

XSOLLA'S PAYSTATION PROVIDES THE FLEXIBILITY HI-REZ STUDIOS REQUIRES

Xsolla upgrades Hi-Rez's in-game store to PayStation, the most advanced storefront management and billing solution platform available.

HI-REZ STUDIOS

Privately held, independent video game developer established 2005 in Atlanta, Georgia. Hi-Rez Studios was established to create exceptional online interactive entertainment and is now one of the largest video game studios in the Southeast United States. Their games include Smite: Battleground of the Gods, Paladins: Champions of the Realm, Jet Pack Fighter, Tribes: Ascend, and Global Agenda.

ACCOMPLISHMENTS

- April 2011: Established first free-to-play game released on Steam, Global Agenda.
- Rated Top 30 Video-Game Developer by Gamasutra and Game Developer Magazine.
- Hosted a $2.6 million prize pool for the first SMITE World Championships, 3rd highest prize pool in eSports at the time.

CHALLENGE

The challenge was consolidating management of Hi-Rez's virtual currency and virtual items into PayStation, enable Hi-Rez to have direct payouts via PayPal, support mobile price-points, and prepaid cards which have a fixed amount.

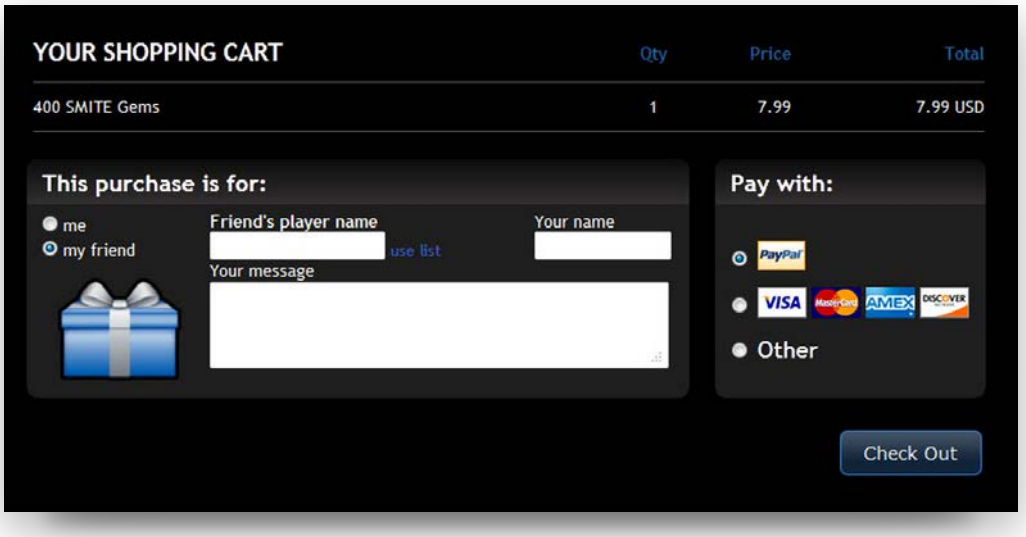
SOLUTION

The primary goal for integration between Hi-Rez Studios and Xsolla was to consolidate both virtual currency and virtual items into one simple solution, PayStation. Hi-Rez was also able to set up virtual currency packages (such as the Get All Gods Bundle) from within PayStation with all calculations conveniently being processed from Xsolla's side.

