Rapid Mobile Game Development

Super Evil Megacorp deployed PlayFab XR in early 2020 to develop and rapidly release their new mobile game: Catalyst Black.

➔ **Initial release within months**

➔ **Stable beta of over 300,000 players**

➔ **Simplified store and catalog system**
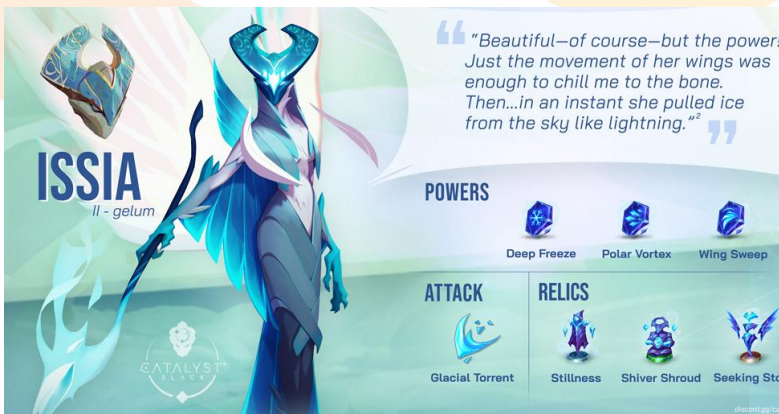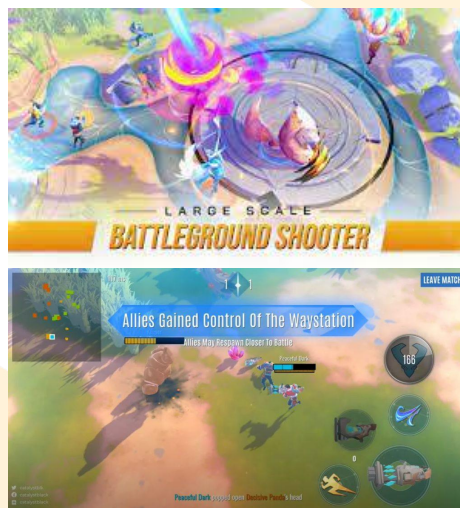
Without
PlayFab XR,
Super Evil Megacorp would need to:

With
PlayFab XR,
Super Evil Megacorp was able to:

<u>Code every element</u> of game architecture in Azure PlayFab

➔ **Structure the full game architecture by non-engineers**

<u>Regularly fix code mistakes</u> that could be difficult to find

➔ **Pre-set items to avoid spelling and typo mistakes**

<u>Pay for and work within multiple titles</u> to avoid accidental release of working elements

➔ **Work within a single title using the Release State functionality of PlayFab XR**

<u>Manually code API connections</u> to external platforms

➔ **Quickly connect pre-coded API links**

Overall, PlayFab XR
substantially reduced initial time to market and increased reactive capabilities leading to:

➔ faster revenue generation
➔ steady user growth
➔ substantial active user data and feedback
➔ less pressure to launch globally prematurely