

Cloudflare Workers for Gaming: Thesis

Introduction:

Gaming is settled within the realm of one's being, it is unbounded, thought provoking, eccentric way of utilizing emotions. This thesis emphasizes on Cloudflare's foray into solving publishers/developers' solutions in an open ecosystem taking all aspects onboard. 2019-2020 is the period of rapid expansion and multidimensional growth for the gaming industry.

The industry is set to reign in the everchanging customer taste and expanding technology umbrella.

Cloudflare, amidst all the big players has a crucial and defining role to exercise a plethora of assets it holds. Cloudflare provides a blanket of essential must haves for any gaming portal. This needs to be propagated on all platforms possible. We are talking about conferences (Virtual per new norm), advertisements, pre-sale, post-sale strategies.

We at Cloudflare need a cohesive approach making all fractions a wider part of a process. Breaking issues in smaller problem statements following divide and conquer rules. Onboarding everyone from the very first shower inception to an old end-user having an experience wanting a tell-all on a hand handled mobile device. We have the recipe in place at Cloudflare.

Quoting Wizman 2018 statistics, an industry racing from a 137 Bn \$ to a self-sustainable trillion \$ club giant is imminent to outpace the current growth of 13.3% YoY. The downturn as we speak and write, can flirt with incoming volumes to this industry in a rather positive way.

Cloudflare is destined to lead the way.

It's not primitive to believe that quality and honesty pays on long term propsects with caveats like slow monetary growth in the beginning. This thesis focuses on providing best to the end user keeping all in the gaming food chain satiated. Hence, the focus being excellence in delivery and fair policies and practices.

Research:

Let's study the data and learn from the compass it provides for a long-term solution. This data can be created from scratch with some meticulous planning and ground work. Historical data can be scrapped, again with the fair means and platforms. One such example is to licence data from sources like Kaggle, trying to draw a machine learning model with best of algorithms, exciting enough the deep neural network or DNN and Gradient Search. This can help:

- Scrapping data from the authentic sources.
- Draw graphs and pictorial representations.
- Concluding the effective model and sources to maximize efficiency.
- Understand established ground rules and reading between lines from the data.
- Asking questions; asking open ended questions.

This will define technical approach but remains flexible because of the sheer volumes the data will speak with the machine learning models for anyone to understand.

This is a home work for a prolonged analysis and taking the approach to finalize the market study.

Going back to the Wizman study of 2018 and placing Cloudflare in the context we can learn how to adapt to the changes and which part of the pie we should focus and at what time.

The study says the pie is in three parts with the ratio 50:25:25 as Mobile:PC:Console with mobile gaming growing exponentially with a whopping rate of 25% YoY, twice the industry rate.

This is encouragement for Cloudflare.

Cloudflare on the dock:

Barring the standard features from the its arsenal, Cloudflare has an exquisite edge for the CDN it has to offer between the targeted continents. It's competitive on pricing, fast, agile and secure.

Availability and consistency are the two promises such network has for its users.

- We still need to replicate the success of mining data and drawing models.
- We need chaotic ape army (like our competitors have) to bring down availability.
- CDN has to be stressed and attacked for an all-round testing.
- We can't afford to have an unsettled face and experience.
- Going back to the fundamental of service quality over rapid monetary growth.

The work done so far is in affirmation with two guided principles, one in the last point above of service quality and second getting the gaming food chain onboarded.

Giving developers a sovereign control on their composition is far more critical given the recent debacles with online streaming giants withdrawing support from the platforms.

Nvidia's GeForce is the recent example of such loss where it lost titles from Xbox and Warner Bros. (The Verge, 2020).

- A developer's world has to be created and respected.
- Ground work on repositories for collaboration and request handling.
- Fair say and active participation with key personnel of a larger pyramid.
- Testing, cloning, forum discussions, forward showcase of a developer's sight to the clients.

Targeting uncharted territory:

The transition will happen and is happening from a non-gamer to a causal gamer to the game lover. This transition requires stable platforms like Cloudflare and competitive pricing.

- Women's share is rising from the earlier recorded 31% (WEF 2017).
- Business models adaptable to mobile need extra focus.
- How entertainment industry as a whole affects this market need to be studied.
- Community gaming with shared resources can be worthy model.
- Monthly pricing model and shared experiences will invite volumes.

Conclusion:

The industry has already taken its shape and corresponding to Cloudflare's position it can be catered with extensive focus on delivery models and spiking mobile based gaming. PC and Console gaming is here to stay and draws committed attention from an ever-growing section of gamers. Building and utilizing data models is essentials. Developers/publishers should constitute the basic governance entity of the industry with an opiniated approach always welcomed.

Cloudflare is rightly placed to exercise its approach to win the game.