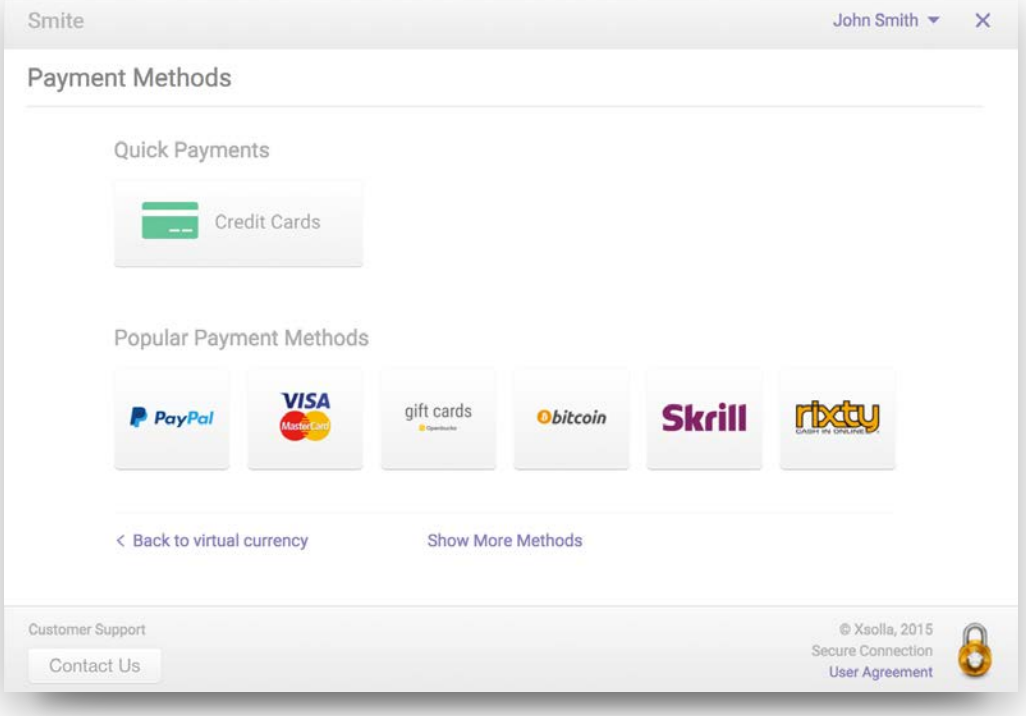


Switching to Xsolla's PayStation enabled Hi-Rez to have payouts made directly into their PayPal account. The initial idea was to create three different buttons on the payment page for Credit Card, PayPal, and Other, but Xsolla offered an intuitive solution where all payment systems, including PayPal, would be allocated inside one easy-to-use interface.

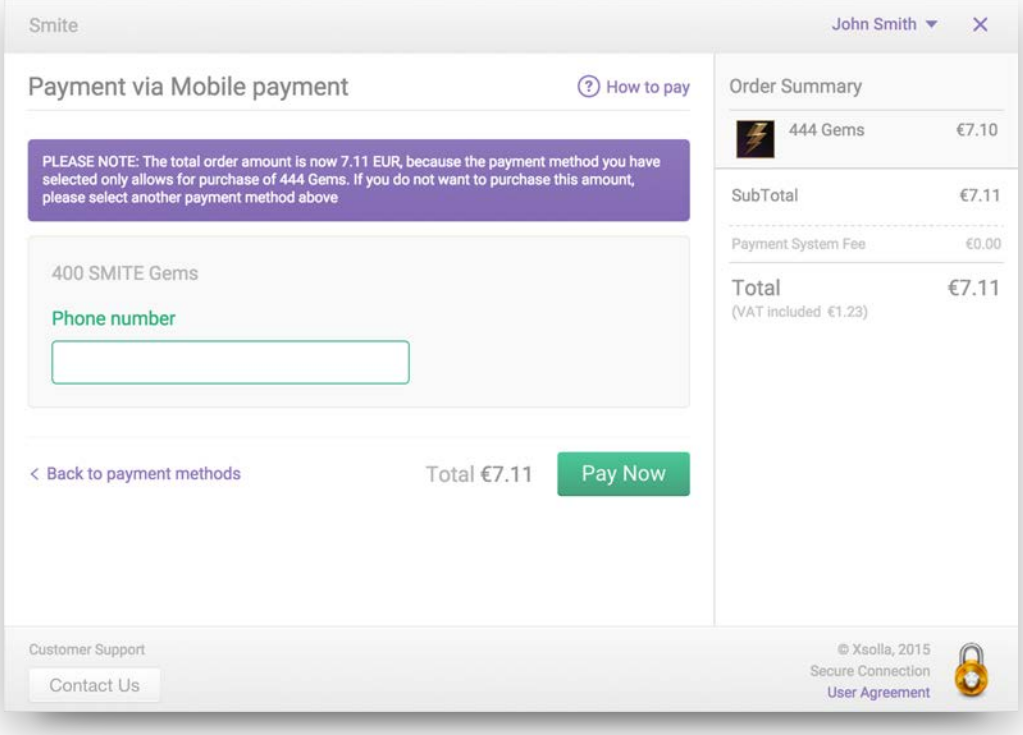
Before



After



On top of this, Hi-Rez gem packages were sold at a fixed price (ex: 400 Gems for $7.99) which posed a problem for certain payment methods to accept (Mobile phone and Prepaid Cards). As a result, Hi-Rez was losing out on potential purchases and keeping customers happy. To increase conversion and happiness for the consumer, Xsolla developed a solution where the user can purchase the closest virtual currency amount allowed by the payment method within the store.



Example

Because of our PayStation solution, Hi-Rez was able to increase conversions for mobile payments starting from the day the feature was turned on.

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