Jelly Button Games - Playtika Customer Story

About Jelly Button Games

Started in 2011 and acquired by Playtika in 2017, Jelly Button develops casual games in an industry that was just beginning in Israel. Prototyping and innovating were key to creating a social game experience we believed would provide a more immersive and unique alternative to what we were seeing: "Mingle Play" combines our favorite qualities of the multiplayer and single player environments. The release of our first major title, Pirate Kings, was the proof of concept for our beliefs. Its viral success and growth across vast territories let us expand to entertain over 70 million players. We saw the potential of the social game experience we built, and have been growing rapidly ever since. Now, we are working on more games to come, and continue striving to lead the industry and fulfill the vision we had. For friends, family and people of all kinds, we make social games that let people play together.

Mutual Work with AllCloud

In order to develop their games at a faster pace, Jelly Button developers partnered with AllCloud DevOps expert to implement a CI/CD pipeline based on AWS best practices and years of experience. With the pipeline in place, it is now possible for Jelly Button to quickly and easily launch new AWS environments. In addition to a CI/CD pipeline, Jelly Button also has containerized their application using AWS ECS in three Availability Zones (AZs) for redundancy; there are multiple services running on the ECS cluster, each service has a customizable and limited number of tasks and an autoscaling policy set to optimize RAM and memory usage.

Summary

Jelly Button is able to launch new environments on AWS in just one click. Through DevOps automation and containerization, they are able to focus on rapidly innovating their games.

"Jelly Button Games, a Playtika company, is glad to have an AWS partner like AllCloud by its side. Being able to count on AllCloud has allowed us to innovate quicker, continuously improve our architecture and reduce cloud spend where possible. Thank you, team!"

Nir Shney-Dor, Director of Technology, Jelly Button Games (Playtika)