IGS

Korea No.1 online total solution company IGS

Starting with the operation of Netmarble portal service in 2000,
we have been operating more than 150 kinds of mobile pc games.
Our highly experienced professionals offer all kinds of services and consulting necessary
for game launch and operation.

[For successful game service]

IGS Total Consulting Proposal

[IGS Company Introduction and Services Overview]

Index

1. IGS Introduction
2. Launching Solution
3. Service
   - Marketing
   - QA/LQA
   - Operation/CS
   - TipIGS

#. Appendix

IGS History

2017 05
- Selected as an KSQI excellent company by KMA
- Signed a service agreement with RIOT Games
- Signed a service agreement with EA

03
- Registered an official member of KoVRA
- Signed a "Global Business" MOU with Metaps China
- Signed a service agreement with Cygames

02
- Participated in 'Metaps Tokyo Conference 2017'' session
- Signed a "VR Business" MOU with YJM Games

2016 12
- Contract with Korea Creative Content Agency (KOCCA) for mobile game direct global launching
- Established an IGS China (Shenyang, China)

11
- Launched the mobile app 'Mobirum' for global game communities
- Interacted with domestic/overseas mobile game companies at G-STAR B2B-The first release of TipIGS, an in-house developed solution software.
- Performed QA services for HanaTour Ticket, a NCIA project

10
- Entered a partnership agreement with iMBC for advertisement of SRT
- Performed QA services for T'WAY AIR, a NCIA project

2016 08
- HRD Contract for the training of QA specialists at the Gyeongbuk Technopark and Gyeongbuk Global Game Center

05
- Entered into a MOU with Gyeongbuk Technopark for mobile game collaboration

2015 12
- Established MOU with XG Entertainment (China/Service support)

11
- Business Innovation Awards in Korean games, from G-Star 2015
- Established MOU with Testbird(China/QA)
- Started servicing ‘Ultimate Tennis’ (9M Interactive)

08
- Sealed an agreement with Korea Creative Content Agency about on E.O.S business (Second)
- Established MOU: Enish (Japan/QA)

07
- Chess Party Business – England, Islang Global Launching

04
- Began design publishing business
- ‘MARVEL future fight' (Netmarble Games)

03
- Began Mobirum service for global users
- Began ‘Raven with NAVER (Netmarble Games) service) service

02
- Began ‘Bingo player‘(CJ E&M) quality assurance
- “Localizing QA” Business area expansion

IGS History

2014	07	• Entered into an agreement with KOCCA on E.O.S business (Initial) • Business briefing (Domestic developers)
	05	• Changed the company name to IGS (30 Partners / 70 PC · mobile game operational service)
	04	• Established global operation-center in the Philippines • Contracts with US / Taiwan game operations
	05	• Began service for 'Seven Knights for Kakao' (Netmarble Games)
2013	05	• Selected as best service company by KMA
2012	11	• Supported establishing a service operating organization for overseas expansion (USA, Indonesia)
	07	• Built a self-development service operation system (Total solution tool)
2011	11	• Infrastructure support for operational service expansion in Indonesia for CJ E&M (Indonesia)
	08	• Created content design operational professionals
2010	06	• Contracted with CJ E&M for game operation services
2007	01	• Received a commendation from a Minister of Information and Communication (Personal information protection, National Customer Satisfaction Index [NCSI] 1st runner up)
2006	01	• Began the online game operational service for ‘Age of exploration’ (Netmarble Games)
2005	03	• Launched a service operating enterprise (Independent company)
2004	11	• Incorporated into a CJ Group
2001	03	• Established a Netmarble operating service

IGS Introduction

IGS specializes in Domestic and Overseas Total Content Services

Since 2000, Netmarble Portal has been running over 200 kinds of content.
Based on our rich experience and know-how, we provide all necessary functions for game service according to customer's demand.

Operation

- Community Creation
- Community Management
- Events
- Indicator Management & Analysis
- Analysis Proposals
- Customer Response
- Billing Management

CS

- Defect Monitoring
- Customer Service Center Creation
- Real-time Support
- SMS Service
- Customer Service Tool Setting
- Customer Management Training
- 365 days a year Monitoring

QA

- Function QA
- Performance QA
- Compatibility QA
- Balance QA
- Security QA
- Maintenance QA
- Network QA
- Development QA

Marketing

- Reward Marketing
- Viral Marketing
- Media Ads
- Display
- Design Creation
- Market / Featured

Service Support

- Server/Infrastructure Creation
- Market Policy
- Customer Issue Response
- Index Analysis
- BM Model Proposal
- Event Planning
- Content Creation

Global Service

- Localization
- Community Management
- Global Marketing
- International Customer Response
- System Creation
- Overseas Business Support
- Translation, Inspection, &UI Test

Consulting With IGS

With more than 17 years of Online QA experience and a workforce consisting of over 850 operational experts who can actively develop strategies and execute them immediately, IGS provides a strong support team for customers in every aspect from QA to Operation, CS, Design, Marketing Consultation, Advertising Execution, and more!

The Success of our Customers is the Success of IGS!

IGS Introduction

IGS MAN POWER : As an industry-leading group of experts, we guarantee the best service!

Consisting of over 850 employees boasting professional qualifications in a variety of fields such as Operation, CS, QA, and Marketing, IGS provides the best service through a skilled workforce and stable infrastructure.

