Competitive Analysis

Insights Overview

Most Pricing is Based on DAU Limits

- Besides PlayFab, only Unity offers a unique pricing model that doesn't scale up based on player usage. This can be a point of difference which alleviates risk.

Support and Documentation are not Points of Difference

- Support is important to game developers, but all competitors give the impression of similar documentation and support resources, with some even including premium support in their free pricing tier.

Core Services Across All Competitors Appear Equal

- Much of the industry position is similar. There is not much differentiation in core services, as these companies instead rely on their reputation and existing relationships with studios rather than on a feature list.

Your Add-Ons Marketplace is Unique

- While at least one competitor uses, 'third party integrations,' language, no one does it to the level you do. Using messaging such as, 'SDK fatigue' can help to highlight the true value of these unified integrations.

A Dashboard is Only as Good as your Data

- While all competitors offered a dashboard feature, only PlayFab brings all your data into one place, making the dashboard truly useful and actionable. 'Data-Driven Gaming.'

Automation Based on Data Would Make a Huge Splash

- Being able to easily automate actions based on data seen in the dashboard would be a game changer.

Design & Tone

- All sites have a dark look and feel

- At a glance, they all look the same

- Most sites look corporate and lack a "quality" brand look and feel

- Most sites suffer from poor user experience and over-communicate on messaging

Design Opportunity

- Give clients a glimpse into the innovation that will set the stage for next chapter of the company

- Look credible, savvy and simple to implement... and entertaining in the process

- Visually standout. Use brighter colors. Be aspirational. Show more emotion. Avoid heavy use of darker colors. Less is more.

- Take advantage of game artwork to show credibility and show your clients in action on your platform
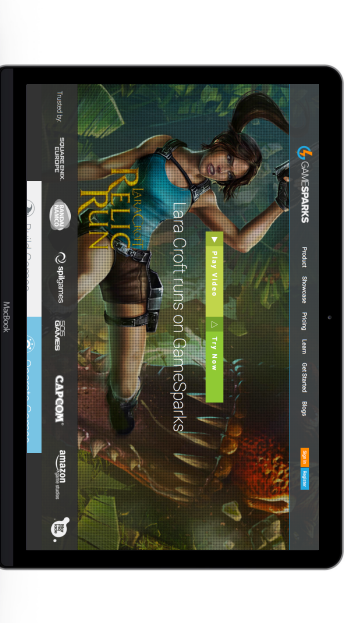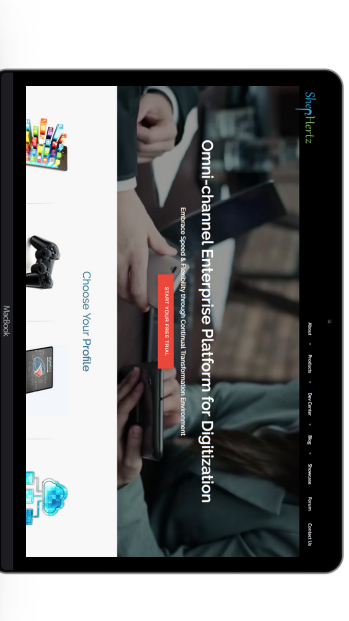
Competitive Analysis
Feature Matrix

	Core Services	Game Manager Dashboard	Support	Pricing Based on Player Limit	Last Blog Post	Add-On Services (3rd Party Service Integration)	Automation
brainCloud	X	X	X	X	11/10/15		
ShepHertz	X	X	X	X	12/16/15		
GameSparks	X	X	X	X	12/24/15		
Unity	X	X	X		12/28/15	X	
PlayFab	X	X	X		01/08/16	X	Coming Soon

Competitive Analysis

GameSparks
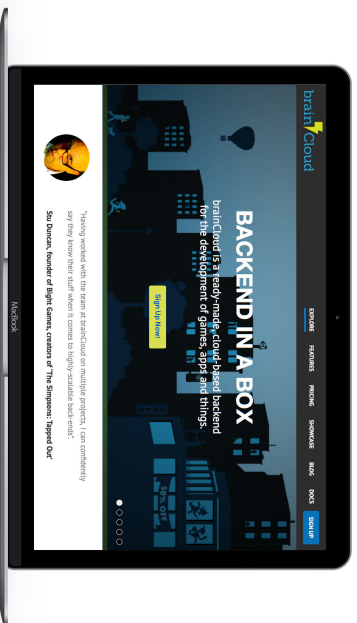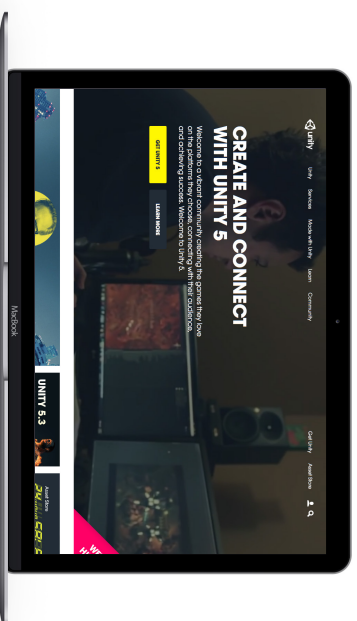
brainCloud

ShepHertz

Unity

Competitive Analysis
Competitor: GameSparks

Lara Croft runs on GameSparks

Trusted by: SQUARE ENIX EUROPE, BANDAI NAMCO, spilgames, MAG GAMES, CAPCOM, amazon game studios, Key Fact.

