



Bringing In-Game Search to New Clubs Feature

“When we looked at the market, similar solutions were four times more expensive and complicated to use. Elastic is more cost effective and much easier to scale and manage. We can upgrade the stack at the press of a button and it’s easier to get engineers up to speed compared to more complex environments.”

– Martin Wong, Senior Engineer, Hutch Games

PROFILE

About: Development studio for mobile racing games

Industry: Media & Entertainment

Location: United Kingdom

GOALS

- Enhance user experience by bringing together players with similar interests
- Establish a flexible technology to work with varieties of data
- Enable quick scalability without adding to day-to-day responsibilities

SOLUTIONS

- Using **Elastic Cloud**, Hutch can mirror development, testing, and production environments around the world
- Language analyzers powered by **Elastic Enterprise Search** manage search queries in 13 languages

RESULTS

- 4x less than similar solutions
- 7 million search queries handled within the in-game search tool
- 13 search query languages supported

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