Operation / CS

Management-level Workforce

CS-Related Certification

850 Professionals

Operation / CS: 400

QA: 300

Translation LQA: 100

Business / Management Develop / Support: 50

* Headquarters / IGS&C / IGS CN / Daegu Branch Office

QA

QA-Related Certification

Over 50 Professionals with ISTQB / CSTS Certification

Content/type customized professional consulting staff
95% or higher response rate to issues
Customer oriented, situation specific response scripts
Online Support: 200 / Call Center Support: 300

* CS-Related Certification: CS Lead Manager / Claim Manager/ Call Center QA Manager

2017 KSQI* Designated as Best Company
(Hosted by the Korea Management Association)
Winner of the Korea Game Awards/
Business Innovation Award in 2015
(Hosted by the Korea Internet Digital Entertainment Association)
2007 NCSI* Rank 1 in Customer Satisfaction
(Minister of Information and Communication Award)

* KSQI (Korean Service Quality index) : CS Quality Index Survey
* NCSI (National Customer Satisfaction Index) : National Customer Satisfaction Survey

Mobile, Online PC Genre, QA Experience
Experience with over 100 mobile and 80 PC games
Mobile Devices (around 400), 95% Coverage in Korea

* ISTQB (International Software Testing Qualification Board)
* CSTS (Certified Software Test Specialist)

IGS Introduction

Many partner chosen IGS's service : No1. Global Game QA, CS, GM, Marketing Online Total Service

IGS has partnered with over 100 global game companies and boasts a career of more than 200 hit games.
All types of game operations and online total services are available through our vast gaming service operating experience.

IGS Introduction

Trusted and chosen by national institutions

In addition to receiving commendation from the ministry of Information and Communication and also recognized by several Korean business, IGS has been given IGS No.1 in the National Game Administration Company for 3 consecutive years.

Annual KSQI service quality survey conducted by Korea Management Association

2007. NCSI Rank 1 in Customer Satisfaction (Minister of Information and Communication Award)

2013. Selected as a best service company by KMA

2014. Entered into an agreement with KOCCA on E.O.S business (Initial)

2015. Sealed an agreement with Korea Creative Content Agency about on E.O.S business (Second)

2015. Business Innovation Awards in Korean games, from G-Star 2015

2016. HRD Contract for the training of QA specialists at the Gyeongbuk bal Game Center

2016. Technopark and Gyeongbuk Global Game Center

2016. Contract with Korea Creative Content Agency (KOCCA) for mobile game direct global launching

2017. Selected as an KSQI excellent company by KMA

Launching Solution

IGS

Launching Solution: Launching plan for each stage

IGS

IGS provides the optimal service for each step through a systematic process

Alpha Type

Internal field test support

Quality Assurance (QA)

[Quality Assurance]
- Function QA
- Compatibility QA
- CQA [Contents QA] (Balancing, Fun QA, UI/UX)
- 보안QA

Operation setup

[Community Management]
- Plan official website
- Establish management policy
- Propose webpage composition plan (except contents)
- Plan website management
- User guide, FAQ

[Operations management]
- Create customer service center
- Play test
- Contents Analysis
- Plan and create management tool SB

CBT

[Execute CBT]
- CS response
- VOC gathering
- Play test
- 24hour monitoring

[CBT result analysis]
- Community Analysis
- VOC Analysis
- Create bug report

Pre-registration

[Community Management]
- Community vitalization
- Content creation

[Service Management]
- Plan and propose event
- Service policy consultation
- Management tool setup and training
- Create error responses
- Create hot-line

Quality Assurance (QA)

[Quality Assurance]
- Function QA
- Performance QA
- Market Review

Launching

[Customer Service]
- Web inquiry (1:1 inquiry)
- Call inquiry
- E-mail Inquiry(Developer's email)
- Store review response
- VOC Gathering
- Create bug report

[Community]
- Create contents and analysis
- Community management
- VOC Gathering
- Event proposal

[Monitoring]
- 365days 24 hours (For community, game access)

[Quality Assurance]
- Maintenance QA (For update and maintenance)

Additional QA Proposition

Launching Solution: Management Plan

IGS provides and effective and stable management plan for each period until the day of the game launch.

	D-Day	D-90~56	D-55~21	D-20~8	D-4~1	After Launching
Job		· Create game launching team - include PM · 1st work R&R discussion · Understanding the game · Submit bug report and recommended improvement proposal · Submit draft for game guide · Plan management tool · Create CS center	· Understanding the game · Submit bug report and recommended improvement proposal · Submit FAQ draft · Plan launching event · Propose format for various documents · Propose monitoring standard · Propose internal management standard · Prepare game level examination	· Increase number of people in the project - Adjust based on size of the launch · Understanding the game · Submit bug report and recommended improvement proposal · Edit game guide/FAQ · Confirm various document format · Test CS center · Propose management direction	· 2nd work R&R discussion · Understanding the game · Submit bug report and recommended improvement proposal · Finalize game guide/FAQ · Check all issue for game launch	· R&R Discussion when issues occur · Customer service (CS) · Propose various events · Provide daily report · Provide VOC and bug report · Execute proposed improvements

IGS Marketing

IGS Marketing

“IGS also offers marketing solutions.”
We provide advertising, media as well as production,
And with a dedicated marketer and project manager,
We can achieve a high inflow as well as conversion.

IGS

What IGS Marketing Team does

- Generate insight after analyzing rival company game's data
- Marketing campaign planner will plan and suggest marketing/ads campaign
- Creative director will plan/create ads creative
- Media planner/buyer will set/use national/global media strategy
- Promotion/PR expert will set/use PR/promotion strategy
- BTL/display expert will set/use promotion/display strategy

IGS Marketing

Unlike other agencies that do simply what they're told to do,
IGS provides perfect marketing solution for your game

Other agencies

- Create ads
- Work as a Media agency

VS

IGS

- Create ads
- Work as a Media agency
- Marketing solution/ASO
- Service analysis and improvement suggestion
- QA/CS

IGS

IGS Marketing

Look at how PM, QA, CM, CS are done in IGS and how they make synergy effects combined with marketing

Marketing/Ads	PM/Service Support	Management(Operation)	QA	Service Support	Global Service
·· Put Marketer/PM ·· Find USP based on analysis on game and market ·· Offer suggestion on improvement for better marketability ·· With the competitiveness, set marketing concept/strategy ·· With the marketing concept/strategy, build campaign frame ·· Based on the campaign frame, operate [game-marketing-ASO] ·· Apply campaign frame on management (operation), QA and CS for coherency		·· Based on campaign frame, we provide - Community operation /management - Communication - Event/promotion	• Based on campaign frame, we plan/check QA	· Based on campaign frame, we handle customer/CS	· Build campaign strategy according to target market location (global location) · Build global marketing strategy according to characteristics of the local market

The total campaign process will be handled through one channel (With one assigned marketer)

IGS

IGS
QA

IGS

IGS QA

Providing Specialized QA Services

With a wide variety of customizable QA packages, IGS is able to cater directly to the customer's needs. By selecting only the necessary packages for the customer's requirements, IGS can ensure maximum efficiency while boasting minimum cost.

