THE OPPORTUNITY

The online gaming industry is expected to grow by more than 10% for the next 5 years. As more and more people are trying online games now more than ever, the current COVID-19 situation has paved the way to get that ball rolling and has made this time the best to provide the opportunity in this space. An efficient product that solves the urgent needs of clients along with an aggressive GTM strategy will win the market.

THE INDUSTRY'S KEY REQUIREMENTS

- Quick and reliable scaling to address hourly peaks and valleys in server load sessions
- Fast server response for users in multiple locations around the world; minimum latency
- Stable and secure server requirement. Flawless experience for the players
- Localized(Audio, Content) gaming experience
- Convenient deployment of software changes with no downtime
- Low maintenance and easy to improve infrastructure
- Centralised storage of game event data(progress, points, score, coins etc)
- Server load monitoring services
- Data warehouse servers for analytics

CLOUDFLARE'S SOLUTION....THE MINIMUM LOVABLE PRODUCT

As the online gaming industry is seeing a sudden surge, an MVP must address the most **urgent** as well as **important** pain points of the industry. Following are the solutions that the MVP should offer

- Easy integration of Cloudflare's Worker solution to the existing public or private cloud infrastructure
- Low latency and high performance game room setup
- Identification and deployment if key game elements
- Localized regional content serverless deployment

These features will ensure that the players have a seamless game play experience. Other pain points can be addressed in later versions

GTM STRATEGY

In order to understand my proposed GTM strategy, please understand the current needs of a video game developers and solutions offered. Some of the major services needed by game developers are

- Art and Audio Services
- Functionality Testing and QA services
- Audio and Content Localization services
- Player Support Services

There are a myriad of Gaming Services companies that offer these services such as Keywords Studios, MOGI group, 5-ca etc.
All the developers and service providers network at events and conferences such as GDC(Gamer Development Conference).
So, the suggested GTM strategy would include

- Strategic partnership with an established gaming services company to gain access to their gaming developers clientele and offer a packaged solution
- Attending physical and virtual gaming conferences to meet with potential clients and pitch the product
- Gain contacts from events and use social media to reach out to Development company leadership. LinkedIn being the best lead target.

- On-board Business development executives with previous gaming service experience and leverage their contacts

KEY KPIs

- Lead conversion ratio – Number of clients who see value in the product and gets onboard
- Customer retention – Percentage of customers who retain for more than a year
- Referral rate – Ratio of referred customers to existing customers
- Requests per second – Number of requests served per second per client
- Bad session reports – Reports from players from sources such as Game forums, play store etc
- Onboarding time – Time taken from deal initialization till final onboarding to Workers platform
- Application downtime rate - % based unavailability time
- Latency – in time(ms)

RISKS

- Difficult adaption of Workers to gaming specific needs
- Potential clients not willing to switch from existing infrastructure service provider's ecosystem
- Tedious onboarding process

FINAL THOUGHTS

A product offering which offers easy to use and hassle free service for developers coupled with an aggressive GTM strategy will be valuable for Cloudflare and will be a success in the market.

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