



FOUNDED IN: 2001

LOCATION: REDMOND, WA

EMPLOYEES: 90,000

AREA OF FOCUS: VIDEO GAMING

Xbox is a video gaming brand created and owned by Microsoft. The brand consists of five video game consoles, as well as applications, streaming services, and an online service. The brand was first introduced in the United States in November 2001 with the launch of the original Xbox console. Xbox has approximately 100 million monthly active users.

Customer Success Story

Microsoft Xbox Improves its Ability to Transform Its Communities to Loyal Customers using TigerGraph

The Challenge

Xbox wanted to improve their customer's overall experience with better artificial intelligence to detect patterns in their data. With so many entertainment options that consumers can choose from, it's getting more competitive to retain customers. Xbox has over 100 million active users, which means they get massive amounts of customer data, and the company needed a technology product that could help them identify trends in their consumer data, and could also scale as they wanted to scale.

The Solution

After a thorough investigative process, Xbox selected TigerGraph for its graph analytics. Microsoft is using PageRank, Community Detection, Shortest Path, and Louvain to experiment between different gaming community segments. This is empowering the Xbox team in the following ways:

- They can detect patterns in what their customers want, and can keep their customers playing their games longer.
- They can track in-game purchases while being able to provide users with a special offer.
- They know how customers interact by breaking down different communities of users to better understand if they are all-female or all-male communities.



One of the reasons why we chose TigerGraph was performance - TigerGraph was the only company that could ingest our data in 3.5 hours while the other companies would take 7 hours.

John Conway | Principal Software Developer

- They now know how groups of users are playing with each other so they can continue to improve their overall experience.
- They can identify their customers using the time analysis for in-game play and session tracking, which leads to a better gaming experience.
- They can understand these various communities while tailoring user experiences either through interactions with their relationships or friend networks.

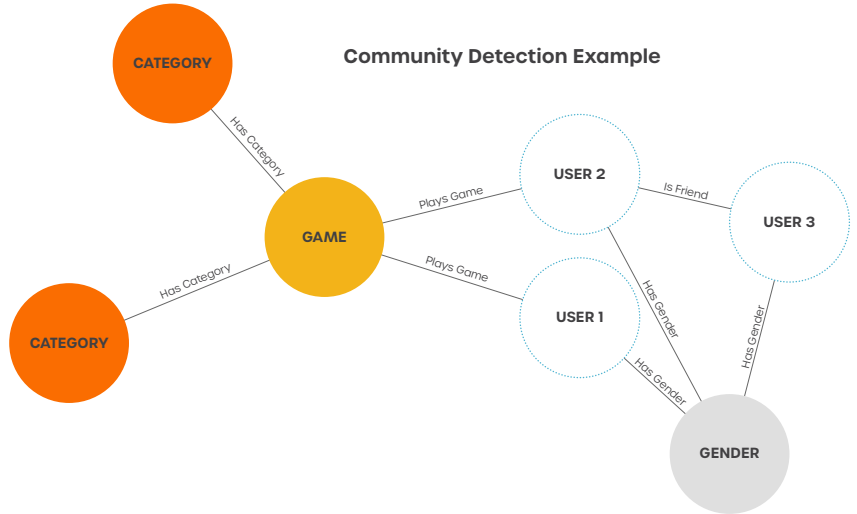


Figure: Xbox identifies how users interact with games and communities using community detection.

With TigerGraph, Xbox can now use their customer's data to provide a much more enjoyable user experience.

The Results

With TigerGraph, Xbox can now use their customer's data to provide a much more enjoyable user experience. They can invest more into successful and popular video games and can recommend new video games to customers with similar interests.

In addition to better segmenting their consumers, Xbox can run Louvain in two seconds compared to the two hours the competition offered. With TigerGraph, they can do incremental updates, which the competition could not. TigerGraph offered them the ability to scale to the data sizes they needed, 4TB+ and an easy way to scale it going forward.

About TigerGraph

TigerGraph is the world's fastest graph analytics platform designed to unleash the power of interconnected data for deeper insights and better outcomes. TigerGraph fulfills the true promise and benefits of the graph platform by tackling the toughest data challenges in real time, no matter how large or complex the dataset. TigerGraph supports applications such as IoT, AI and machine learning to make sense of ever-changing big data.

For more information, follow the company on [Twitter@TigerGraphDB](#) or visit us at www.tigergraph.com

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