Function QA

- Overall Performance Test
- Risk Solutions Feedback
- Structural Calculation Logic Verification
- Data Settings Check

Compatibility QA

- Performance Testing by Model/OS
- Network Environment Inspection
- Over 400 Mobile Devices (95% user coverage in Korea)

Performance QA

- Performance Limits Measurement
- Maximum Connections Measurement
- Server Stability Testing
- Server Response Speed Testing

Balance QA

- Usability Balancing
- Contents Balancing
- System Balancing
- Entry Barriers and Exit Points Analysis

Localization QA

- Translation/ Editing
- Language Pack/Language System Verification
- Prohibited Language Check
- Semantic Improvement

Security QA

- File Modulation Risk Verification
- Mock Hacking Trials
- Encryption Status Monitoring
- Security Vulnerability Verification

Business QA

- Market-specific Policy Verification
- Rejection Analysis and Handling
- Linked Accounts Status Verification
- BM Verification

SDK QA

- Smartphone System Code Log Analysis
- Signal Generation and External Network Connection Test
- Internal Operating Signals Verification Test

#. White Box Testing

White Box Test: A software testing method that examines the internal structure and behavior of an application

Mainenance QA

- Addition of New Content
- Server Expansion
- Expansion of Available Products
- Domestic/Overseas Business Expansion

IGS QA

Total QA Service by QA Experts

IGS

Total QA Service by QA Experts

QA Team

- Take charge of the project
- Smooth collaboration with customer contacts
- From quality standard consultation to scheduling and running tests, our QA experts will proceed like a member of the customer's personal team

Dedicated Testing

- Dedicated teams for each project
- Team collaboration with customer's QA manager
- Efficient task proposals and consultations

Development QA

- QA support during early development stages
- Integrated testing and development changes QA
- CQA team

IGS Localization QA

IGS

IGS Localization QA

We provide 16 languages with more than 100 in-house native speakers

Language list: English, Simplified Chinese, Tradiional Chinese, Japanese, Bahasa Indonesia, Thai, Bahasa Malay, Tagalog, Turkish, Spanish, Portuguese, Russian, German, Italy, French

Global management(operation) center IGS&C / China for global capability(ability) improvement

Since native speakers skilled in QA area do the polishing after actually playing the game, you will have the best-quality translation and polishing result that perfectly fit your in-game environment.

IGS Localization QA

Intensive process for successful LQA service

By analyzing language pack, we newly create a list of common words, English words and glossary in the service language to provide coherent(consistent) LQA.

CM
Community
Operation

IGS

IGS Community Operation

A One Stop Shop for all of your Operation Service Needs

With our extensive experience, we can provide a wide range of services catering to your needs in any stage of service.

Service Preparation
Launch Preparation Support

1. Operating Plan
   - Establish Operational Policy
   - Establish Operational Processes
   - Customer Service Plan Creation
   - Share Task Reports
2. Operation Tool Setting
   - Construct Operation Tools (Internal/External)
   - Set Account Permissions
   - Create Operation Manual

After Launch Service
Early Boom Response

1. Monitoring
   - 24 Hour Defect Monitoring
   - In-game and Community Monitoring
2. GM / Customer Activity
   - Viral/Public Relations
   - Community Operation
   - Customer Event Planning/Progress
3. Various Analysis Activities
   - Customer Trend Analysis
   - Game Competitors and Ranking Analysis
4. Image Creation
   - Game and Event Image Creation

Maintenance Service
Service Stability, DAU Management

1. Index Rise/Defensive Activity
   - BM Proposal
   - Event Planning
2. Suggested Activities
   - Design Change
   - BM Model Creation
3. Permanent Work
   - CS / Monitoring
   - GM/Customer Activity
   - Various Analysis Activities

IGS Community Operation

Passionately Pursuing Customer Satisfaction

IGS CM(Community Managers)are a bridge that connect game companies to the users through communities by prioritizing the use of Human Networking Power to maintain community activity and longevity.

Community Manager

Communication	Event	Monitoring	Contents	SNS
• Communication • Sympathy • Activate Communication • Write Community Notices • Respond to posts and comments	• Community Tendencies • Game Genre • Planning and creating events that fit the player's needs	• Community Monitoring • 365 days a year Monitoring • Bug& VOC Analysis	• Game Guides • Gameplay Videos • FAQ Creation • Various Content Creation	• Facebook • twitter • Youtube • Kakaostory • Over 50 different operational experiences

IGS Community Operation

IGS Community Consulting is an expert in game user's DNA.

We can often make a bigger impact than ALT marketing.

The world-famous C.*.* is known for aggressive marketing in Korea.

Taking a game in a downtrend, IGS Consulting will constantly raise the peak to new heights.

