

341.02 – SquidForce

Thirty years ago, Il-nam was a depressed and joyless financial tycoon. To overcome the depression and bring joy back to his life, he came up with an extremely perverted idea that combines Battle Royal with Korean child games – SquidGame. Since Il-nam is not the only filthy joy-less rich person, SG has gained a reputation in the exclusive community of 5.000 clients beyond the late Jeffrey Epstein, and these clients are more than happy to pay top-dollar to spectate and bet.

SquidGame Limited (SQL) hosts a monthly SquidGame in different locations spread across the globe, with up to 456 players participating in a single event. Each event consists of six deadly games that the players have to survive for the last one to win the prize money.

After 30 years of manual and paper-based processes and hearing about the power of the “Force,” SQL decided to leverage Salesforce to make operations smoother.

Objectives

Recruitment

1. SQL recruits new players by researching individuals with debt too high to pay back. A group of hackers has built a system to identify them, the system offers an OData endpoint. Their personal and financial history must be tracked in Salesforce.
2. A team of covert investigators observes candidates to plan for the in-person encounter with the recruiter. SQL needs the exact location of the investigators at any point in time. If the candidate leaves the established perimeter, the

investigator's team coordinator must be immediately alerted to decide on the required action. The alert has to happen automatically.

3. Recruiters work with a fixed group of investigators, who should only see the candidates their recruiter has been assigned to.
4. Recruiters receive a bonus for each player they recruit.
5. Once recruited, the transport for players needs to coordinate. Each car fits up to six players, picked up from individual locations. Being an underground operation the pick-up must be as effective as possible.
6. Players get vitals and tracking devices implanted, which send the player's location, temperature, and heartbeat every 60 seconds. Clients can choose to tap into a live stream of a player's vitals.
7. Tracking of player performance, starting position, and outcomes for all six games is required per player.

Game Management

1. SQL has designed over 100 individual games, based on the overall demographics of the participants and their questionnaire the system should suggest 12 games for the FrontMan to choose from.
2. The build team requires a list of necessary materials to set up a new game round. Some games required simply fix quantities, others depend on the number of players.

Client Management

1. Clients can stream SquidGame live in their home cinema or on their mobile devices using SQL's streaming service, which SQ offers as pay-per-view and a monthly unlimited subscription. The service must renew automatically 30 days in advance.

2. Clients can place bets and receive updates on any of their favorite players. By default, they receive all notifications but should be able to opt in and out for individual ones.
3. SQL offers a package for clients who would like to spectate in person and plan their itinerary. A designated concierge is assigned to them to help them with the coordination.

Challenges

- Security and privacy are of the utmost importance.
- SQL works with a clandestine payment provider, for which no managed packs is available.

Assignment

- Sketch a data model
- Suggest a mobile strategy for investigators.
- Suggest how SFDC can help concierges to provide the best possible service.
- Suggest an integration approach for player vitals tracking.
- What player demographics would you suggest tracking and why?