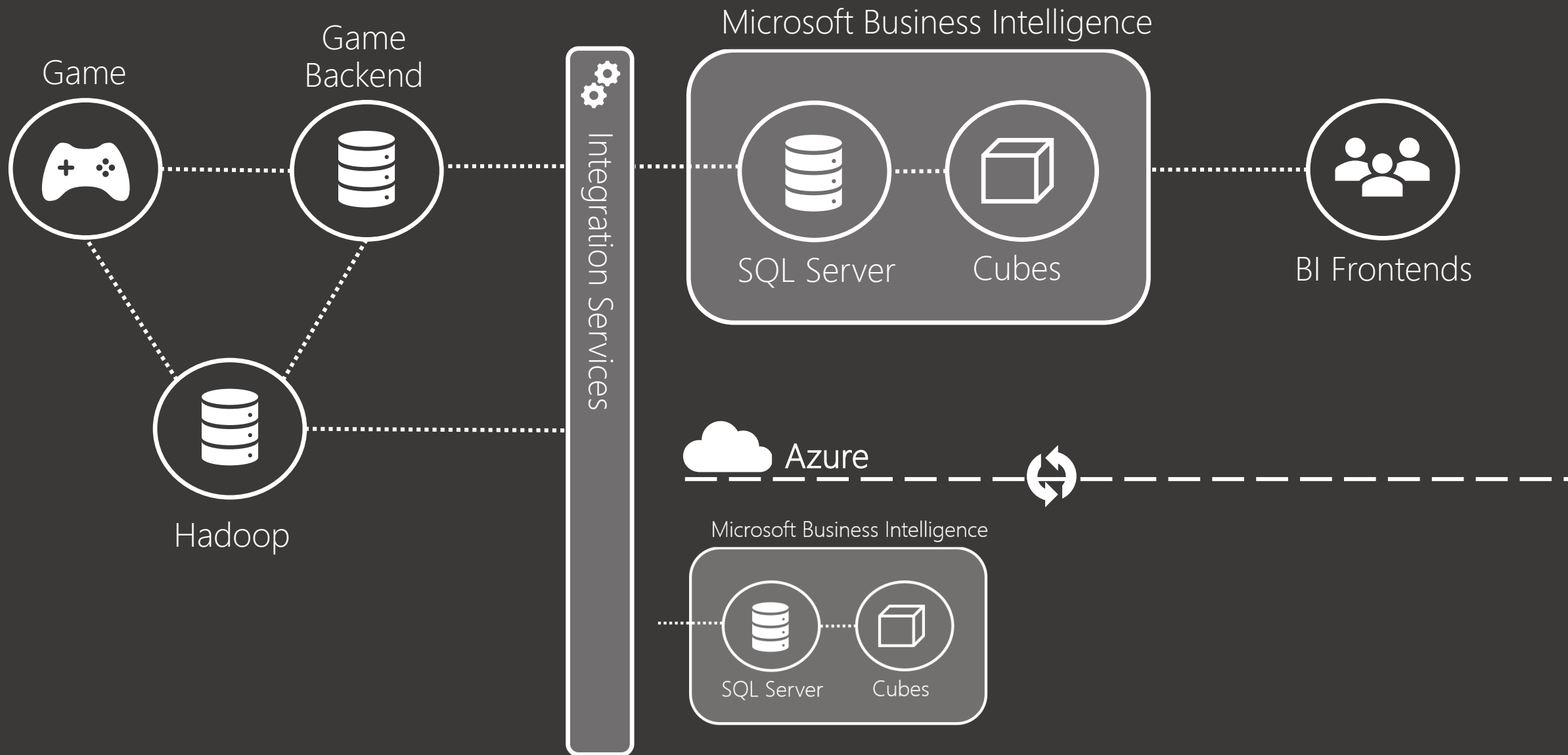


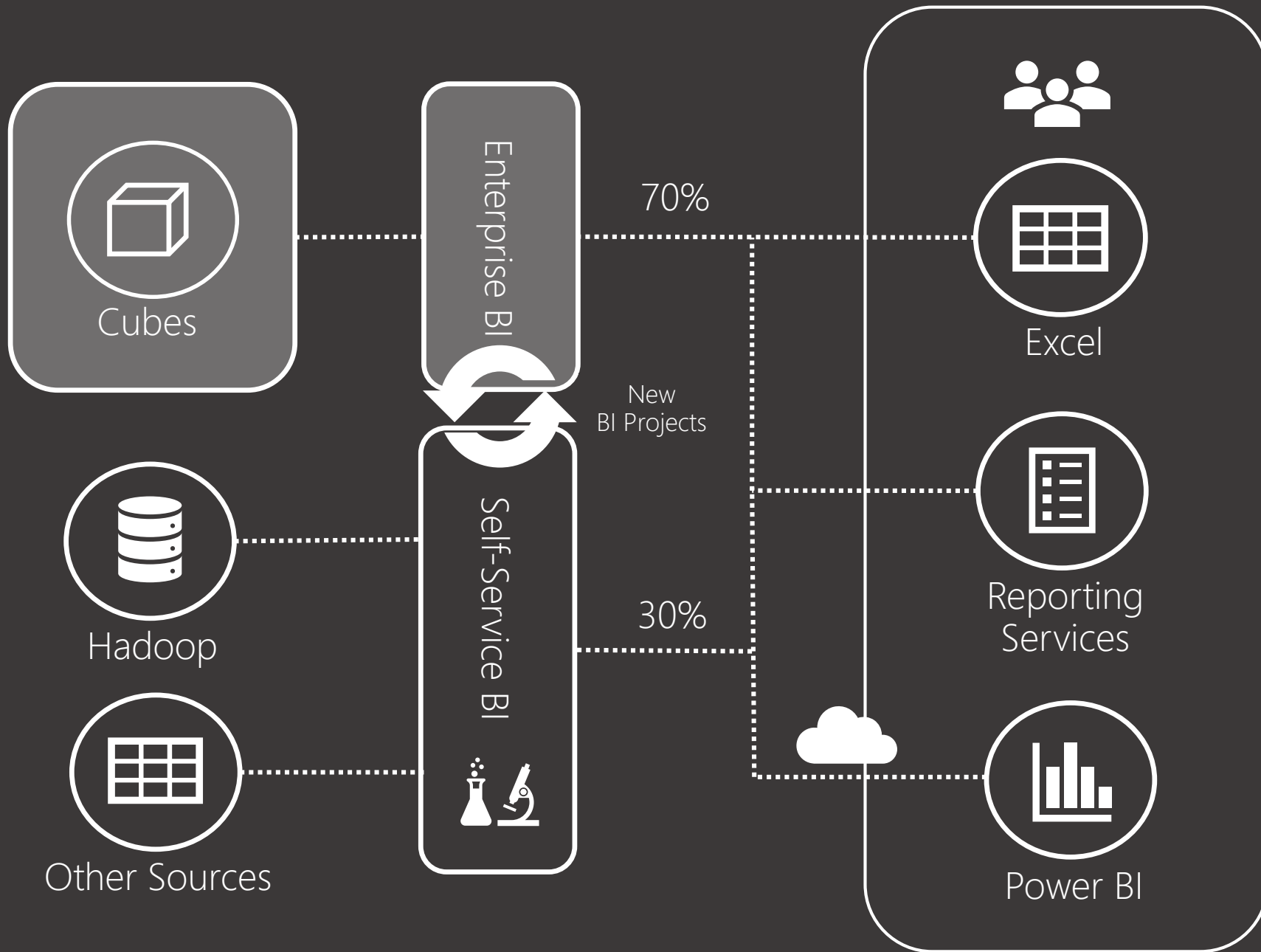


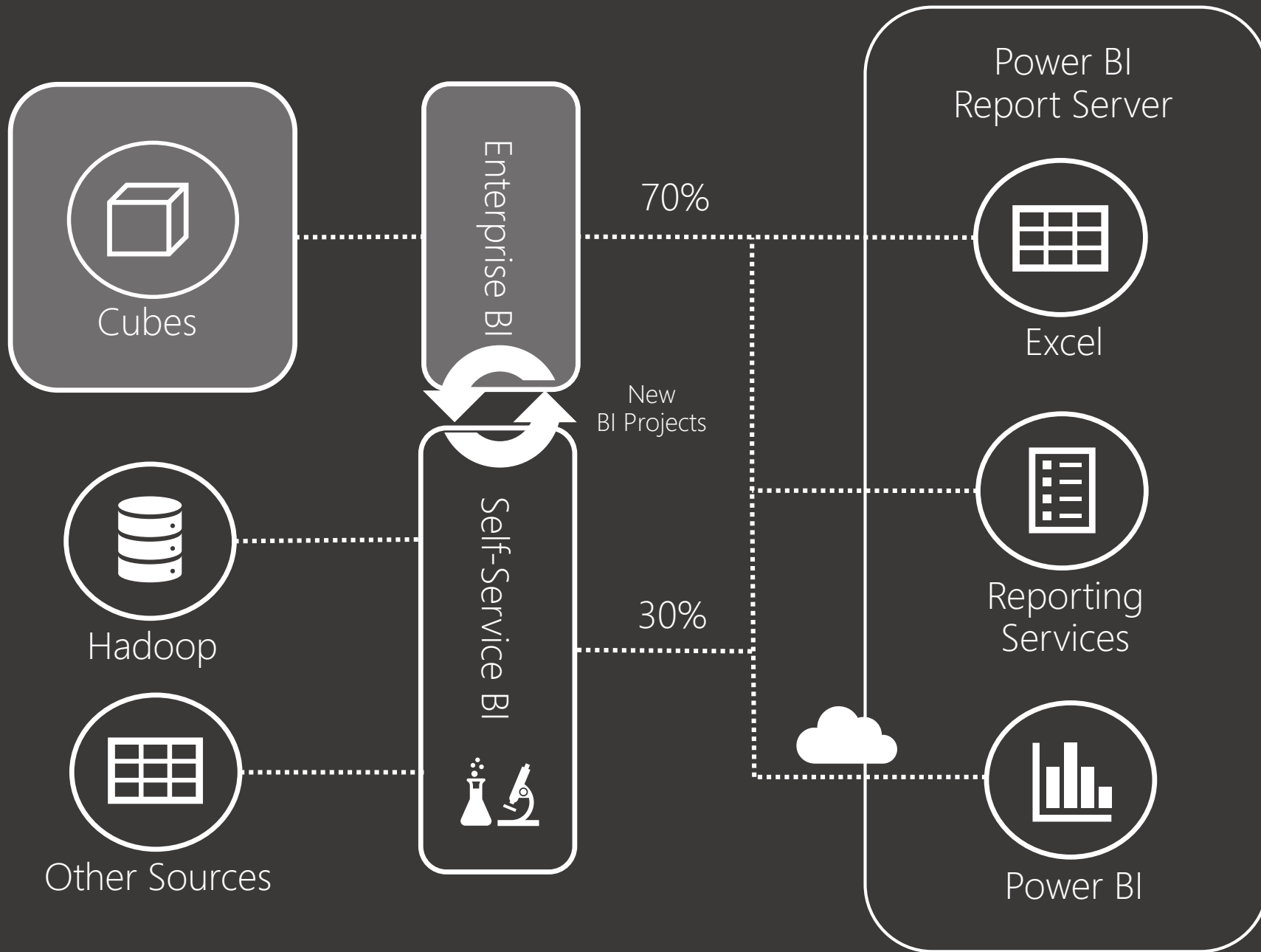
Always
Connected



...and, how does this look
like?







Decisions

Information

Business relevant

Consistent

Easy, flexible, fast



Key learnings



Hadoop + SQL Server - Successful together



Azure IaaS - ETL in the cloud ,sync cubes locally



Self-Service BI + Enterprise BI = Happy BI



Power BI + Power BI Report Server = Always connected

...one more thing.....



Ralph Kimball is BI Developers best friend!!!

Just like Jimi Hendrix ...

We love to get feedback

Please complete the session feedback forms

SQLBits - It's all about the community...

Please visit Community Corner, we are trying this year to get more people to learn about the SQL Community, equally if you would be happy to visit the community corner we'd really appreciate it.

Thank You!