IGS Community Operation

- **High-quality Community Image Designs**
  → Create a unique community design to intuitively communicate with the users
  → Provides custom main/announcement images tailored to the season

IGS Community Operation

· Create a variety of game-related content

→ Provides users with additional outlets such as community videos/Youtube to enjoy the game

→ Player highlights/Content introductions/Competitions with the CM all increase user satisfaction

[유투브] 모비럼 https://www.youtube.com/channel/UC2p5OVfd468dBth8GavHj5w
레이븐 타이틀시퀀스 https://vimeo.com/207417192

IGS Community Operation

· Index Management and Analysis Proposals

→ Community user trends/index analysis-based event proposals or consulting

→ Provide customized services based on understanding user patterns and event result analysis

IGS
CS

IGS CS

KSQI Service Quality Annual Survey conducted by the Korea Management Association

Awarded Best Company in 2017

* What is KSQI? The Korean Service Quality Index , who surveys CS quality

IGS CS

Domestic and Overseas Experts Develop Custom Tools to Perfectly Serve our Customers

We provide 24 hour, 365 days a year monitoring solutions for real time customer service.
- Over 90% Average Response Rate (Telephone/Online division)
- Designated as Best Company in the 2017 KSQI (Hosted by the Korea Management Association)

**KSQI(Korean Service Quality Index): CS Quality Index Survey*

24 Hour, 365 Days a Year Monitoring

Telephone Consultations

- Professional Consultation Staff by Game and Type
- Over 300 Scripts

Email/Web 1:1 Consultations

- Rapid Response (Average: within 1 Hour)
- Over 200 Scripts

Comment Response

- Community, Inquiry Response
- Customer Friendly Operational Activities

Global Centers to Strengthen Service

IGS&C and IGS China

Manila Rotigas, Philippines / Shenyang, China

- Global QA/Operation/CS One-Stop Service Support
- Global Language Localization Support (English/Chinese/Japanese, etc.)
- Global Marketing Support and Issue Response Services
- Currently Servicing around 20 Games (An average of 9,000 cases a month)

Setting productivity and quality standards, Strict Ability Management

The Web Capacity / Call Response Rate / Market Review standards must be met by every CS representative

- KSQI standard based self-evaluation
- Quality maintained through individual feedback based on evaluation results

* B to C service quality evaluation index provided by Korea Management Association Consulting (KMAC)

★ Reference. Education/Evaluation Curriculum

Frequency	Category	Details
Constant	UPDATE Education	New events and game patches, detailed education on process changes
Monthly	QUALITY Self-Evaluation	Evaluation of inquiry comprehension, answer accuracy, empathetic expression, language details such as spelling/grammar, etc.
	Feedback Education	Customized improvement education for weak points based on evaluation outcome
Quarterly	Task Test	Test to check the game contents and comprehension of the business process

Complete CS Solutions and Systemized Crisis Management Process

Case 1) Company P: 300% inquiry increase due to unexpected issues
→ Achieved stabilization through Flexible Staff Placement and Inquiry Redistribution

Case 2) Company L: Call increase due to regular maintenance extension
→ Emergency ARS notice sent to prevent a decrease in response rate

A wide variety of situation and customer specific Response Guides

Call Service Guide

1. 기본 응대 Call Flow

IGS

첫 인사

<첫인사> '반갑습니다' + 담당자명 + 부연인사

반갑습니다. OOO 매니저 입니다. 무엇을 도와드릴까요?

화답인사

<고객 인사에 대한 화답인사> "정중하고 친절하게 밝은 음성사용"

"안녕하세요! → 안녕하십니까?" / "수고하십니다. → 감사합니다." / "여보세요? →네, 고객님~ 무엇을 도와드릴까요?"

문의파악

<고객 Needs파악> 고객 문의 사항에 대해 간략하게 재진술 진행

"네~ 고객님, 결제 후 지급이 되지 않았다는 말씀이십니까? " or "네~ 결제 취소 말씀이십니까? "

<사전 양해 멘트>

"먼저, 정확한 상담을 위해 고객님의 정보 확인 후 안내 도와 드리겠습니다.

고객정보확인

<고객 정보 확인 >

"실례지만, 고객님 휴대폰 번호 말씀해주시겠습니까? " or
"번거로우시겠지만, 고객님 휴대폰 번호 말씀해주시겠습니까?"
< 고객 정보 확인 감사인사 >
" 소중한 정보 확인 감사합니다 " or " 확인 감사합니다"

게임명확인

<여러 게임을 서비스하는 고객사일 경우>
"고객님, 이용하고 계신 게임이 OOO 맞으십니까?"

문의 내용확인

"확인 후 안내 도와드리겠습니다."
① 대기멘트 : "잠시만 기다려 주시겠습니까?"
② 대기 중 멘트 (대기발생 30초 이상 경과 시) : "고객님, 확인이 지연되고 있습니다. 죄송하지만, 잠시만 더 기다려 주시겠습니까? "
③ 대기 후 멘트 : "기다려주셔서 감사합니다" or "오래 기다리게 해드려 죄송합니다."

Web Service Guide

결제 취소 / 아아템 지급 (고객정보없음)	결제 취소 관련하여 문의 주셨네요. 결제 오류에 인해 많이 당황하셨으리라 생각이 듭니다. 먼저, 결제 오류로 불편을 끼쳐 드린 점 진심으로 사과의 말씀을 전합니다. 결제 내역 확인을 위해서는 고객님의 추가적인 정보 확인이 필요합니다. 번거로우시겠지만, 아래 항목 기재하신 후 재문의 부탁합니다. 1. 성함, 결제한 휴대폰 번호 : 2. 결제하신 구글메일 계정(@gmail.com) : 3. 결제하신 날짜, 금액 : 4. 카카오회원번호 (숫자17자리) / 모두의마블>옵션> 설정) : 5. 요청사항 : ※ 구글 계정 및 카카오회원번호가 정확하게 입력되어야만 해당 부분에 관해 확인해 드릴 수 있습니다.
환불 요청 (고객정보없음)	잔여 다이아 환불에 대해 문의해주신 것으로 확인됩니다. 남은 다이아 수량 확인후-> 환불 진행되며 환불 금액의 10%는 수수료로써 환불 가능한 금액은 1천원 이상이어야 진행 가능합니다. 1. 성함, 결제한 휴대폰 번호 : 2. 결제하신 구글메일 계정(@gmail.com) : 3. 결제하신 날짜, 금액 : 4. 카카오톡ID (숫자17자리) / 모두의마블>설정> 앱센터 ID : 5. 은행/계좌번호/예금주명 : ※ 구글 계정 및 카카오회원번호,은행계좌가 정확하게 입력되어야만 해당 부분에 대해 확인해 드릴 수 있습니다.

