



“With the GeoSurf, we were able to validate, QA, and monitor our geo-targeted content, enabling us to improve our customer experience. This was an improvement from 0 to 100.”

*Steffen Engelhard,
Live QA Lead*

BLUEBYTE, A UBISOFT STUDIO, USES GEOSURF TO INCREASE GLOBAL SALES REVENUE

WHO IS BLUE BYTE?

Since 1988, Blue Byte has been a leading video game developer and publisher in the gaming world. Purchased by Ubisoft, a billion dollar and third-largest independent game publisher in the world, in 2001, Blue Byte continues to revolutionize the gaming industry by developing products on current and next generation consoles.

Because Blue Byte’s games are based on global web browser, it is imperative that they have a reliable and accurate tool to QA their content and make sure they are simulating a unique customer experience to every individual in every unique country.

THE CHALLENGE

Prior to using GeoSurf, Blue Byte was not able to QA their geo-targeted content to ensure a rich and accurate customer experience for their clients according to their specific locations and languages.

ACQUIRING THE RIGHT TOOL

Blue Byte spent an incredible amount of time and resources on finding the right premium gateway solution that was accurate and reliable and would enable them to change IP addresses in the click of a button.

After discovering GeoSurf, Blue Byte realized they found the perfect solution to all of their frustrations.



**Blue
Byte**
A UBISOFT STUDIO

COMPANY:
BLUE BYTE
(SUBSIDIARY OF
UBISOFT)

REGION: GLOBAL

INDUSTRY:
GAMING COMPANY
(PUBLISHER)



CHALLENGES

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SOLUTION

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RESULTS

GeoSurf enabled them to make changes accordingly, improve their customer experience, increase their likelihood of sales, and increase their ROI.

CUSTOMER EXPERIENCE STRATEGY

With GeoSurf, Blue Byte was able to provide their users with the best customer experience possible. Through having the ability to change their IP address in one click of a button, Blue Byte could easily and quickly fix any problem that could affect their geo-targeted content.

In several instances, Blue Byte launched new games in new countries. This meant that they had to make sure all of the geo-targeted content and customer experience simulation was working correctly.

When they first launched in the Netherlands, they used GeoSurf to make sure everything was working accordingly. Rather, they found that their site was not geo-targeted correctly.

Because of this discovery, they were able to change the currency on the game store to the Euro so that their users could make purchases. In addition, they were able to verify that any offers they provided could be purchased on their users mobile phones depending on their location.

THE RESULTS

Due to the Toolbar's friendly UI, they were able to QA, validate, and monitor their geo-targeted location in minimal time with accurate and reliable results.

These results enabled them to make changes accordingly, improve their customer experience, increase their likelihood of sales, and increase their ROI.