



Use Platform Engineering to Develop Popular and Protected Games



From the latest big-budget AAA game to a mobile game for a regional audience, studios are always looking to improve development processes and increase efficiencies. Game producers can leverage the principles of platform engineering to automate common workflows to help ensure games are developed on time, entertain players, and safeguard personal data.

With global revenue of \$214.2 billion in 2021, the video game industry generated more money than the film and music businesses combined.¹

Platform engineers can use F5 solutions to enhance the security and reliability of AWS environments so that developers can create secure, engaging, and profitable games. With F5 solutions, game studios can ensure players have secure access to AWS cloud services that deliver entertaining gaming experiences.



Safeguard gamer funds

With online in-game microtransactions generating billions in revenue each year, games have become a target-rich environment for malicious actors.

With F5 Distributed Cloud App Infrastructure Protection, platform engineers can apply security telemetry to ensure the effectiveness of protocols to safeguard player purchases via AWS applications and services.



Prevent player cheating

To boost their performance and raise their profile, some unethical players will deploy bots to enhance their in-game capabilities and create unequal playing fields.

Platform engineers can use F5 Distributed Cloud Bot Defense to apply AI/ML to block performance-enhancing bots to ensure that all players experience equal game mechanics.



Keep revenue flowing

As it's advantageous to keep already released games popular, many studios will add expansion content to keep players engaged and encourage continued purchasing habits.

F5 NGINX enables developers to get secure, high-performance expansions and add-ons to market faster to prolong the lifespan of popular games.



Modernize Infrastructure

Studios require immense processing power and modern business operations to successfully develop engaging games.

Platform engineers can confidently and securely modernize game development workflows and improve business processes by migrating applications to AWS with F5 BIG-IP.

For more information, please visit f5.com.

Source:

1. PWC, [Perspectives from the Global Entertainment & Media Outlook 2022-2026](#), June 2022

