

Magma Mobile | Customer Story



As a leading developer of Android-based games and applications, Magma Mobile creates and deploys a broad range of mobile applications to geographically diverse users.

Founded in October 2009 and based in Argenteuil, France, Magma Mobile is one of the largest Android developers in the world. The company averages 8.3 million users each month and is responsible for popular games and applications including Android Pinball, Bubble Blast, Mahjong, Mahjong 3D, and Podcast.

The pillars of mobile strategy Magma Mobile developed its business model on the foundation of its four pillars of mobile success: mobile developments that scale and adapt quickly, strong marketing strategies for clients to reach the right users, solid monetization strategy, and application performance analysis to anticipate future developments.

Magma Mobile's development division has developed more than 50 games and applications and stands out from other competitors in the Android development market through its depth and scope of content. In the two short years since its inception, Magma Mobile has emerged as one of the largest Android publishers, with more than 60 million downloads of its games and applications.

In addition to games and applications, Magma Mobile has also developed Androlib, a mobile marketing platform that helps Android developers and users search the various applications that have been developed for the Android Market—it's a complete directory of all applications and games ever submitted to the Android market. With more than 10 million monthly page views, Androlib has become one of the most predominant mobile marketing

platforms for mobile manufacturers, operators, and developers.

Magma Mobile integrates Google Analytics into all of its applications in order to track usage growth, number of pages visited, time spent in the application, bounce rate evolution over time, and screen resolution user patterns. The statistics allow the company to receive direct feedback on potential issues as well as anticipate any developments that may need attention in the future.

Reaching users around the world The Android platform currently has more than 150 million global activations and is rapidly growing. Magma Mobile is a French company, based just outside of Paris; however, the vast majority of the company's users are abroad, with a large percentage of its user base residing in the U.S.

Additionally, on the Web, Androlib.com competes against other Android directories and needed a fast, responsive host to guarantee a quality end-user experience.

On top of its Androlib directory, Magma Mobile built advanced statistics software that provides industry analysts as well

Industry

Mobile Application Development

Business Driver

On-demand scalability to meet the demands of a global user base.

Why SoftLayer, an IBM Company

Magma Mobile chose SoftLayer because of its fast and reliable hosting solutions with dynamic, scalable infrastructure resources.

as regular users with a thorough understanding of the top players in the industry. This required powerful backend infrastructure services.

"The Android market is very large, and our company offers an extensive amount of data," said Etienne Jambou, chief marketing officer for Magma Mobile. "We needed a robust database solution that would be more than just bells and whistles; we needed it to be reliable and supported."

With a broad depth of content, developed across all media (text, image, video, etc.), Magma Mobile needed a scalable and reliable hosting provider with global network capabilities to meet its needs. This included infrastructure services for development and production environments, web hosting, as well as database management.

Enter: scalable infrastructure

The company chose SoftLayer as its primary hosting provider based on SoftLayer's robust product offering, competitive pricing, quality of service, and reputation.

With a geographically diverse user base, it was imperative for Magma Mobile to have a fast, scalable, and reliable hosting solution.

"We have a worldwide user base, and a lot of our users are abroad or in America," said Mr. Jambou. "We needed a provider that could give us a dependable, global solution that would bring us closer to them and provide them with a top-notch, seamless experience. After some careful research, we chose SoftLayer, and we've been very happy with the service ever since."

SoftLayer's comprehensive product offering and responsive customer service helped Magma Mobile ramp up to accommodate the rapidly increasing traffic on Androlib.

Since coming on board with SoftLayer, Magma Mobile has seen improved operations, cost savings, and simplified management and administration through integration with SoftLayer's industry-leading Customer Portal.

Over the course of its established relationship with SoftLayer, Magma Mobile's business has grown rapidly and seen higher profit margins as well as overall performance improvement.