



Game on! Analyzing the fine line between gaming technology and business needs

Businesses and gaming experts alike are recognizing the commonalities of their industry. Analysts emerge with theories that fuse gaming industry needs with those of other business industries to attain profitable outcomes. With these new findings, technology requirements are becoming similar for both industries across the board.

IBM Fellow Grady Booch says that game companies are discovering that effective software creation makes a major difference in the marketplace. "It used to be in the gaming market that you'd hire great people, create some great ideas, get some great artists, launch a game, and you could make some real money and some real impact," he says. "These days, the entry costs of building a game are much higher."

Middleware plays a major role in the gaming industry. At the March Game Developers Conference, gaming middleware pilots eliminated the need to reinvent or write basic functions that each game needed. "Middleware is almost like a democratization of the technology," says Michael Arrington, an analyst with the Acacia Research Group, a market research firm for entertainment technology. Companies discovered that middleware packages created a commonality for game development.

The necessity for frameworks is apparent. The gaming industry is now realizing that one development idea is not enough to create a successful product. As the games become more complex, massive server infrastructures and reusable gaming architectures are essential.

At the Game Developers conference, IBM used its successful history in enterprise computing to provide extensive software and services solutions. Through a five year relationship with the gaming industry, IBM created solutions that will allow a reduction of expenses and an increase of revenue through improved efficiency.

Hoplon Infotainment, creators of TaikoDom partnered with IBM to implement IBM Rational Software Development Platform to assist in the creation of the game. Through workflow management, automated code-testing tools and asset tracking, Hoplon was able to create a more efficient development process.

Forrester analyst Paul Jackson explains that the growing gaming industry requires middleware technologies to implement security, real-time transactions, network communication and database access.

As the similarities for industry success for the gaming industry and business continue to merge, middleware solutions will persistently be more appealing. IBM will continue to provide the quality solutions required for both industries to remain profitable and competitive.

Source: "Gaming Technology And Business IT Begin To Meld." Thomas Claburn. InformationWeek. April 17, 2006.

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