TipIGS Solution

Solution

IGS

IGS CS

Our ‘Mobile Game Service’ provides a wealth of information real-time, the IGS solution to extending the PLC (Product Life Cycle)

TipIGS

- Daily Trends
- Live Status
- Weekly Plan
- Issues & Suggestions
- Index Analysis
- Task Request
- Error Suggestions
- VOC Analysis

DASHBOARD

Manage project status live (index/data) and provide insight into issues/VOC through an easy to use dashboard.

MARKET TREND

Understand the mobile app market trends and see game trends.

MONITORING

Monitor all aspects of the project in one place, helping to quickly respond to issues.

LIVE ISSUE

Provides automatic analyzation of community trends in order to promptly inquire, understand, and respond to issues with a glance.

CUSTOMER SATISFACTION

Provide customer center services that can meet the customer’s various needs quickly and accurately in one place.

RESPONSIVE WEB

Manage your project status anytime, anywhere with an easy to use web-enabled dashboard.

IGS Solution

- Automatic trend analysis of various customer-related data can be quickly understood and applied in real-time in response to user reaction.
- Automatically collect and analyze all data in relation to customer trends, including Call / Web inquiries, market review, community posts, event results, to deliver professional trend indicators to the Client.

IGS Global Community

IGS

IGS Global Community

World-wide Global Community Solutions

A free and easy to use community service that players can enjoy by simply linking their account in-game.

http://www.mobirum.com

1. Global Language Support

Optimized community support for each chosen language Able to match the user's language environment

2. Streamlined SNS Login

Simply sign in with major social networks like Facebook, Google, Twitter
Easily share posts

3. Convenient Features

Ability to run pre-registration events (friend recommendation, sharing, etc.)
Easy to use Online Survey Tool

4. Professional Operation Support

With IGS Operation Specialists, enjoy professional and systematic operation

#Appendix

IGS

#Appendix_ Report Sample

Daily Service Report

- Issue trend report
- Task Issue
- Event progress
- Service trend indicators

Weekly Service Report

- Weekly service trend indicators /status
- Task issue
- VOC report

#Appendix_ Report Sample

Monthly Report

- Issue trend report
- Task Issue
- Event progress
- Monthly service trend indicators

Quarter Service Report

- Quarter service trend indicators/status
- Task Issue
- VOC report

#Appendix_ Report Sample

(조치중) 고객사명 게임명 장애일지

발생 일시	2015.02.01 (일) 16:59	발생 위치	게임
종료 일시	2015.02.02 (월) 0:00	정상화 소요 시간	7시간 01분
현상	[구글플레이스토어] '출석이벤트' 진행이 안되는 현상 발생		
내용	1. 게임 접속 후 출석이벤트 참여 시 출석체크가 안되는 현상 확인		
동향 개수	공식 카페	약 10건	스토어	약 2페이지
원인	확인 중 (고객사 미공유)		
조치 사항	2/2(금) 07:00 ~ 08:00 점검으로 정상화		

#참고. 장애 발생 및 복구 과정

날짜	시간	분류	내용	담당자
2/1 (월)	16:59	장애발생	T스토어 점검 완료 후	고객사 담당자
2/1 (월)	17:01	장애인지	공식 카페 모니터링 중 확인	IGS 담당자
2/1 (월)	17:03	담당자공유	고객사 담당자님에게 내용 공유	IGS 담당자
2/1 (월)	17:10	공지등록	일부 오류 현상에 대한 공지 안내	IGS 담당자
2/1 (월)	17:01	상황보고	팀장 담당자님에게 오류 내용 보고	IGS 담당자

Error Report

- Check the status of error occurred
- Error occurred
/ Process of recover from error

Temporary Maintenance report

- Maintenance hIstory
- Found issue
- Server test contents

Project A' 임시점검 결과보고서

시작 일시	2016.02.01 (월) 16:59	점검 목적	게임
종료 일시	2016.02.01 (월) 18:30	점검 결과	Pass
수행 결과	신규 파츠 추가에 대한 임시점검을 협의된 스케줄에 따라 진행 현재 정상 서비스 정상. 지속적인 모니터링 진행		
주요 이슈	[점검 중 발견 이슈] 점검 시간 내 조치 완료 - 신규 추가된 파츠 4종의 아이콘 노출 오류 → 점검 시간 내 조치 완료		
테스트 담당자	TL : 담당자A / TE : 담당자B, 담당자C		

점검 작업 내역

날짜	시간	내용	담당자
2/1 (월)	16:59	점검 공지 게시	운영팀 담당자
2/1 (월)	17:00	서버 점검 설정	개발팀 담당자
2/1 (월)	17:00~17:50	서버 패치 작업	개발팀 담당자
2/1 (월)	17:50~18:20	라이브 서버 테스트	QA팀 담당자
2/1 (월)	18:20~18:30	서버 점검 설정 해제	개발팀 담당자

발견 이슈

No.	항목	조치 결과
1	신규 파츠 12종 중 4종의 파츠 아이콘이 노출되지 않는 현상	점검 시간 내 완료

실서버 테스트 내용

구분	항목	결과
업데이트 항목	스타 보너스 / 골드 보너스 지급	PASS
업데이트 항목	신규 파츠 12종 추가	PASS
업데이트 항목	카카오친구 기능 수정	PASS
주요기능 Regression	설치 / 진행 / 삭제	PASS
주요기능 Regression	인증 - 로그인 / 게스트 로그인 / 로그아웃	PASS
주요기능 Regression	결제 및 재화 구매 / 상점	PASS
주요기능 Regression	게임 컨텐츠 : 모험하기, 대전하기	PASS