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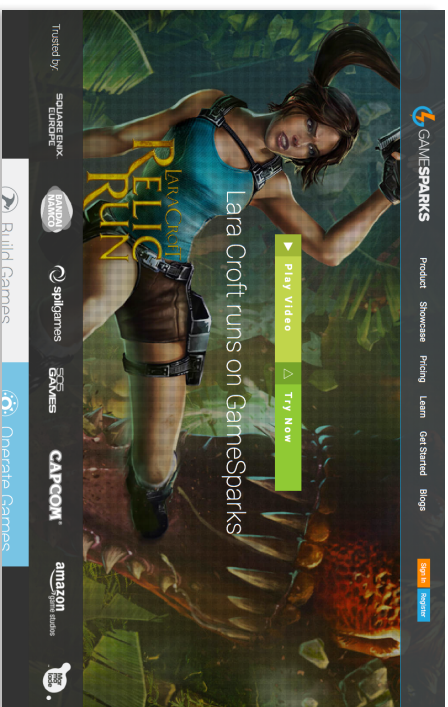
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games developers enabling them to build all of their game's server-side.

Product
Completely modular open ended
backed platform, manage your ...

Unity
Unity developers - Unleash the power
of the cloud with ...

POSITIONING
The Leader

Impressions
- Leader, #1
- We've worked with big studios in the past so you can trust us
- They use game characters as celebrity spokespeople

Value Propositions
- We are the most trusted, stable, and tested choice
- We have a couple great, unique features: Test Harness and Snap Shots
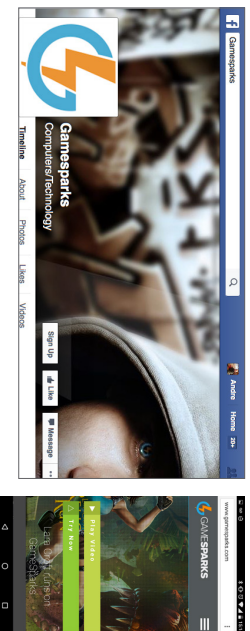- Premium support is included at all pricing levels

Copy
- #1 BAAS platform for game developers
- Proudly built on AWS and Windows Azure
- Third party integrations: Facebook, Twitter, Google, Apple, Microsoft, Amazon, Steam
- Why work with us? Slash server side time, stay in control, peace of mind, and enterprise grade services

Competitive Analysis
Competitor: GameSparks

DESIGN

### Overall Look and Feel

• Feels current to tech industry; uses current gaming graphics to remain relevant

• Looks large-scale

Visual Design

• Has perception of a big company because of the gaming artwork used in headers; however, it also covers-up weak visual communication of their product/service

• Iconography lacks consistency; different styles are used

• Video is helpful in showing/telling what they do

• Poor mobile experience

• Heavy use of grays, blues, orange and green. Very common in the sector.

