

Cloudflare Workers for Gaming

Why expand to gaming:

This is the best time for Cloudflare workers to start support game development and deployment. In the following paragraphs I will be supporting my statement in detail and will also be providing statistical analysis for the same.

There are numerous opportunities where Cloudflare workers can be used and deployed. Gaming industry consists of many different segments with major chunk held by mobile gaming and PC gaming. Video game industry reported international revenues upward of \$119 billion mark in 2018. It is predicted that the industry is expected to reach the \$300 Billion mark in total revenues by the year 2025.

The gaming industry has been around for a very long time. It started from selling games to customers in hardware like Gameboy, shifted to an era where PlayStation and Xbox almost became a necessity of every household with a young teenager and now to the era where games are just a click away. The trends suggest that in the upcoming future, it only makes sense that almost every game will be purchased through an online medium.

Current Advantages:

Building a platform where applications and multiple software can be deployed effortlessly is a very difficult task. In our case, we already have completed the most difficult task. We have our data centers across the globe that allows deployment of codes to be a seamless process. We have a comparative advantage from our potential competitors.

One of the major resources that goes in maintaining a software or an application is in handling the servers. We even have that covered too. Once a code is deployed on our network, the developer doesn't need to go through the hassle of maintaining serves to keep his product live.

The most important advantage we have is our team. We have an amazing team which is not afraid to think out of the box. I can say this with full assurance just by seeing the implementation of Cloudflare workers online. From a feature that allows users to shift to dark mode by double clicking on the website's screen to having one of the best product documentations made available for the customers, we have covered it all!

But Samyak, how can we achieve it?

This is where it gets exciting. It is very important for the company to build a reputation that the developers can trust upon. The products that they create might be just games for the users but many of the developers devote a major part of their lives in the development process. A game that is developed is the developer's most valued

possession. Tackling game developers needs very different strategies as compared to a software developer.

In order for a video game to succeed, a developer is required to be really creative with his imagination. We need to show that if they work with Cloudflare Workers, they will not have to worry about the logistics of their product and will just need to devote their time in being as creative as they can be. We can show this by organizing different gaming hackathons across the country. This will allow various developers to use our product and learn the features that we have to offer.

To develop our current product to suit the needs of a video game developer, we need to think from the mindset of a developer. We need to create a set of tools that will allow the developer to deploy his product seamlessly. The tool kit needs to include features that the developer can use to change the code files without causing the actual product to stop running.

We all know that cloud gaming is going to be the next big thing. We can adapt and learn a lot from the current gaming streams like the Nvidia GeForce Now and gaming platforms like Steam. Building our own cloud gaming platform where the developers can directly deploy their games will allow us to increase our developer retention rate. For a developer, we will be a one-stop shop where they can deploy and publish their games.

Conclusion:

Making our product to be compatible for video game development will allow the company to grow to new levels. Video gaming is on an upward trend and it is only in the benefit of the company to get on the ride. With addition of the new features and having marketed the product to the right audience, I am sure we will be able to reach our goals and expand to a new industry.

References: Koksai, Ilker. "Video Gaming Industry & Its Revenue Shift." *Forbes*, Forbes Magazine, 12 Nov. 2019, www.forbes.com/sites/ilkerkoksai/2019/11/08/video-gaming-industry-its-revenue-shift/#560be7c7663e.

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