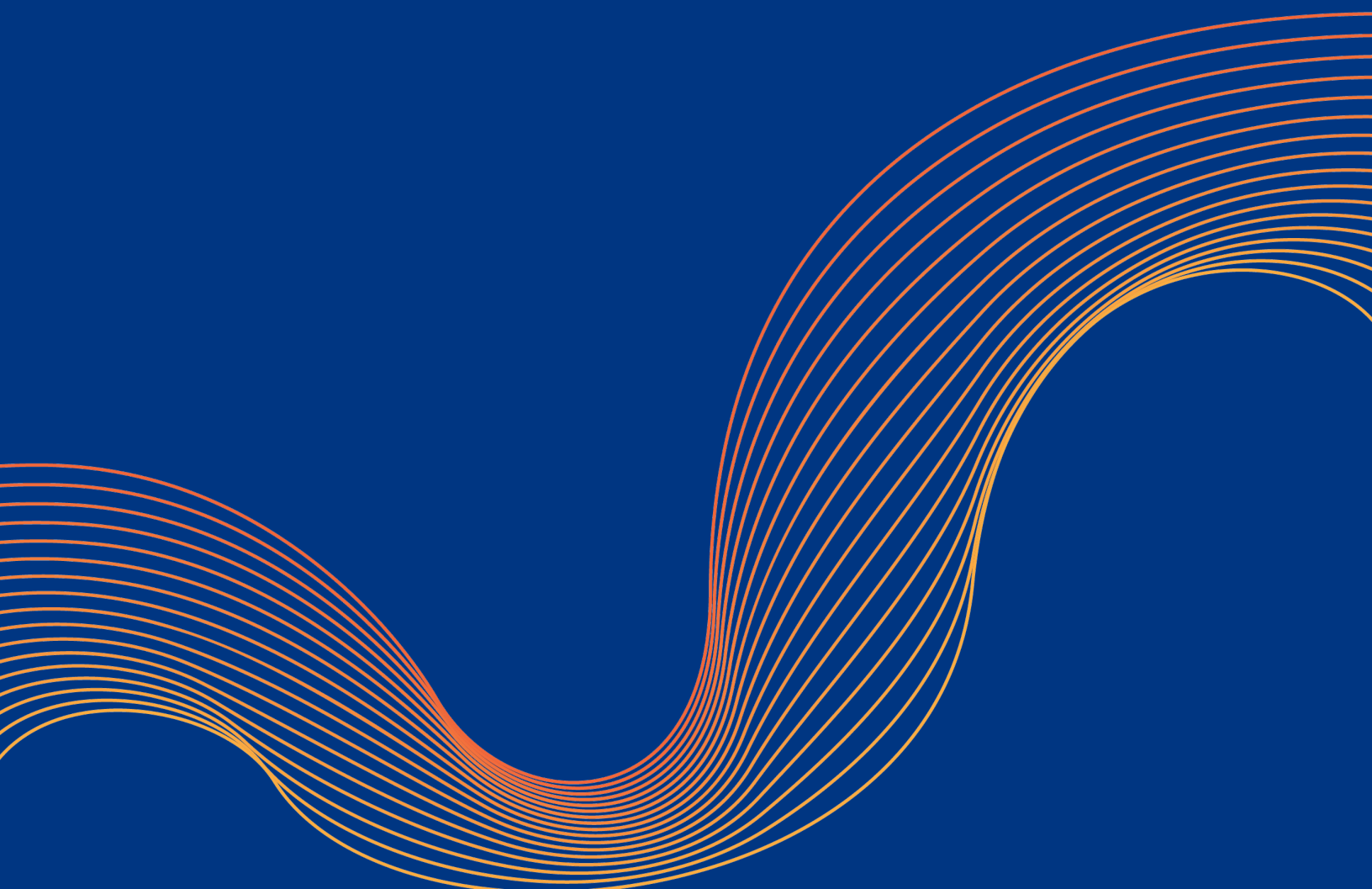

Deliver secure, immersive gaming experiences with Cloudflare



CLOUDFLARE FOR GAMING

Most gaming companies aspire to have thousands of users playing their game simultaneously. However, supporting this many players at once can create technical strain, especially because [latency hurts player performance and experience](#).

Unfortunately, performance and reliability are not the only challenges gaming companies face. They also must prepare for attackers targeting them with credential stuffing, phishing, [‘gold farming,’](#) and distributed denial of service (DDoS) attacks.

Focusing on gaming companies can be lucrative for attackers because of the [high demand for in-game items](#). Additionally, [lax authentication measures](#) make gaming an easier target than many other industries.

Gaming industry attacks can have a massive impact. For example, when [attackers targeted Zynga.com in late 2019](#), they accessed personal data associated with over 200 million ‘Words with Friends’ and ‘Draw Something’ accounts.

The gaming industry is also a popular target for DDoS attacks. Before the [gaming company Curse switched to Cloudflare](#), attackers inundated them with DDoS attacks to the point that their DDoS appliance was no longer sufficient. Craig Bradberry, a Production Systems Manager at Curse, shared, “The attackers started doing bandwidth based attacks. After that, we couldn’t use on premise products because these DDoS attacks were getting so big that they were taking down the entire data center.” Unfortunately, Curse is not the exception when it comes to facing large-scale attacks. [DDoS attacks are constantly evolving](#), so securing games is increasingly challenging.

Between growing their communities, meeting player expectations, and defending against attacks, gaming companies have their work cut out for them. To remain competitive, gaming companies need a solution that keeps their game online and enables fast, latency-free gameplay without leaving their intellectual property and players’ data vulnerable to attacks.

Why gaming companies choose Cloudflare

Cloudflare offers a suite of performance, security, and reliability solutions to help protect and accelerate your game.