Messaging/copy-tone

• Lacks emotion

• Value propositions aren't clear

Competitive Analysis

Competitor: ShepHertz
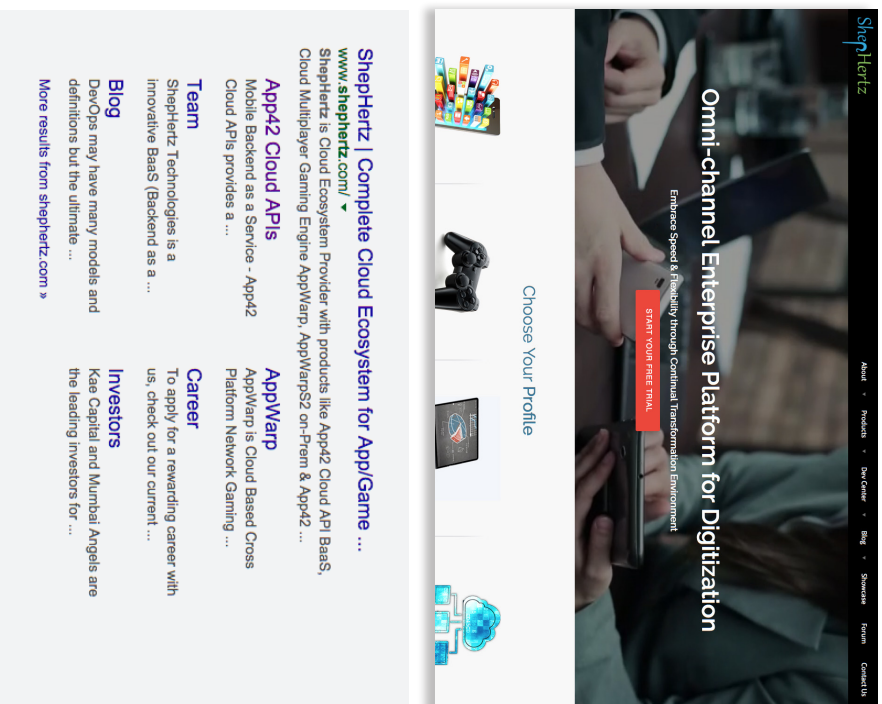
POSITIONING

Complete Enterprise Solution

Impressions

- Highly technical
- Business suits rather than hoodies

Value Propositions

- Enterprise level support and monetization
- One stop for all your backend needs
- Start free and pay as you scale
- Device agnostic

Copy

- Complete cloud ecosystem
- Omni-channel enterprise platform for digitization

Competitive Analysis

Competitor: ShepHertz

DESIGN

Overall Look and Feel

• Corporate. Too much jargon used. Overly complex

Visual Design

• Not immediately clear how this applies to games; need to dig deeper

• Corporate homepage look and feel appears established, but lacks emotion. Enterprise-centric header targets businesses

• Main product landing pages live outside of main site; lacks brand consistency and is confusing when you're redirected there

• Product landing pages are very busy. Visuals are stock and childish; don't match enterprise level feeling of homepage

• Colors are inconsistent and all-over the place; reflects lack of understanding/expertise
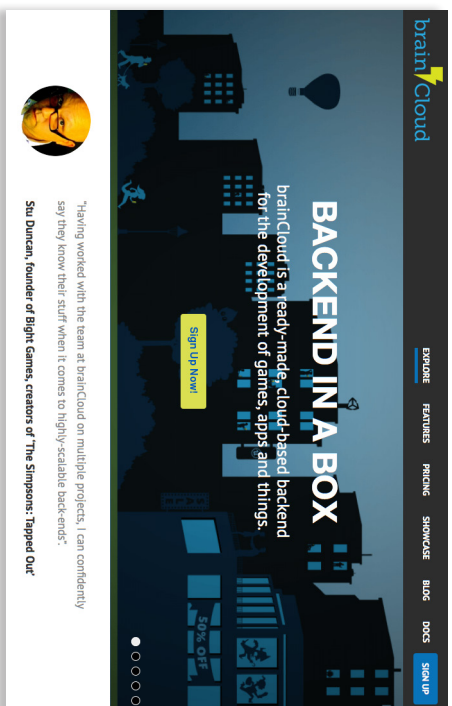
Messaging/copy-tone

• Lacks emotion and personality

• Value propositions aren't clear

Competitive Analysis

Competitor: brainCloud

brainCloud

EXPLORE · FEATURES · PRICING · SHOWCASE · BLOG · DOCS · SIGN UP

BACKEND IN A BOX

brainCloud is a ready-made, cloud-based backend for the development of games, apps and things.

Sign Up Now!

"Having worked with the team at brainCloud on multiple projects, I can confidently say they know their stuff when it comes to highly-scalable back-ends".

Stu Duncan, founder of Bight Games, creators of 'The Simpsons: Tapped Out'

brainCloud BaaS
getbraincloud.com/ ▾
May 14, 2015 - The most flexible and feature-rich BaaS / MBaaS for the development of games, apps, and things (IoT). The best backend for freemium (F2P) ...
Features - Pricing - Docs - A Backend for Games

POSITIONING

Best out of the box solution for freemium games

Impressions

- Targeting the freemium games
- Good solution for the cost-conscious game developer
- Cheap

Value Propositions

- Ready made, 'Backend in a box'
- All the fundamentals in one place
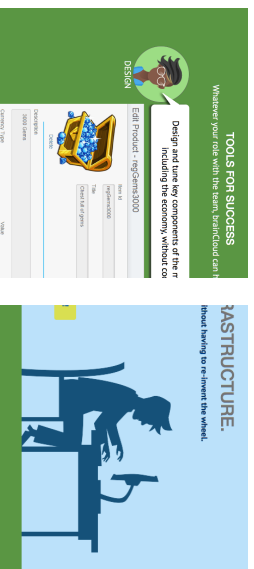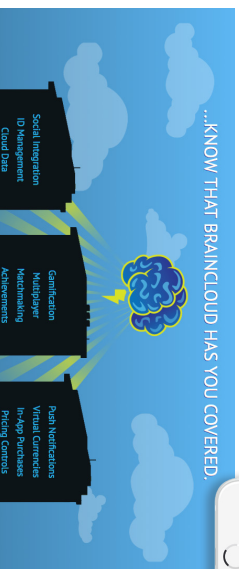- Don't pay until your game goes live

Copy

- Build fun, not infrastructure
- Build the most popular free-to-play games without having to reinvent the wheel
- Maximize revenues with automated promotions
- Game companies can no longer focus solely on designing fun

Competitive Analysis

Competitor: brainCloud

...KNOW THAT BRAINCLOUD HAS YOU COVERED.

