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During my consulting work in the consumer experience division of a top gaming company, the product managers described the main driver of game creation with one word: entertainment. Game developers require a large creative space to bring game designer ideas to life and generate APIs for gaming memory, functions, logic, and integration of tools across multiple games. Market research reveals that the gaming industry sinks millions of dollars into employable security measures for their game developers that will not affect the consumer experience. Based on these facts, producing a program that a) bolsters security measures specific to gaming without compromising the speed consumers desire and b) supports a broader range of programming languages necessary for developer creativity could bring Cloudflare Workers for Gaming distinguishable success in the market. Steps regarding its production will be outlined in three parts: program development, program launch, and program support.

Program Development
Underlying this process is continued market research. What services does Unity or IDE offer that we do not? Do those features explain that program's continued success and why? What are the faults in these features that our product can improve upon? A solid basis would begin with marring features of Cloudflare Workers with Cloudflare for Gaming. Cloudflare Workers for Gaming could have standardized proxy support across all UDP traffic and a feature similar to Workers KV that allows for more dynamic gaming systems API development. For serious players gaming is a passion and developers always have the pressure of needing to remain innovative; these features would allow them that space to become unique. In addition, the more games a company develops the more API support they need, so flexibility in API creation is important. Further than space, developers need security. Cloudflare could extend support to PPTP, another highly used security protocol. Investment in expanding the CDN to more global IXPs (similar to the Baidu deal in China) could allow developers to facilitate the global gaming experience as well. In addition, combining the latest versions of OWASP CRS with Cloudflare WAF could be the best way to provide security for developers. Multiple gaming company CEOs have cited OWASP as one of the best methods for DDoS mitigation across the gaming world. For the last addition, many more languages other than Java are used in the process of game creation. Cloudflare Workers for Gaming could move towards supporting more programming languages such as C++ for graphical processes, HTML5 for page structure, and SQL for back-end database work.

Program Launch
Pre-launch operations are crucial. Some tech companies used volume as incentive for their program managers, but the risk becomes overproduction of tech or features that

people may not use. Cloudflare Workers for Gaming will require work from several different divisions, so it would be up to the program manager to make sure the public is in anticipation of the launch (potentially through the Cloudflare Blog) and to delegate roles and deadlines to each division (i.e. who is in charge of security improvement, who is in charge of the product's tech support, etc.). Taking the proper time to test and pilot the program is hugely important as well, so a division should be designated for that. It is also important to involve the Cloudflare leadership and stakeholders by discussing financial implications and whether or not stakeholders are on-board with all the features. The product manager is in charge of bridging the worlds of the people building the project and the people funding it.

Program Support
The one area gaming companies are worst in is customer care. Gaming companies have the pressure of being innovative, maintaining player health, and protecting the economy of the game from things like loot boxes. Cloudflare Workers for Gaming would move to the top of the market with proper tech support to fix issues with the system and integrate feedback from gaming companies on features to assist them with their responsibilities. The effectiveness of the product could be measures through standard call center KPIs such as handle time, ORES, and number of contacts to resolution in order to maintain the product's SLA. Further market research to extend improvements to the product could include collecting data like session days and post-session days from Cloudflare's major consumers. This type of data could also be solicited from those consumers about their own games and one could determine if negative data is due to where the product is lacking which prevents improvements from game developers.

The following is a timeline for these three steps:

PRODUCT DEVELOPMENT (2 MONTHS)	PRODUCT BETA LAUNCH (1 MONTH)	PRODUCT SUPPORT (ONGOING)	PRODUCT ANALYSIS (ONGOING)
○ Standardize proxy support on all UDPs and create "Workers for Gaming KV" for gaming API development ○ PPTP support and expand to global IXPs ○ OWASP CRS with Cloudflare WAF ○ Support new programming languages	○ Delegate roles and deadlines to divisions ○ Public marketing from Cloudflare Blog ○ Testing and piloting for new features ○ Discuss financial implications with leadership and stakeholders ○ LAUNCH beta version	○ Employ tech support for system issues ○ Integration of gaming company feedback for better features useful for their developers ○ Release a public update every time an addition is made ○ Each launch could include a new supported language	○ Performance dashboards, demographic information ○ Call Center KPI analysis ○ Solicit similar KPIs from gaming companies to better advise product support