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.¹

In-game ads drive up to 82% of total revenue in mobile games.²

Players in the US spent 45% more time playing online since the outbreak of COVID-19.³

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.

¹2021 Gaming Report, Unity Technologies, February 24, 2021
²2020 Mobile Game Monetization Report, Unity Technologies, March 3, 2020
³Gaming 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 personalization
Deliver curated experiences for individual profiles through stored session states with unique IDs.

Inventory Management
Reduce delays in opening menus or loading inventory with sub-millisecond reads and writes.

Real-time analytics
Ensure users are served unique ads or game recommendations by efficiently filtering and deduping user data.

Community & matchmaking
Improve player engagement by making it easy to find friends and form teams—and to match player power levels.

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 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.