Social Integration
ID Management
Cloud Data

Gamification
Multiplayer
Matchmaking
Achievements

Push Notifications
Virtual Currencies
In-App Purchases
Pricing Controls

TOOLS FOR SUCCESS

Whatever your role with the team, brainCloud can h

Design and tune key components of the r
including the economy, without co

Edit Product - regGems1000

DESIGN

RASTRUCTURE.
ithout having to re-invent the wheel.

DESIGN

Overall Look and Feel

• Feels dated and amateur. Uninspiring

• Lacks sophistication

Visual Design

• Lacks a clear visual connection to gaming

• Cartoonish visuals convey too much fun and not enough expertise. Too casual, doesn't feel savvy or credible.

• Disconnected mobile experience on homepage

• Visual language is not consistent through-out the site or other channels. Mixed use of icons and illustrations is confusing and disjointed. Logo is not used consistently

• Heavy use of muted, cooler colors (blues and greens). Not enough visual pop.
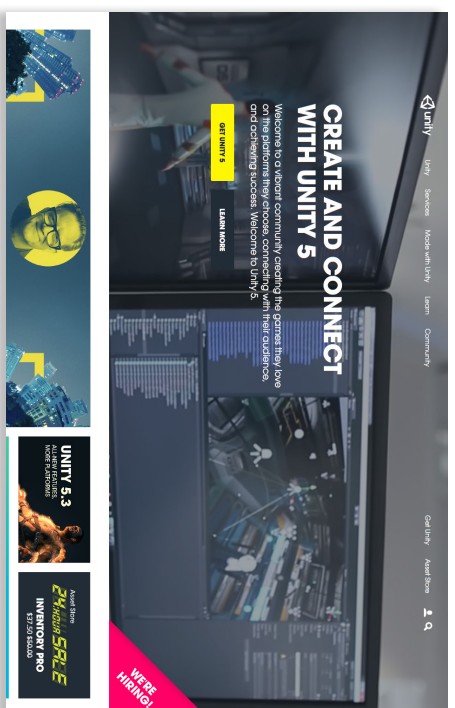
Messaging/copy-tone

• Lacks emotion. Doesn't match the fun factor of the visuals

• Value propositions aren't clear

Competitive Analysis
Competitor: Unity

POSITIONING

Unclear

Impressions

- Award winning
- Built in community
- Cool
- Proven, endorsed by 2 million developers
- Confident, established, subdued, with a level of polish

Value Propositions

- You'll be in good company, and there's a community you can be a part of that is actively using our product and will help you out.
- Easy to use, out of the box. But also customizable.
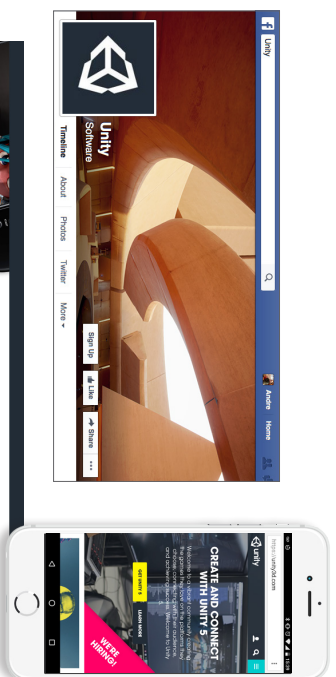- Unique pricing model: $1500 full license or $75 a month with a 12-month commitment

Copy

- Democratize game development
- The best development platform for creating games
- Broke their services into categories: Ads, Analytics, EveryPlay (user growth and retention), Multiplayer, Performance Reporting
- SDK free integration

Competitive Analysis

Competitor: Unity

DESIGN

Overall Look and Feel

- Exciting and direct. Cool and hip. Entertaining.

Visual Design

- Strongest design of all competitors. Visual language is consistent throughout site

- Bold and vibrant color palette is used well with other assets. Differs from rest of competition

- Balances fun factor of gaming with tech savviness of software

- Dynamic and disciplined layout gives clear hierarchy on pages. Not too busy or complicated

- Supporting product photography has a subtle "e-commerce" undertone; reinforces shopping

Messaging/copy-tone

- Bold and clear messaging: simple and short

- Could use more emotion