#Appendix_ Report Sample

IGS

QA 결과 보고서

프로젝트	
고객사	

담당자	담당자(Test Leader)	작수일자	2015. xx. xx
참여인원	담당자 A, 담당자 B, 담당자 C	완료일자	2015. xx. xx
		소요시간	3 Day
검수분류		빌드 정보	

■ 프로젝트 진행 개요

0. 목적

3차 업데이트 콘텐츠의 기능에 대한 정상 작동여부를 확인하고 시스템간 연동에 따른 복합적인 상황에 대한 검증. 개발 과정 중 발생한 사이드 이펙트를 효과적이고 방법으로 검증하여 서비스 품질 저해 요소를 사전에 발견하는 것을 목표로 한다.

1. 검수 진행 중 주요 이슈

- 01/21 10:05분 ver 1.18(최초 빌드) 전달 이후 총 5회의 빌드 변경

no	날짜	발생시간	완료시간	내용	공지된 변경건수
1	01/26	18:32	익일 확인	ver (xxxxx)1 빌드 업데이트	27 건
2	01/27	17:40	18:44	ver (xxxxx)2 빌드 업데이트	4 건
3	01/28	17:55	익일 확인	ver (xxxxx)5 빌드 업데이트	1 건
4	02/01	-	10:00	ver (xxxxx)6 빌드 업데이트	63 건
5	02/02	18:40	19:29	ver (xxxxx)7 빌드 업데이트	29 건

- 2월 1일 자의 1.26 빌드 업데이트는 기능 전반에 걸쳐 업데이트가 이루어졌습니다.

2. 검출된 리스크 및 결함 발생 성향

- 검수 수행기간 중 잦은 빌드 변경이 있어 검수결과의 신뢰도와 빌드의 안정성에 영향을 줄 수 있음.
- 변경내역이 총 124건으로 변경범위가 넓으나 이에 대한 정확한 기능 정의가 이루어지지 않거나, 발생 원인에 대한 공유가 없어 효과적인 테스트를 수행하는데 어려움 발생.
- 최근 패치 진행과정에 광범위하게 UI 변경이 이루어지면서 UI 관련 노출 오류건이 지속발생 할 것으로 예상됨

3. 주요 결함

- 주요 결함 6개 (총 결함 114개)

우선순위	분류	현상

■ 검수 요약

[검수 히스토리]

- 검수 진행 중 총 5회의 빌드 변경
- 빌드 변경 후 재검수 과정 없이 기존 검수를 이어서 / 변경사항에 대해 체크리스트로 진행
- 최종 빌드에서 "주요기능"에 대한 사항만 검수 진행

(협의 완료 내용 - 2016-02-01 (월) 오후 12:55 – xxx님 메일)

no	날짜	내용	검수 진행
1	01/26	ver (xxxxx)1 빌드 업데이트	콘텐츠 기능 검수 1 차
2	01/27	ver (xxxxx)2 빌드 업데이트	
3	01/28	ver (xxxxx)5 빌드 업데이트	
4	02/01	ver (xxxxx)6 빌드 업데이트	
5	02/02	ver (xxxxx)7 빌드 업데이트	

[품질 보증 활동]

검수 항목		Android	iOS	내용
콘텐츠 기능	성공률	95.4% (xxx/xxxx)	N/A	콘텐츠 기능 구현여부 대한 결함발생은 높지 않음 - 경계값 도달에 대한 예외 상황 영역 주의 필요 - 외부적(네트워크) 상황에 예외처리 영역 주의 필요
	커버리지	99.5% (xxx/xxxx)	N/A	# 검수 케이스에 달성된 커버리지는 높으나 빌드 변경이 많아 추가된 기능에 대한 커버리지를 재확정 할 필요성 있음
마켓 검수	성공률			
	커버리지			
Google featured	성공률			
	커버리지			
연동 플랫폼	성공률			
	커버리지			
단말기 호환성	성공률			
	커버리지			
빌링앱 공존성	성공률			
	커버리지			
앱 성능검수	성공률			
	커버리지			
보안검수	성공률			
	커버리지			

상기 N/A 항목은 계약 또는 서비스 항목에 포함되어 있지 않아 수행하지 않은 항목 입니다.

[사용 디바이스]

	기기명	제조사	버전	해상도		기기명	제조사	버전	해상도
1	Galaxy S2	삼성	4.0.4	480x800	8	Nexus 5	모토로라	6.0.1	1080x1920
2	Galaxy S3 LTE	삼성	4.4.4	720x1280	9	Nexus 5X	모토로라	6	1080x1920
3	Galaxy S6	삼성	5.0.2	1400x2560	10	SHIELD Tablet	NVIDIA	6	1200x1920
4	Galaxy note 4	삼성	4.4.4	1440x2560	11	SHIELD Tablet	NVIDIA	5.0.1	1200x1920
5	Galaxy A7	삼성	4.4.4	1080x1920	12	Xperia Z3 TABLET	Sony	5.0.2	1200x1920
6	VEGA secret note	팬택	4.2.2	1080x1920	13	Google Nexus 7	Asus	5.1.1	1200x1920
7	Optimus Vu 3	LG	4.4.2	960x1280	14	Google Nexus 9	HTC	5	1536x2048

■ 검수 상세 결과

빌드가 총 5회 변경되어 빌드별 결과 분석이 불가하여 총 발생한 결함 상태로 표현하였습니다.

