CloudFlare PM Challenge

A business report on the adoption of Cloudflare workers to augment videogame development processes.

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CLOUDFLARE Workers

Market Overview

The video game industry has been expanding at a rapid pace, with revenues growing annually at a rate of 7.7%. This year, analysts predict the industry will generate revenues of more than $160 billion, and $300 billion by the year 2030.
Since the early 2000s, Internet capabilities ushered in the age of online gaming. Multiplayer online franchises like Fifa, Call of Duty and League of Legends have become increasingly popular since the turn of the Millenia and will continue to grow going forward. These games, like most online games in the market, are competitive, require fast reflexes as well as fast internet connectivity. With that, we believe that the deployment of CFW will be a game-changer in the online gaming world; CFW will facilitate better latency for consumers [through Cloudflare Edge Network] and scalable infrastructure for developers making it a win-win for all parties involved.

Performance Metrics

The adoption of Cloudflare's workers for gaming would be successful if it excels in both the business and the client-side.

Performance metrics for business-side success:
1. The number of game developers using CFW
2. The year over year growth of CFW adoption in the gaming industry (acquisition of new clients)
3. Profitability

Performance metrics for client-side success:
1. Improvement in network latency for clients
2. Changes in user retention and revenue (for the game developers)
3. Cost savings for clients with scalable resources

Market Needs

Latency:

Latency is an enormous concern for game developers. Online gaming customers are twice as likely to abandon a game when they experience a network delay. Players of League of Legends that play cross-server play often experience network delays of 100ms-500ms which makes the game unplayable. This problem can be handily solved by adopting CFW technology as Cloudflare's Edge Network and isolate model has the ability to connect global Internet users at around 10ms, regardless of server locations.

Scaling:

With Video games getting larger by the day, game developers need scalable resources in order to keep costs low and keep the quality of their product high. Smaller to midsize game developers lack the computing infrastructure of their larger counterparts. CFW would be the optimal solution for this segment of the market as our solution requires little investment, and is scalable with their users; ie they pay for what they use.