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CLOUDFLARE WORKERS FOR GAMING

Objective

As video game deployment becomes more and more necessary, our objective is to create a platform in which developers can confidently serve their players with reliable servers. The Cloudflare Workers for Video Games will reduce latency, handle large network traffic, and allow advanced security so players never have to worry about attacks or privacy leaks. Options are available for players to host personal servers when requested. With Cloudflare Workers, not only large companies are able to afford our servers, but there will be options for smaller companies as well. This will allow smaller companies to reach audiences at a reasonable price, and allow themselves to expand as needed without the concern of security, or lack of server power. Cloudflare Workers for video games will allow any company to provide secure network connection and allow for server power to instantly adapt to need.

What Our Product Will Offer

Most online games need a server to host players from around the world. At times of new releases, updates, or increase popularity, companies might need to load balance their servers to avoid performance issues. If these servers are not available, players start to experience lag, which leads to frustration and possibly a negative connotation to the game as a result. To allow constant availability of servers, Cloudflare Workers can provide an adaptable service where companies can be notified when server speed is too low, and add new servers immediately so players will never experience a low quality gaming experience. Customers can be able to configure how they want to be notified or how much servers to automatically add when server space might be needed.

Cloudflare workers can offer multiple server locations in order to reduce latency. With this competing edge over competition, Cloudflare can reach more customers in locations around the globe without sacrificing quality. Cloudflare workers can also provide gamers to deploy private servers, where gamers can continue their game with specific people of their liking, similar to the popular video game Minecraft. With current customers such as Hypixel, we are able to market to similar needs in different video games.

Another issue for game development is data privacy and security. Most games now require to input personal information. With requests from servers happening constantly, a video game developer needs to be confident that the server they deploy on will be able to handle security breaches. Cloudflare Worker's unique approach to security, we can confidently defend against DDoS, bot, Spectre-style attacks, and are currently researching more opportunities to improve our security.

Plan and Improvements

Important opinions to consider is how to reach customers that could use our server, and how to improve for our existing customers. We should first create a survey for existing customers to rate our quality on the points of reliability, security, service, and speed. The next steps would be researching what competitors might be offering, and what gamers would like to see improvements on. Surveying gamers could possibly be compensated with a free month of a premium server.

To compete with other companies in the market, our product would need to be tested in order to build confidence in future customers. Servers should be tested through multiple DDoS attacks, games being hosted, and even doing a beta for existing customers or new ones. To make the beta appealing to customers, we can offer the first month of membership for free, and then offer plans at the end for our customers to continue using our product.

Possible Risks and How to Combat Them

Potential risks to Cloudflare Workers for video games, is being able to be more appealing than competitors. Other down falls would be security vulnerabilities, or servers unable to handle the resources needed to keep the game running. This can be combated with ongoing research to better security, and increased efficiency for deploying servers. Offering scalable server capacity and automatically increasing size as needed will also bring a unique option to customers. Combating issues would need a strong customer support team, and incentives to keep using our product if things continue to go wrong.

Success Points:

- **Adaptability and Affordability**: Accommodate to instantly increase server capacity as needed.
- **Speed**: Offer load-balancing and multiple server locations to reduce latency and compete with other services.
- **Improvements**: Researchers and put a survey in place for finding out market needs.
- **Ensuring Success**: Testing on servers to ensure reliability and security, and a beta offered.
- **Uniqueness**: Product is marketed in such a way where customers are more inclined to choose it over the competition