



# Overview of AWS Game Tech: Why Build Your Game in the Cloud?

WHY CLOUD FOR GAMES?

# You're imagining future games that delight players, and these games need the infrastructure and solutions to support your development.

Bringing your ideas to life requires servers that can scale with tens of millions of players around the world. It requires databases that can process terabytes to petabytes of ever-changing data. It requires analytics solutions that can access that data with millisecond latency. And it requires machine learning that can speed up your processes and even translate into new, immersive gameplay. Players expect games to have regular and compelling updates. More efficient workflows can enable faster time to market when building your next game or migrating existing workloads.



## Quick jump

### 1.0

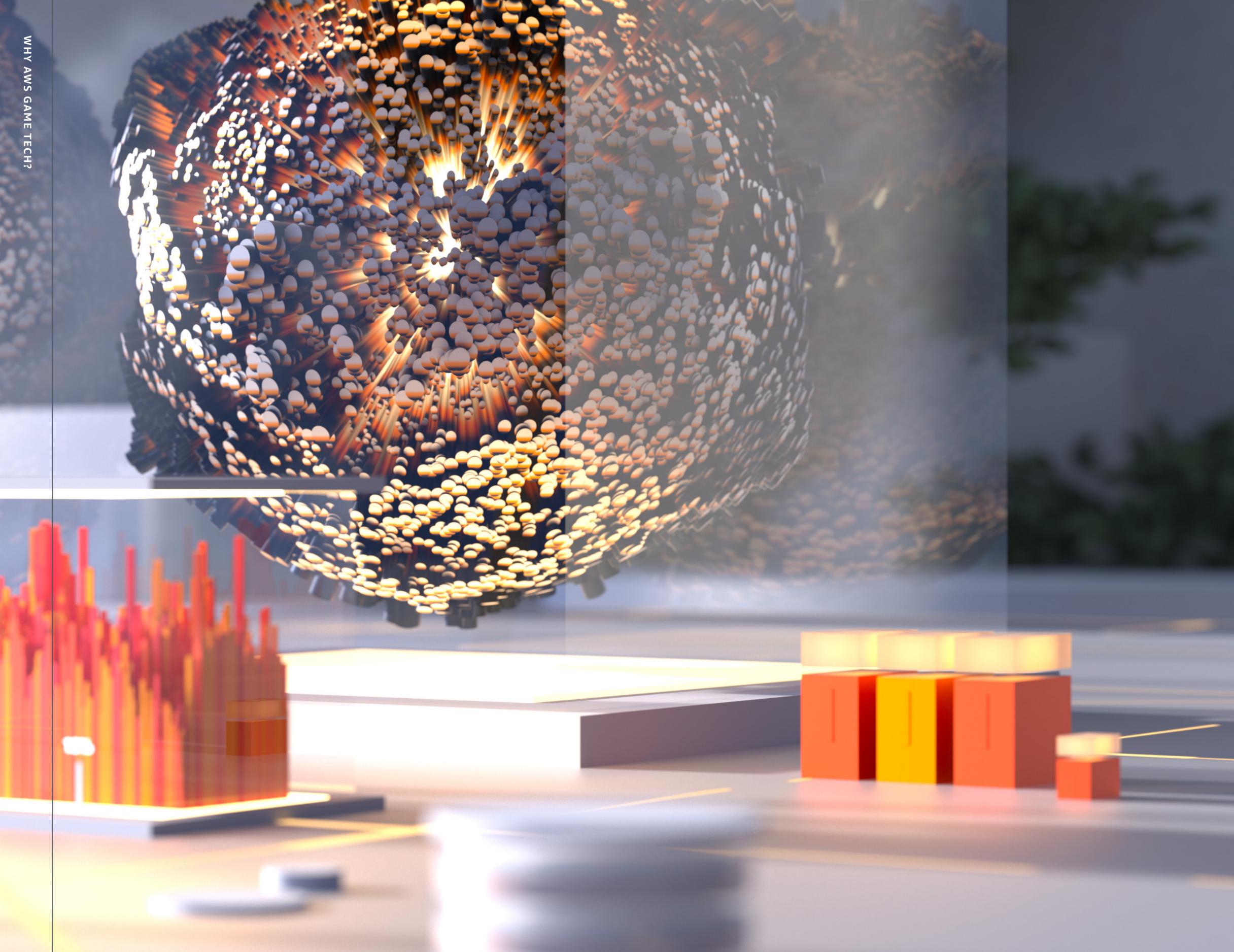
#### Why AWS Game Tech?

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### 2.0

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WHY AWS GAME TECH?

Game Tech provides a broad portfolio of managed and core cloud services to help you build faster, operate smarter, and create fun, innovative experiences. No matter your team size, any game can come to life using our range of services, trusted infrastructure, and unmatched pace of innovation.



# Services that bring any game to life

Bring any game to life on any platform with over 175 fully featured services that offer more functionality than any other cloud provider.



