

# Redis Enterprise for Gaming

Keep players connected, deliver memorable experiences, and build better games

**Video games are more popular than ever. With games boasting tens of millions of concurrent players taking thousands of actions every second, building great games poses data challenges like never before.**

To deliver the amazing experience players expect, you need a data layer that gives real-time responses anywhere on the globe. Redis Enterprise's NoSQL in-memory database gives game developers a battle-tested, real-time data platform to deliver consistent, sub-millisecond latency at any scale.

Among multiplayer game developers,

# 96%

believe scalability is critical to the success of a game.<sup>1</sup>

In-game ads drive up to

# 82%

of total revenue in mobile games.<sup>2</sup>

Players in the US spent

# 45%

more time playing online since the outbreak of COVID-19.<sup>3</sup>

## How to deliver great games and even greater player experiences

### Low latency

For most gamers, [fast performance is the most critical aspect of enjoying a video game](#). Without a data layer that delivers consistently low latency from anywhere in the world, you risk frustrating your players.

### Empowered developers

Sustaining player engagement and understanding player behavior are critical to long-term success. You need real-time responses to implement interesting mechanics, uncover key insights, and keep your users playing.

### Global scale

Downtime directly impacts player experience—and your revenue. True high availability and seamless scalability across hybrid and multi-cloud environments is essential for your database.



<sup>1</sup>2021 Gaming Report, Unity Technologies, February 24, 2021.

<sup>2</sup>2020 Mobile Game Monetization Report, Unity Technologies, March 3, 2020.

<sup>3</sup>Gaming Market — Growth, Trends, Forecasts (2020-2025), Mordor Intelligence, October 2020.

# Use Cases

## Real-time leaderboards



Create [leaderboards](#) that easily keep up with fast-changing rankings—even [across geographic regions](#).

## Real-time analytics



Ensure users are served unique ads or [game recommendations](#) by efficiently filtering and [deduping](#) user data.

## Real-time personalization



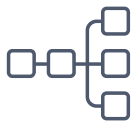
Deliver curated experiences for individual profiles through [stored session states](#) with unique IDs.

## Community & matchmaking



Improve player engagement by [making it easy](#) to find friends and form teams—and to match player power levels.

## Inventory Management



[Reduce delays](#) in opening menus or loading inventory with sub-millisecond reads and writes.

## Instant authentication



Speed up [login](#) with a high-performance store for authentication logic, user credentials, and tokens.

## Leading game developers build and scale with Redis Enterprise

Redis Enterprise offers multiple data structures that deliver real-time performance and reliability across any environment, so you can build great player experiences while getting the most value out of your data layer.

### etermax

#### Etermax maximizes throughput for its game servers

With 10 million+ players for its Trivia Crack game, [Etermax](#) turned to Redis Enterprise to maximize the availability and throughput of its game servers while reducing AWS infrastructure costs by 30%.



#### MyTeam11 builds a low latency fantasy sports platform

[MyTeam11's](#) fantasy sports gaming platform has 15 million+ users, but Redis Enterprise means it can easily handle the traffic peaks when users set their fantasy sports rosters as starting lineups are announced.

## Get started with Redis Enterprise

[redis.com](https://redis.com)