Performance

Improve your game’s performance.



Security

Protect your game and its players.



Reliability

Keep your game online and your players happy.



Agility





Deploy quickly and easily with serverless technology.



Predictable pricing

Avoid surprise overages with transparent pricing.

Address the technical challenges that are holding your game back

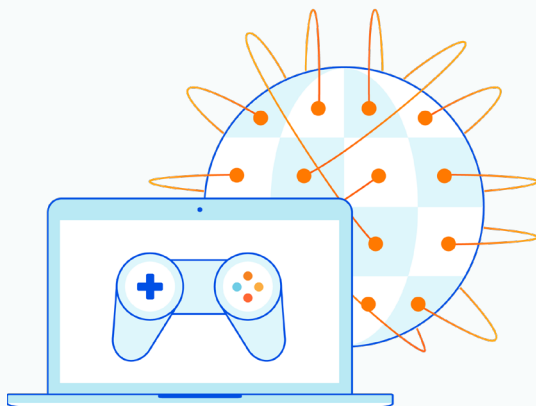
The challenge	Cloudflare solution	The benefits
Attackers target games with credential stuffing, content scraping, and 'gold farming' attacks.	 Bot Management	Cloudflare Bot Management uses data from approximately 25 million Internet properties to identify and mitigate bad bots. Plus, customers use Bot Analytics to understand trends and improve security over time.
Players expect fast gameplay experiences, but network congestion can slow down traffic.	 Argo Smart Routing	Argo Smart Routing directs web traffic on the least-congested network paths, improving game performance and reducing latency. On average, Argo helps web assets perform 30% faster.
DDoS protection for custom TCP/UDP gaming applications requires more resources.	 Spectrum	Extend Cloudflare's DDoS protection, traffic acceleration, load balancing, and other capabilities to custom TCP/UDP gaming applications.
A DDoS attack can knock your game offline, resulting in upset players and lost revenue.	 Magic Transit	Defend your network infrastructure against DDoS attacks while improving performance. DDoS mitigation runs on every server in the Cloudflare network, which operates within 100 milliseconds of 95% of the Internet-connected population globally. That means attack mitigation happens quickly because it takes place close to the source.

“Cloudflare Spectrum helped us really boost the performance and resiliency of our custom TCP protocols. With other providers, it takes more than 30 seconds to a minute before scrubbing or mitigation takes place. Using Spectrum, it’s much faster.”

Ben Burns
Chief Information Officer, Turtle Entertainment Online, Inc.



Protect and accelerate your game and its players with the Cloudflare network



Cloudflare's network spans more than 200 cities in over 100 countries and operates within 100 milliseconds of 95% of the Internet-connected population globally. Cloudflare services can run on every server in our network. That means:





- DDoS mitigation happens quickly, because it takes place close to the source
- Static content is cached close to players for better performance
- Threat intelligence data protects your game from the latest attacks

“Knowing that we don’t have to worry about DDoS attacks against our API and gateway servers gives us peace of mind to focus on improving our product.”

Stanislav Vishnevskiy
CTO, Discord



CLLOUDFLARE FOR GAMING

The challenge	Cloudflare solution	The benefits
Protecting your intellectual property — and avoiding leaks — preserves your competitive edge and prevents bad press.	 Cloudflare for Teams	Establish and manage Zero Trust access across cloud, on-premise, and SaaS applications with Cloudflare for Teams. When leaks take place, easily review event and incident logs.
Geographically distant or unhealthy servers compromise your game's performance.	 Load Balancing	Cloudflare monitors server health and steers traffic to healthy servers to optimize performance and provide a low-latency gameplay experience. Assign traffic to servers based on your preferences — geography, availability, and more.
Operating as a global gaming company means managing data compliance standards for multiple countries.	 Bring-your-own-IP (BYOIP) with Cloudflare	We can support regional deployments for BYOIP prefixes if you have technical and/or legal requirements limiting where your prefixes can be announced, such as data sovereignty.
Gaming companies require high-performing systems that can feed users new information in real-time. They also need a way to manage state at the edge to oversee dynamic information like user statistics.	 Workers and Workers KV	With Cloudflare's serverless offerings, Workers and Workers KV, gaming companies can deploy quickly without expending time and effort maintaining infrastructure. Workers KV further improves application performance by bringing data storage closer to the user with its globally available key-value store.

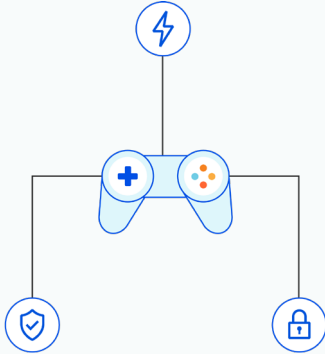
“Attacks that would otherwise make our sites slow or entirely inaccessible get blocked by Cloudflare. Because of this protection the 1,600 sites we have on Cloudflare are kept online and our community keeps coming back to enjoy them.”

Craig Bradberry
Production Systems Manager, Curse



Level up with Cloudflare

Without Cloudflare



Separate offerings with competing priorities introduce data silos and compromise performance.

With Cloudflare



Cloudflare products are integrated by design, creating layered intelligence instead of concessions.

With a global network managed from a single dashboard, Cloudflare keeps your game online and ensures latency-free gameplay, all while protecting your intellectual property and player data.

“Only Cloudflare offered solutions that could secure both the L3 and L4 layers of our network. The combination of Magic Transit at the L3 layer and Spectrum on L4 provided the ideal solution for our setup.”

Nicholas Herring
Technical Director of Infrastructure, CCP Games



Trusted by gaming companies around the world, including:



Learn more about Cloudflare for gaming.

<https://www.cloudflare.com/gaming/>

SOLUTION BRIEF



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