## MOST SERVICES

AWS has more services than any other cloud provider. You can combine core services to roll out a tailored solution, or you can use managed services to reduce operational overhead. No matter the approach you choose, we have the services to help.



## MORE FLEXIBILITY

AWS has the tools to build any game you can imagine, regardless of your team's size, level of cloud expertise, or budget. We help developers do what they do best—just faster, more cost-effectively, and without the material investments of on-premises technology.



## LARGEST COMMUNITY

Hundreds of millions of players worldwide play games built on AWS. That includes games from companies like Sony, EA, Activision-Blizzard, Supercell, Ubisoft, Nintendo, Zynga, Rovio, and more. We have millions of active users, tens of thousands of partners, and teams of solutions architects around the world. Your game is in good hands with the AWS community.

# 175

FULLY FEATURED  
SERVICES



# Infrastructure players can depend on

Get consistent, highly scalable performance with infrastructure that's trusted by more than 90% of the largest publicly traded game companies.



## BOUNDLESS SCALABILITY

AWS has more types and sizes of compute instances than any other cloud provider. So you'll have everything you need to accommodate fluctuating player demand and deliver computationally ridiculous experiences.



## CUSTOMER-PROVEN PERFORMANCE

For more than 14 years, AWS has delivered cloud services to millions of customers around the world. We run a wide variety of use cases for new games and live migrations. We have the most operational experience—at greater scale and lower latency—than any other cloud provider.



## INDUSTRY-LEADING SECURITY AND COMPLIANCE

AWS has been architected to be the most flexible and secure cloud computing environment out there. Our core infrastructure is built to satisfy security requirements for the military, global banks, and other high-sensitivity organizations. You can be sure that your player data is secure.

OVER

# 90%

OF PUBLICLY TRADED GAME COMPANIES  
USE OUR INFRASTRUCTURE



# Tech for the future of gameplay

Redefine how games are made, played, and monetized with industry-leading innovations in machine learning, compute services, databases, and more.



## TOMORROW'S TECH TODAY

The next generation of immersive experiences are in the minds of developers just like you. You come up with those significant, breakthrough ideas—and we provide the tools to make them a reality.



## FASTEST INNOVATION AMONG CLOUD PROVIDERS

We keep innovating so you can keep inventing and optimizing for your players. With AWS, you can use the latest technologies to create transformative experiences that are otherwise impractical (or impossible) with on-premises technology.



## NEW WAYS TO DIFFERENTIATE

AWS provides bleeding-edge tools that remove barriers to help you realize your vision, reduce time to market, and build more efficient teams.

