



CASE STUDY

# Nintendo

## Automates Development Processes and Meets Compliance

### Industry

Interactive Entertainment

### Challenge

IT struggled to track and document a high volume of concurrent development projects and constant application changes

### Results

- Automated processes and accelerated development
- Centralized teams and improved communication
- Made it easier to document compliance requirements

### Products

- Rocket® Aldon Lifecycle Manager (Enterprise Edition)

### Application

- Software Change Management
- IT Compliance

## Company

Nintendo is a worldwide leader and innovator in the creation of interactive entertainment. The company's popular home and portable video game systems, software, and services entertain millions of consumers of all ages around the globe. Based in Redmond, Washington, Nintendo of America Inc., serves as the headquarters for Nintendo's business in the Western Hemisphere. Operations and product development are both critical components of the division

## Challenge

Innovation is key to Nintendo's position in a highly competitive industry. To maintain leadership and keep its highly demanding consumers satisfied, the company needed the agility to respond to rapidly changing market conditions, take advantage of technical opportunities, and continually meet rising customer expectations. Whether for the gaming population or the organization's own business operations, application development cycles needed to move quickly and smoothly.

For Nintendo development project teams working on multiple applications simultaneously on a variety of platforms, the challenges were growing exponentially. The development environment was becoming increasingly complex, and changes to applications were occurring with greater frequency.

Team members grappled with manual processes to develop, deploy, and manage applications. This labor- and time-intensive approach prevented the organization from leveraging its development resources as efficiently as possible. The impact on production time was significant.

It was also difficult for developers to detect and manage conflicting changes, or to get an exact sense of project status at different stages of the application development lifecycle. The team needed to be able to work concurrently, from the same system, yet retain the flexibility to run on a wide variety of platforms.

Just as important, Nintendo needed an effective, consistent way to track and document workflow processes for both its IT and business units, to meet the demands of corporate auditing and compliance mandates.



## Solution

After an extensive evaluation of various home-grown and off-the shelf solutions, Nintendo selected Rocket® Aldon Lifecycle Manager (Enterprise Edition), largely because of its ability to support multiple platforms while providing the necessary capability to manage rapid change and complexity.

## Results

“At Nintendo, we have a complex development environment and pride ourselves on delivering the highest quality of software across the enterprise. We expect the same quality standards of our vendors,” said Don Birch, IS business manager for Nintendo of America, Inc. “We found that the Rocket Application Lifecycle Management (ALM) products were consistent with our vision and philosophy.”

Standardizing on the enterprise version of Aldon Lifecycle Manager (LME) across key internal corporate applications created a unified environment where team members were able to work in parallel on the same or different parts of an application, despite the different platform. Rapid, concurrent production became a reality, along with the ability to quickly detect and manage any changes or code overrides.

With LME as a single point of observation and control, teams could develop, deploy, and manage applications using automated development process control and user role-based views. This functionality translated into streamlined processes and increased productivity, for more rapid application production times.

Engineers, project leads, development managers, and senior IT management now leveraged role-based interfaces to get the most up-to-date status of a project at any stage of the lifecycle, in a meaningful view that made the most sense for each user. LME also provided an inventory of all application configurations and components, so the company could gain a clear view of all of its IT assets at any given time.

In addition to a more streamlined development process, Nintendo used LME to apply a best-practices approach to the corporate auditing process for both the IT and business units. The solution's structured, repeatable, and auditable software development process made it easy to track requests and changes to test groups and business units at all times. Precise documentation of workflow processes across the enterprise greatly simplified Nintendo's ability to meet regulatory compliance requirements.

“ *With Rocket Aldon LME in place, deployment processes are smoother and production times faster, resulting in new levels of operational efficiency for the company.* ”

Don Birch  
IS Business Manager  
Nintendo of America, Inc

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