

The Cloudflare and Video Game Industry

Future Prospects of the Product

Submitted By-

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1 Introduction

This thesis is a wide overview of the videogame industry and how improvisation in the existing Cloudflare product can meet the market industry while minimizing the risks and maximizing the quality of the products.

At the beginning of this thesis there will be notes on how the market research can be done effectively to dive deep into the requirements and challenges faced by the industry through various sources. In the next step, the thesis will discuss about the enhancements needed and the methods to improve the quality in the existing Cloudflare product offering to the video gaming industry. Towards the end, we will discuss about the success metrics for the goals defined and how the risks can be averted which might lead to the product failure.

2 Market Research Plan

A first move to the market may face considerable uncertainty about what product features customers will ultimately desire and how much they will be willing to pay for them. However, for an existing product technology, effective market research planning before launching the product can be of great help. I have identified certain below methods that could help in understanding the existing products, needs of the end users and proficient ideas for the product development at Cloudflare.

- **Collaboration with market research** analytical companies such as Newzoo (videogame consumer research is conducted in 30 different countries and by interviewing 70,000 individual consumers each year) which can help in understanding the customer requirements and latest trends.
- **Persona breakdown**
- **Connect with bigger gaming networks** such Xbox, The Switch and PS4 and try to learn the mission and goals trending in the gaming industry and observe on how this company is utilizing the current situation within the industry
- **Focus Groups:** The customer requirements, mission and goals as identified with the above two steps can be weighed in terms of their relative importance from a customer's perspective. This information might be obtained from focus group sessions with extensive and long discussions with a series of questions
- **Online sources** include, studies from analytical companies and other industry leaders, company annual reports, business articles and other news articles about the state of the industry. These sources give an accurate and informative state on the industry and its movement.
- **In-person Interviews and Online Surveys** with the end users, gaming celebrities to learn what do they play the most, what do they do not like about video game industry, what do they think should be innovated in the gaming industry
- **Attend gaming networking events**

3 Valuable Product Changes

The video gaming sector has been hit especially hard with cyber-related issues, from the theft of data and virtual goods, to credential stuffing, swatting, distributed denial-of-service and counterfeit virtual goods. This is one of the reasons why gaming industry executives have moved to new cloud-based and streaming platforms. Triple-A games are no exception and they will too evolve towards a mobile ready cloud-based solution. According to a survey conducted by EY, it is expected that investments in the cloud-based or streaming platforms will grow by 10 percent in the coming years.

In response, Cloudflare cloud service providers should focus on **enhancing the security** of their product using latest technologies in the market. **Blockchain is emerging** as a leading secure solution to drive trust throughout the video gaming cloud ecosystem. To advance on this, Cloudflare workers can work more collaboratively with the partner video game developers to use blockchain technologies to secure gamers' online digital identity, safeguarding authenticity, value and ownership of virtual goods, and creating transparency for rights and royalties throughout the video gaming value chain.

Along with this, there is a strong evident as per market research that **eSports will improve the brand awareness of gaming companies** and attract incremental players to the ecosystem. As new gaming titles and market entrants continue to proliferate, video gaming companies will have an opportunity to use eSports as a platform for their titles to stand-out in a competitive market. However, the back office and infrastructure maintenance cost will rise as well. In such a scenario, Cloudflare workers can stand out in the market by an early start as compared to their competitors to **streamline their operational efficiencies by ramping up the usage of robot process automation, artificial intelligence, better application insights** (for example- application insights and log tracing in Microsoft Azure) to test games before their introduction to the market.

4 Improving the quality before release

The shift from single-player, offline console or PC gaming, to single- or multi-player online and mobile gaming has opened opportunities for gaming-as-a-service (GaaS). Instead of releasing a version and then waiting years for a new and improved iteration, GaaS allows game developers to create "live", long-term games, updated regularly with new features. This allows them to benefit from recurring revenue, additional engagement from players and, ideally, a higher lifetime value.

To keep up the quality service along with continuous development and deployment, Cloudflare workers will have to focus on **further reducing the latency and deployment to all data centers in less than 15 seconds**. This can be achieved with **hybrid IT solutions as unified API where customers can really drive up the efficiency and utilization levels** of their infrastructure with

the benefit of the fact that cloud infrastructure has higher utilization rates as compared to on premise infrastructure. To increase scalability, Cloudflare workers can work in similar fashion as other **composable infrastructures in the market such Hewlett Packard enterprise composable infrastructures**.

5 Goals to measure the success

During my market research, I have come to know that most of the video gaming industry have come up with the goal to master mental health with the use of gaming. The executives and developers in the gaming industry believe that combining the best of game design and technology with cutting edge clinical neuroscience and psychiatry can be used to help with mental suffering and to promote mental wellbeing.

After reading online articles and watching videos of recent developments in the gaming industry, I believe that powerful and widespread movement in science and psychiatry, based on the acknowledgement that the brain and body are truly intimately related and must be considered as a functioning unit and to my utmost amazement, **video gaming industry has the full control of the gamer's environment**.

All these tools were created to engage a captive mass audience, train them in new skills to promote mastery of games. Hence, I believe that if Cloudflare workers gains considerable stake in helping the gaming industry in achieving the above-mentioned **goal to control the gamer's ecosystem to utilize it to master mental health will be a success metric for Cloudflare**.

6 Risks which might lead to its failure

Game industry has been in an arms race, developing real time technologies such as virtual avatars, natural human computer interfaces, data analytics tools, online technologies that are at levels of sophistication that are grossly underestimated by the wider world. However, the video gaming sector has been hit especially hard with **cyber-related issues**, from the theft of data and virtual goods, to credential stuffing, swatting, distributed denial-of-service and counterfeit virtual goods. In such a scenario, Cloudflare is at risk from **information security attacks and a single loose point** can pose a serious threat to the brand image of both the Cloudflare and the gaming client and then eventual failure of the product.