■ 검수 불가 중 Block (0.5%)은 다음과 같습니다.
- 투기장 랭킹 검수 셋팅 불가로 일부 기능 미진행 (운영툴)
- 데미지 감소, 상태이상 저항 효과의 스킬은 정확한 데이터 및 수치 확인이 어려워 검수 미진행

■ 검수 불가 중 N/A (0.2%)는 다음과 같습니다.
- 다회 사용 루틴 미구현
- QA서버 1개만 구현되어 서버이동 관련 검수 불가
- 전투 리플레이 기능 미구현으로 검수 불가

영역별 검수 결과

• 결함 데이터 분석 1 (빌드)

- 빌드가 변경됨에 따라 우선순위가 높은 결함이 추가 발생 되고 있습니다.
  - ➢ 빌드 변경의 요인으로 안정성 저하를 의미
  - ➢ 해당 상태가 지속될 경우 결함추적이 어려워짐
  - ➢ 신규 빌드에 재발생 또는 수정으로 인한 연관 결함이 추가 발생할 가능성 높음
  - ➢ 릴정 전 빌드 전체에 대한 재검수를 권장

결함 발생 추이 (빌드)

결함 분포

• 결함 데이터 분석 2 (영역)

- UI와 PVP 관련 (필드전표함) 콘텐츠에 비교적 많은 결함이 발생 하였습니다.
  - ➢ 1.26 빌드 전반적인 수정이 이루어진 UI에 안정성이 낮습니다.
  - ➢ 외부환경 및 상태(효과성, 네트워크 등)와 연관된 기능에 치명적 결함에 주의해야 합니다.
  - ➢ 서비스 품질 향상을 위해 다수의 '보통'등급의 결함 수정을 권장합니다.

Update Report

- Inspection Summary
- Detailed Results

IGS

#Appendix_ Report Sample

<Game Info Management>

A defense game with animal friends

To meet new animal friends, complete the "**Adventure**" mode.
Defend with your animal friends against the mutants on "Survival" mode. Tap on menu to play the game!

1. World Map

Select the stage. When the stage is complete, it can be replayed.

2. Stage Guideline

Preview the geography and mutants. When confirmed, tap on the ready button.

< Community Planning >

DATE				
015-06-02				
015-06-04	Facebook Sustainment	FUN FACTS TIME Cube Master! Do you know 6 Star Medusa?	Photo	Cut out picture of Melissa and Medusa in the background. Make it look like Medusa is the primary subject in the picture. Picture should have the text of " Did you know? Medusa has a child and guess who it is: Pegasus, the winged horse, and Chrysaor, the hero of the golden sword. It was said that Pegasus and Chrysaor have sprung from Medusa's severed head."
015-06-08	Facebook Sustainment	Cube Master! Did you know that you can change the tactics for your team? Choose what's the best for your team and have an advantage of the auto battle with this.	Photo	Highlight the Tactics on the picture
015-06-10	Event: TIME ATTACK	TIME ATTACK! (6 Hours) Play Now and get 10,000 AP for FREE!! Download: http://bit.ly/1JujCVn Period: [mmdd hhmm] - [mmdd hhmm]	Photo	Picture of the Event showing the time attack and the reward
015-06-12	FAQ	Cube Masters! It seems that you are having trouble with the feature "Reincarnation" in the game. Here's a little insight of it and how it works!	Photo	Cut out of the Reincarnation pane and a walkthrough on how to reincarnate. Put this message: "Reincarnating your hero will change its disposition. If your hero is an attacker type, you can reincarnate it to become tank type or balanced type. It requires two identical heroes to reincarnate it in Manage Heroes section."
015-06-16	Event: POST YOUR IGN	Hello, Cube Masters! EVENT TIME!! Post your nickname and add more friends! How? 1. Post your nickname on the comment section 2. Take a screenshot of your main hero and why you use it. When? Period: [mmdd hhmm] - [mmdd hhmm] Prize? 10,000 AP for 50 random players (can be everyone participated) Download: http://bit.ly/1JujCVn The prize will be given in 1-2 day(s) after the event ends.	Photo	Picture of the Event and the reward they can get

< Event Planning >

▲The content is misleading in terms of genre, but this element increases DAU!

Then...

A game's enjoyability continuously changes to something new!

< Index Management >

12월 누적	인입률	응대률	응대율
	346	336	97%

투입 현황	투입원	평균 통화 시간	평균 후처리 시간
	2	0:03:34	0:04:04

점검/패치	■ 데빌메이커 - 정기 점검 진행 ■ 큐라레 - 서버 데이터 패치 진행

업무명	담당자	일정	진행률	내용
고객센터 상담 (Call)	전원 (2명)	상시	-	Call 상담 인입건 응대
고객센터 상담 (Web)	전원 (2명)	상시	-	1:1문의 접수 건 처리
구글 스토어 댓글	전원 (2명)	상시	-	스토어 댓글 체크 및 댓글 작성

지표 이슈	■ 큐라레 : 롤백 관련 핑크리엠 지표 상승

[핑크리엠 지표]

오즈헌터 / 큐라레 / 데빌메이커

33, 108, 100, 96, 60, 107, 114

10, 18, 8, 8, 3, 5, 9

0, 0, 0, 0, 0, 1, 0

12/17(수) 12/18(목) 12/19(금) 12/20(토) 12/21(일) 12/22(월) 12/23(화)

<FAQ>

Q 5. How do I send emoticons and stickers?

Q 6. What is the number next to the Chat window?

Q 7. How to create a Group Chat?

Q 8. How can I invite additional friends into Group Chat?

A To add more members to the Group Chat please follow the following steps:

1. In the Chatroom tap the drop down menu on the top right
2. Select the 'Invite' button
3. Select the desired friends you wish to invite.

< Web Consultation >

We're very sorry for the inconvenience this issue has caused you. However, we kindly suggest to restart the game and/or your device to refresh the connection on our server. It might be an interference with the server and your game that is causing this issue.

And also, please connect to a more stable internet connection to avoid further issues with this matter.

Hope this resolves your issue. If there is anything else that we could assist you with, please let us know!

