

# Genius Sonority speeds game analytics by 90X with MySQL HeatWave

A Japanese video game designer gains real-time insights and reduced costs with MySQL HeatWave for rapid application development.

## Business Challenge

Genius Sonority, Inc. designs, develops, and operates video games for consoles and smart devices. For improved game players' experience, and to adjust the difficulty level of the game, the company needs to analyze game usage and campaign participation rate in real-time.

To analyze the end user gaming engagement, Genius Sonority IT staff had to transfer data from the transactional MySQL Database Service to a separate analytics platform. Moving data from one data store to another causes a delay in analyzing data and requires development of additional scripts using several different tools that adds more time and increases cost.

## Why Oracle

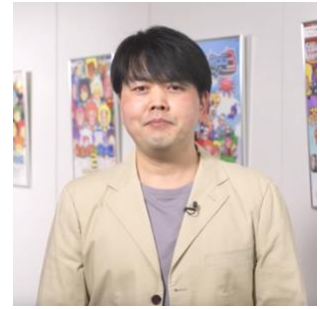
Genius Sonority uses MySQL HeatWave, the in-memory query accelerator, to the existing MySQL Database Service on Oracle Cloud Infrastructure (OCI) for increased performance, ease of use, and reduced costs.

MySQL HeatWave enables Genius Sonority developers to run both OLTP and OLAP workloads directly from the MySQL database, eliminating the need for data movement and integration with a separate analytics platform.

## Results

MySQL HeatWave increased complex analytic query performance by 90x without modifications of the existing gaming applications. Before using MySQL HeatWave, data analysis took 2-3 hours with special data processing and programming. With MySQL HeatWave, the queries take only 2-3 minutes.

HeatWave's extreme performance generates real-time analytics that provides insights for Genius Sonority developers to continue improving the gaming experience for joyful entertainment to customers around the world.



“We found MySQL HeatWave improved performance by 90X which solved all our challenges and concerns we had in moving data to realize real-time analysis. It was a big surprise for us.”

**Masayuki Kawamoto**, Director,  
CTO, Genius Sonority



## GENIUS SONORITY

### Oracle Customer

Genius Sonority Inc.

<https://www.geniussonority.co.jp>

- Established: June 2002
- Industry: Information and communications industry, game software industry
- Major customers: The Pokémon Company, Nintendo Co., Ltd. etc.

### Related services

- MySQL HeatWave
- MySQL HeatWave Database Services
- Oracle Cloud Infrastructure

### About Genius Sonority

Genius Sonority was established in 2002 with investment from The Pokémon Company and Nintendo Co., Ltd. Since its founding, the company has been designing and developing video game software based on the corporate philosophy of "making life better through games."

In addition to titles released by Nintendo, Pokémon, and other companies, the company is also developing their original titles with their own IP to demonstrate the company's development capabilities with a proven track record as a consumer game development company.


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