





With over 27 million monthly active users and more than 2.5 thousand coders, storytellers, explorers and data-scientists, Playtika is one of the leading social and mobile gaming companies. They pride themselves in creating the most engaging and beloved entertainment experiences in the world and are constantly looking to develop their next killer game!

"Lenses has been critical for us in **making Kafka production-ready** & in process to be adopted across all our games. It has also **significantly increased productivity** for hundreds of

our developers which has meant we can accelerate the delivery of new features to market"

Ella Vidra VD IT at Dlautika





Lenses provides a central view over all of Playtika's Apache Kafka clusters that underpins their games. That's a whopping 6TB of data per day of gamers pushing the "jelly button" and rebuilding the Topicat's destroyed village!



Today, hundreds of people across engineering and operations investigate and inspect Kafka through a beautiful Lenses UI every day. They previously had to use dozens of different tools and run commands. Can you begin to imagine how much this saves them?!



In fact, Playtika estimate that on average developers save over 30 minutes per day. If that doesn't sound like much, across 600 developers, QA, operations and analysts, that's over 300 man hours per day. At 200 EUR per day that's almost 2.0m EUR per year!





The Platform Challenges

Playtika has standardized on Kafka as their platform for the exchange of information between their microservices. Its performance, wide adoption in the marketplace & scalability by design were crucial to this decision.

The early stages of Kafka involved using a variety of different open source tools to provide visibility. Challenges soon emerged as the environment grew. Their tools had neither the functionality nor the integration to manage this mission critical platform. Developers & SRE's found themselves having to investigate problems by requesting access to various open-source tools & scripts.

"As our use of Kafka grew, production incidents became more difficult to manage without proper visibility"

- Ivan Vasyliev, Systems Architect, Playtika

This problem was exacerbated as Kafka was adopted across more & more games. Hundreds of people in engineering & operations needed system access to maintain this large landscape. In addition, the design, marketing & other teams needed access to drive the analytics that power their games, & their business. The lack of visibility was slowing the productivity of the teams; something had to change.

"Everybody across engineering was asking for a tool to help them with Kafka, it was becoming critical"

- Ivan Vasyliev, Systems Architect, Playtika



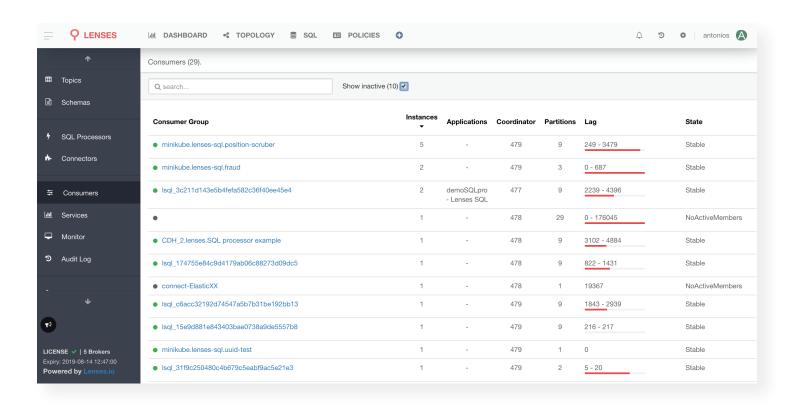




The Solution

First, the team attempted to develop an in house solution. However, they quickly discovered the free-to-use "Lenses box" a fully featured developer version of Lenses Playtika saw that Lenses met their needs for monitoring & managing the data platform. They were very quickly able to show their management it meets their requirements.

Playtika use Lenses with fine-grained access controls & auditing to empower multiple teams to have visibility into Kafka for monitoring & quick investigation when there are problems. They have saved huge amounts of time & significantly improved the productivity of the engineering team.







Monitor Data Flows

The primary use case for Lenses is providing visibility into all aspects of Kafka. This includes the health of the Kafka infrastructure & performance metrics of producers & consumers.

This visibility was critical when facing a recent major production outage. They were alerted to a gradual increase in the number of complaints of poor gamer experience on social media. As Playtika prides itself on delivering an excellent gamer experience, this soon escalated to be a major game incident.

"We were able to **solve an issue impacting millions of gamers** in less than 15 minutes after other teams had spent hours looking in completely the wrong place and had even triggered DR procedures. **Without Lenses visibility** into message throughput **it would have been impossible to understand**"

- Ivan Vasyliev, Systems Architect, Playtika

With gamer experience so critical & with games generating millions of Euros per month in revenue Playtika decided to adopt Lenses for Kafka monitoring across all of it's games & all environments. They have since also integrated Lenses into Prometheus to alert teams proactively of degrading performance. This has reduced the time to detect & investigate outages & increased availability further.







Exploring Data in Topics

Playtika does not use a Schema Registry as it was not available when starting with Kafka. This makes exploration of message payload being published onto Kafka even more essential: Although Playtika try to document their data sources, many find it easier & more up-to-date to understand what data is being produced directly in production with Lenses. Visibility into messages is also critical for developers & SREs when needing to investigate problems across production & non production environments.

Prior to using Lenses this process could take hours.

Today developers, analysts, QA and operations have access to a fully audited GUI & CLI to inspect message payloads.

"They previously had to open tickets to ask teams to run commands in various different open-source tools. I can't even begin to explain how much time this saves them"

- Ivan Vasyliev, Systems Architect, Playtika

Future Adoption

Playtika are deploying Lenses across all their environments (several hundred clusters), for monitoring & visibility. They are now addressing new governance & data compliance initiatives with Lenses: They plan to use Lenses "Data Policies" feature to dynamically discover specific fields & data across their hundreds of different flows including sensitive information. This will also allow them to use Lenses to anonymise sensitive information to meet their GDPR & other data compliance regulations. They are also expanding their use for their BI team by using Lenses to develop data flows from various external sources into internal analytics tools.

"Kafka is the backbone that supports our superior player experience. Lenses has been instrumental in making day-to-day experience with Kafka seamless for our teams"

- Vasyl Strutynskyi, R&D Director at Playtika



Do you want to learn more? www.lenses.io/contact-us

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