



EBOOK

Gaming Innovators Rely on PubNub

PubNub



Introduction

Every industry is looking to technology to change how they work and interact, and gaming is no exception. Especially with the recent growth of online gaming experiences, real-time interactivity is critical for long-term success. But regulations, privacy concerns, and high costs can slow innovation, unless you're working with technology that overcomes these realities.

Gaming innovators are working with PubNub so they can focus on providing engaging experiences to players, while trusting PubNub to make sure the infrastructure is reliable and scalable for any number of users. The resulting solutions deliver added convenience and improved engagement and retention through real-time features like in-game chat and alerts, live leaderboards, friend lists, multiplayer sync, and more.

But it's not just startups doing the innovating. Large gaming companies are changing the gaming experience. [Pocket Gems](#) creates a greater sense of community and player engagement. [Mayhem](#) gives tens of thousands of simultaneous players a reliable chat. [Beamable](#) seamlessly builds, operates, and monetizes mobile games. And they're all doing it with PubNub. Here's how.

⇒ A Cure for Gaming Unique Challenges



➤ Better Engagement...Better Experiences

Game providers are always looking to improve player engagement and loyalty. But as gaming costs continue to rise, user retention has also become a concern. Providers must now do more to enhance how they communicate, coordinate, and engage with users so they not only have a good experience, they also choose to come back.

But simply applying technology to a gaming challenge is no longer adequate, since consumers have high expectations driven by the fast, easy-to-use, and highly reliable experiences offered by so many consumer-facing applications. Building an engaging solution and having the platform to support it requires a lot of resources to ensure reliability and scalability, but each resource applied to the platform is taken away from being applied towards building and improving the core solution.

However, it's not a choice; developers must do both if they want their solution to succeed. Today's most innovative organizations, some of which you'll read about below, rely on PubNub's feature-rich, reliable, and scalable infrastructure. PubNub takes care of the platform so developers can focus on time-to-market, usability, and differentiation while giving users an engaging and satisfying experience, all with cost-saving productivity and efficiency improvements for providers.

Maximize User Engagement & Retention



Connect unlimited users with private, group, or large-scale chat anytime, anywhere.



Engage players through game lobbies & hangout rooms, live leaderboards, and challenges.



Add interactive features that boost retention like push notifications, @Mentions, and user invites.

CUSTOMER STORIES

PubNub Chat gave [Pocket Gems](#) the ability to easily scale their game to support any number of concurrent users during live, worldwide gaming events. PubNub's 99.999% uptime SLA and global 250 ms latency allows them to create a connected player community with in-game chat.



Easily Incorporate Real-Time Functionality



Increase game adoption, stickiness, and loyalty with custom real-time capabilities.



Keep data from multiple players in the same game room synchronized.



Quickly and easily roll out crucial features, from in-game alerts to presence detection, without capability roadblocks.

CUSTOMER STORIES

[Mayhem](#) let's gaming communities build custom leagues. Prior to PubNub, they were using Twilio, but its user limits disrupted the player experience and they determined that a homegrown solution would be too difficult to scale. They made the switch to PubNub, and now Mayhem is free from user limitations and can scale to support tens of thousands of simultaneous conversations.

Scale Effortlessly



Low-latency communications to keep everyone engaged.



Rapid concurrent usage without financial penalties.



High uptime to ensure your live event runs smoothly.

CUSTOMER STORIES

[Beamable](#) was looking to incorporate additional real-time functionality into their game. Having used PubNub Chat in their previous games, when the time came to add more services to their offering, the choice was clear. The reliability and quick implementation of PubNub enables their developers to focus on building games, instead of worrying about the complexities of building and managing the infrastructure.



Faster Time to Market & Efficient Engagement



Full-featured game chat, messaging and alerts for an enhanced user experience.



Over 50 SDKs to simplify integrations and create more robust solutions.



Reliability and scalability at a fraction of the cost of building in-house.

CUSTOMER STORIES

Keeping players happy and engaged is integral to [Panzerdog's](#) game. To accomplish this, Panzerdog brought in PubNub to power real-time chat for 100,000 daily game users. This real-time interactivity enhanced the game's realism and attracted more fans, while the lack of disruptions helped increase app downloads and ratings.

Regulatory Compliance



Meets growing regulatory compliance requirements around the world, including GDPR, SOC 2, ISO 27001, CCPA, HIPAA, and more.



Your data is safeguarded using TLS and AES256 encryption algorithms.



Fine-grained, token-based access control.



A Platform for Real-Time Interactivity

PubNub delivers a platform for building and operating real-time interactive apps for mobile, web, and IoT devices that are lightning fast, reliable, and scalable. Whether you are looking to add chat, notifications, streaming, user/app synchronization, or even edge messaging, we help bring it to life easily, securely, and seamlessly. Over 2000 companies worldwide choose PubNub because of our real-time technology expertise along with our ability to help their customers feel more connected to one another, the brand, and product experience.

Advantages of Building with PubNub



Flexibility

PubNub offers SDK support for over 50+ mobile, web, server, and IoT environments and over 65 pre-built integrations with external and 3rd party APIs.



Scale & Reliability

PubNub has no concurrency or channel limits and powers thousands of apps and millions of people across the globe every day.



Security & Compliance

PubNub offers enterprise grade security and is compliant with the most stringent regulations around the world, so you always have peace of mind.



Support

PubNub is here for you from design through testing, launch, and post launch. We offer 24/7 support across the globe, operational dashboards, and a dedicated solutions architect team.

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SUPPORT



WEBSITE



LINKEDIN



TALK TO OUR TEAM