RELEASED

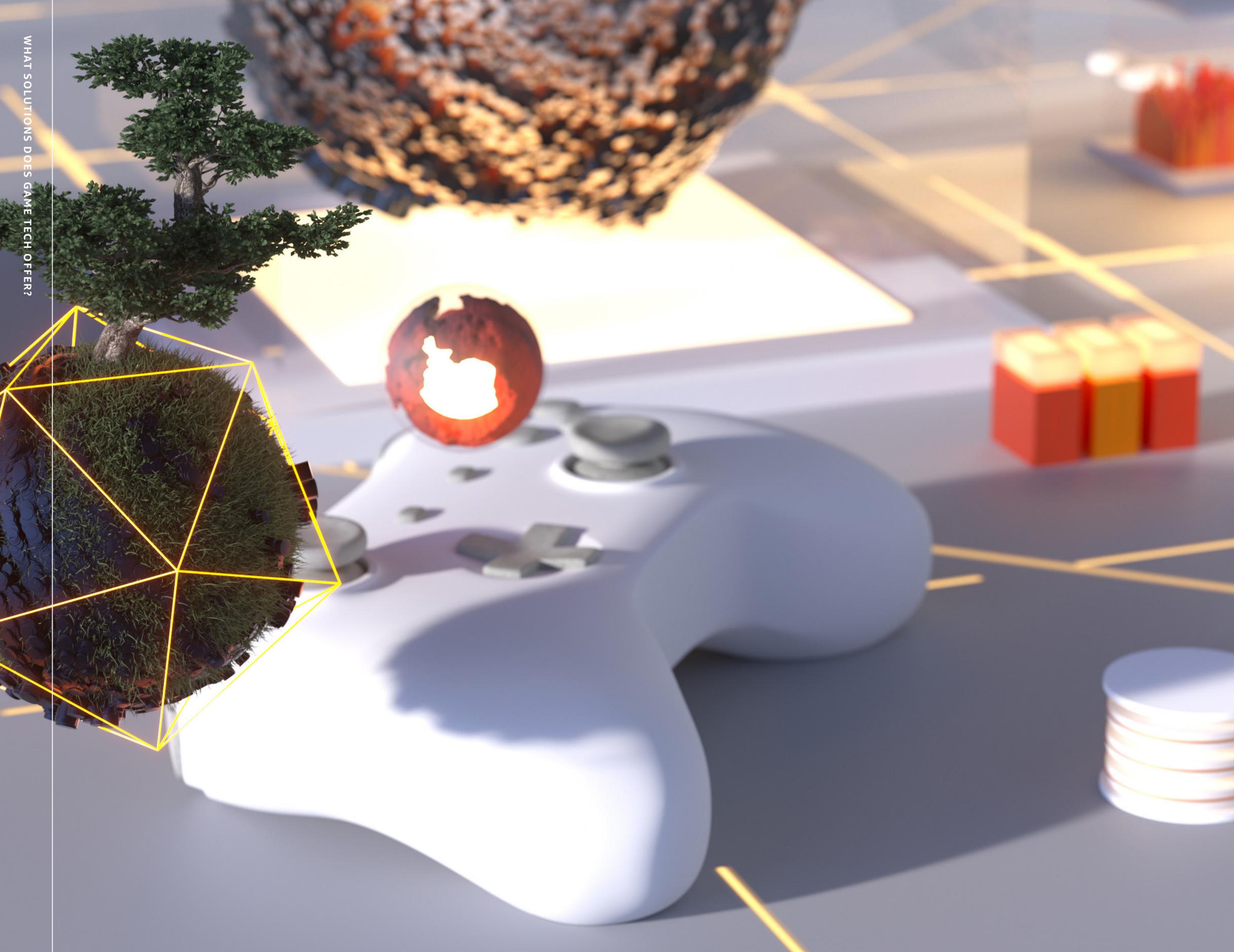
# 1,957

NEW SERVICES AND FEATURES IN 2018

**“The number of players we had playing our game that first weekend exceeded our expectations. We were in seven-digit players online for any given second the first weekend. When we hit that wall of traffic, we saw our authentication metrics go from double-digit authentications per second to thousands of authentications per second instantly. What AWS allowed us to do was respond to that wall of traffic within minutes.”**

Caleb Tote, DevOps Technical Director  
on Borderlands 3, Gearbox Software





WHAT SOLUTIONS DOES GAME TECH OFFER?

Game Tech has a wide range of solutions for delighting your players and building and managing your game's infrastructure.



# Add more value to your player experiences

Delighting your players is what it's all about. Game Tech helps you create innovative, immersive player experiences with these key feature areas:



## PLAYER PROGRESSION

Securely store, retrieve, and analyze game state, inventory, stats, and leaderboard data.



## INCIDENT RESPONSE

Quickly detect and respond to failures and security incidents with monitoring and alerts.



## MULTIPLAYER FEATURES

Match the right players together from around the world, on any platform, at scale.



## SOCIAL FEATURES

Provide a more social experience with seamless authentication through social identity providers and customizable matchmaking.



## MONETIZATION

Extend your game's lifecycle, so you can keep giving your players fresh, engaging content.



## COMMUNITY FEATURES

Increase engagement outside your game by giving your players more ways to connect.



## PLAYER ENGAGEMENT

Engage your players with events, personalized messages, leaderboards, and more.



## PLAYER ACQUISITION AND RETENTION

Grow and retain your player base by making better decisions backed by data.



## ANTI-CHEAT TOOLS

Protect your game and your players from troublemakers with cheat detection and fraud analysis.



## MMO FEATURES

Support massive amounts of players at a time with dedicated servers that scale with your players.



## VIEWER ENGAGEMENT

Reach more players using gaming streamers to play and promote your game.



# Support your players with an extensive infrastructure

Players tend to only notice your infrastructure when something goes wrong. Game Tech helps you give your players reliable, secure experiences with these key back-end solutions:



## GLOBAL GAME SERVERS

Get secure, resizable capacity—from virtual machines (VMs) and containers to serverless and managed services—so you can run and operate your game at scale.



## GAME DATABASES

Secure your data in the cloud with options for 15 different purpose-built databases that fit any need—from leaderboards to virtual goods to cheat detection.



## GAME ANALYTICS AND MACHINE LEARNING

Understand and respond to player behavior using the data you already have plus the new data you collect.



## AUTHENTICATION AND AUTHORIZATION

Give your players a secure sign-in experience so they can access their game progress and stats.



## GAME ACCELERATED NETWORKING

Deliver immersive experiences with single-digit millisecond latencies over 5G networks.



## GAME CONTENT AND UPDATES

Get fresh, high-quality content into players' hands faster with over-the-air updates.



## PLATFORM GUIDANCE

Create innovative games for any platform in any engine.



## REMOTE STUDIO DESIGN

Build games together, no matter the size of your team or how far apart you are.



## CLOUD DESIGN

Quickly get your game on the cloud with sample reference architecture.



### WHERE DO I START?

If starting your game on AWS seems a little daunting, we have plenty of resources to help guide you.

- If you missed The Digital Download Online Event 2020, you can still check out the [on-demand sessions](#).
- Dive into the [Getting Started with AWS Game Tech](#) course or one of our other [training courses](#).
- You can also check out some [AWS Game Tech code examples](#) and other [developer resources](#).

