Cloudflare Workers for Gaming

Executive Summary:

The Game Development industry demands rapid platform deployment for hyperscaling, real-time graphical responses and social features. Workers will expedite the hosting and deployment cycle for game developers. Workers can enhance the game development experience through combined speed, cost and secutrity features that outplay most competitive offerings.

Why Cloudflare Workers will Thrive

- Gaming is one of the top 10 industries to suffer data breaches and DDoS attacks, accounting for 35% of all DDoS attacks in 2019. With higher IoT adoption and a wider indie development base, Cloudlfare's security offering minimizes this risk
- Cloudflare also mitigates for spikes in demand and addresses latency challenges by leveraging the global edge network
- New age API support and upward compatibility in **JavaScript** as opposed to previously used **nginx configurations** and **VCL's**

Proposed Product Improvements

I. Create a "Containerized Toolkit" for Game Development

Cater serverside and front end development by building an industry focussed toolkit, to include:

      a. Front end **design(Creative Cloud)** and **animation support**

      b. A **single-click firebase support** (explore the possibility of databases on the edge)

      c. Streamlined support for 3D rendering and **Version Control**(git/bitbucket)

These features would streamline development and **increase adoption rates.**

II. Create a logging feature

      a. Create a feature to reduce developer burden from having to log entries using an external HTTP request

      b. Design a logging add-on which works within the browser and prevent silent fails without any information to debug

III. Restructrue payments while still retaining the FaaS model

Sample Customer	Curr Price	Units Consumed	Curr Revenue	Proposed Price	Projected Revenue
Base Requests (10 Mn)	$5	1	$5	$5	$5
Incremental 1Mn	$0.50	90	$45	$0.65	$58.50
Total Revenue				$50	$63.50
Margin Impact					27.00%

Increase the price of Incremental 1Mn requests from $0.5 to $0.65.

      a. No change in the base price ($5) will not impact smaller/indie customers.

      b. Continue to offer competitive pricing model

            i. The same baseline of 10Mn requests costs $9.3 on AWS Lambda

      c. Above proposal will improve margins from high usage customers

Metrics of Success

90 Days

- Attract 20 early adopters of the platform and toolkit from the gaming industry. Target 10 new and 10 from existing clients each with varied application and organization size
- Imporve Net Promoter Score by 5%

180 Days

- With a focussed solution approach for the gaming industry, we can expect 8-10% annual revenue/customer growth for Workers

360 Days

- Double YoY Cloudflare's serverless compute market growth as compared to 2019
- Improved average time to deploy for game developement companies

Buildout Plan

Phases	Partner
Phase 1 - Product Goals and Framework - Identify market needs and define specific goals for the initiative - Finalize Gantt Chart and critical milestones/gates Stakeholders - Team Leads(Eng., Design, Data, Prodcut), Executives	**Partner with Marketing, Sales and Support through the journey. Report outcomes of each phase and seek approval**
Phase 2 - Budget and Resource Approval - Measure viability of project and product improvements - Seek budgetary/resource approval Stakeholders - Executives, Team Leads, Finance	
Phase 3 - Alpha Testing with Current Clients - Involve current gaming clients into working with current product and agile development cycle - Design and Engineer toolkit with strong feedback from alpha test Stakeholders - Eng., Clients, QA, Design, Data	
Phase 4 - Schedule, Quality, Beta Release - Increase outside customer base, introduce toolkit and testing/debugging tools - Work with data team to analyze metrics and incorporate feedback with design Stakeholders - Eng., Clients, QA, Product, Design, Data	

Risk Assessment

1. The gaming industry works like a black box, with erratic changes and fluctuating tools. Meeting industry toolkit requirements in volatile industry will be a challenge
Mitigation - Build a solid repository of use case library

2. This product will likely attract more indie developers, while larger game development companies would need to have migration projects in place to move from their pre-existing cloud providers/data center provisions
Mitigation - Seek early commitment from critical key customers