Best regards,
Paranoid Joy

처리구분	답변
작성자	-
작성일자	2015-06-12 12:00:33.0

< VOC Management >

게임명		프로젝트명		플랫폼	-

분류	접수일	수정여부	수정일	중요도	내용
건의	3/1(토)	-	-		구매 가능한 아이템 마트 노출 건의
	3/1(토)	-	-		아이템 이미지 오류 수정 건의
	3/1(토)	개선완료	3/17(월)		아이템 이미지와 겹치는 현상 수정 건의
	3/4(화)	-	-		전월 가능 텍스트만 노출되도록 변경 건의
	3/5(수)	-	-		아이템 선택 용이하게 변경 및 가게 내부 확인 시 아이템 노출되지 않도록 변경 건의
	3/5(수)	개선완료	3/17(월)		선물함의 아이템이 종류별로 정렬되도록 변경 건의
	3/28(금)	-	-		게임모드 완료 후 버프 효과 추가 건의
	3/29(토)	-	-		외부 아이템 1만처리 아이템 추가 건의
	3/29(토)	-	-		최고레벨 상향 건의
	3/29(토)	-	-		구매가 아이템 수량 선택하여 구매 가능하도록 수정 건의
	3/30(일)	-	-		친구목록 레벨순 정렬로 변경 건의
	3/30(일)	-	-		아이템 보관 최대개수 상향 건의
	3/1(토)	-	-		아이템이 한 장소에 지속 노출되는 현상
	3/1(토)	수정완료	3/1(토)		게임 모드 진행 시 튕김 현상
	3/1(토)	수정완료	3/1(토)		아이템 소모 개수가 바로 노출되지 않는 현상
	3/1(토)	-	-		로딩 화면에서 멈춰 접속이 불가능한 현상

< CS Statistics Data >

Date								
2015/06/02	100%	395	0	395	395	0	0	0
2015/06/03	100%	390	0	390	390	0	0	0
2015/06/04	100%	267	0	267	267	0	0	0
2015/06/05	100%	263	0	263	263	0	0	0
2015/06/06	99.63%	270	1	269	268	1	0	0
2015/06/07	100%	233	0	233	233	0	0	0
2015/06/08	100%	148	0	148	148	0	0	0
2015/06/09	99.48%	192	1	191	191	0	0	0
2015/06/10	99.72%	359	1	358	357	0	0	0
2015/06/11	100%	325	0	325	325	0	0	0
2015/06/12	100%	200	0	200	200	0	0	0
2015/06/13	100%	205	0	205	205	0	0	0
2015/06/14	100%	370	0	370	370	0	0	0
2015/06/15	99.4%	167	1	166	166	0	0	0
2015/06/16	100%	115	0	115	115	0	0	0
2015/06/17	100%	183	0	183	181	0	0	0
2015/06/18	98.56%	139	2	137	137	0	0	0
2015/06/19	98.44%	128	2	126	125	0	0	0
2015/06/20	98.64%	147	2	145	145	0	0	0
2015/06/21	99.58%	229	1	228	228	0	0	0
2015/06/22	100%	113	0	113	113	0	0	0
2015/06/23	99.17%	121	1	120	120	0	0	0

#Appendix_ Report Sample

< QA Results Sample >

3. 검

3.1

3.2 검수 시작/종료 조건

시스템 검수는 다음과 같은 기준에 의해 시작 및 종료한다.

- 시작 조건
  - Software Requirements Specification의 Baseline이 개발팀에 의해 선정되었으며, Test 팀과 공유되었다
  - Test Plan에 대해 개발팀 Project Leader과 Test Engineer가 합의하였다
  - 검수계획대로 검수 환경이 구축되었다
- 종료 조건
  - 계획된 모든 Test Case를 100% 수행한다
  - 검수 대상인 Test Case의 Pass가 90% 이상이다 (개발팀과 협의 필요)
  - Test Engineer와 Project Leader가 검수 종료에 합의한다

< QA Results Sample >

■ 테스트

테스트 케이스	테스트 불가	테스트 불가	테스트 불가	테스트 진행률
12%	2%	86%	98%

테스트 케이스 데이터

• 테스트 케이스 데이터 요약

- 작성된 TC 기준으로 98% 수행을 완료했습니다.
- 테스트 불가진행은 2%로 테스트 필드에서 제외된 경우 이벤트(N/A)와 Fail 발생으로 인한 진행불가(Block) 영역 입니다.

카테고리별 결함 데이터

우선순위/중요도

• 요약

- Mantis에 등록된 78개의 결함 중 개선 사항 7건 및 71건의 결함이 보고되었습니다.
- UI 관련 결함 24건은 텍스트의 정보부족 및 오입력으로 등록된 결함으로 불리성 작업이 필요할 것 같습니다.
- 디바이스 관련 결함은 네트워크 단절 시 오작동 및 호환성과 관련한 결함입니다.

• 우선순위 / 심각도 요약

- STA 영역에서 가장 많은 23건의 결함이 발견되었으며 영역 내 중요도 높은 결함 10건은 최우선적으로 수정이 필요합니다..

< BM Suggestions Example>

02 제안 – 결제

IGS

UI 배치		
위치	방향	바로가기
메인 화면	접근성 강화	GO
캐쉬 상점	과금에 대한 허들 감소	GO

결제 시스템		
시스템	목적	바로가기
첫 결제	효율성 높은 상품 판매 및 허들 구간 돌파 방안 제시를 위한 상품 판매를 통해 기존 이용자와의 폭 감소	GO
팝업 시스템	구매 욕구를 자극하는 아이템 구성을 통해 기존 유저에 대한 과금 유도	GO
정기 결제 시스템	월 별 매출 증대 효과 극대화를 통해 매출 상승 유도	GO

IGS

Korea No.1 online total solution company IGS

Starting with the operation of Netmarble portal service in 2000,
we have been operating more than 150 kinds of mobile pc games.
Our highly experienced professionals offer all kinds of services and consulting necessary
for game launch and operation.

THANK YOU!