As a Cloudflare for Gaming project manager, it is my job to support those who have a gaming concept to market. It is my job to support those who have a gaming concept to market (and beyond). I need to alleviate developers from the concern of security so that they can let their creativity flourish. Not just working in conjunction with large gaming companies like Electronic Arts or Blizzard, but smaller independent developers like Coffee Stain Studios who made the wacky and addicting Goat Simulator game. By being a source of support for both large and indie developers, we can be instrumental in getting this into the hands of gamers: a thrilling experience that they can reminisce about even when not playing. We can get large and small moments of joy into the hands of gamers across the globe. The needs of an indie developer are going to be vastly different than that of a major developer. By comprehending what the client needs to build the project, I can provide the tools and supplies that will help let it see the light of day.

The best way for me to learn what someone needs is to ask questions. A skill I picked up from being in the radio industry that I still use to this day in other settings. By asking a multitude of questions I can create a profile in my mind of needs, directions and costs. That information helps me to better serve those who I am working with.

Gaming development is complex. It takes an understanding of physics, an artistic touch, as well as the need to make a storyline that could make Hollywood jealous. There are gamers, developers, and then those behind the scenes supporting the developers. Gamers want an experience; they want that escapism. Developers want deadlines met, positive reviews for years of work into the game, and a product as free from glitches and bugs as possible. Those behind the scenes providing supporting want to remove unnecessary pitfalls so the developer can meet the needs of the gamer.

In a general sense, we do not think about security until the Vikings are banging on the gate. We hear about computer security breaches, we are impacted from security breaches, yet “password01” is still used as a password. Using the same password for Blizzard.com and on your email compromises both accounts, since at the least you could use your email address to reset your Blizzard account if your Blizzard account was compromised. The three layers of security of Cloudflare for Gaming (Spectrum, DDoS Protection, and Bot Management) are great. I happen to be very fascinated about the Bot Management feature. By building up the thoughts about security for all parties involved in the gaming industry, we can make a safer environment. Instead of always reacting to an exploit, we can predict what the next trend that dastardly hackers will employ to cause disruption.

Machine learning on top of human brainstorming helps cybersecurity personnel identify possible vulnerabilities. Putting forth patches on holes helps to stay one step ahead of a nefarious actor. Education & awareness of threats designed specifically for developers and gamers can act as a defense on top of current tools. The education must be simple (and engaging) steps that gamers can do, such as changing their Steam account passwords every 90 days.

What happens with ignoring simple safety measures has been demonstrated time and time again in the digital age. Customer credit cards are swiped, packaged with thousands of others who have been compromised, and sold online. You then get that notice email that your account has been compromised and you need to change your password. Providing developers awareness that altered programming tools can infect games with malware, infecting gaming devices downstream, prevents a PR nightmare down the road. Timely information is the key to stopping this attack. If a developer has a game in production and is notified, not from a news aggregate site, by Cloudflare of this glitch then the loss of revenue and negative attention can be kept to a minimal.

If Cloudflare for Gaming is successful, we will see the same developer come back for project after project. New indie startups will choose CfG over other options when preparing a game. The platform being launched before it has been scrutinized and tested will lead to its failure. Skipping on a thorough test does not improve on the quality of the product before it reaches the marketplace.