

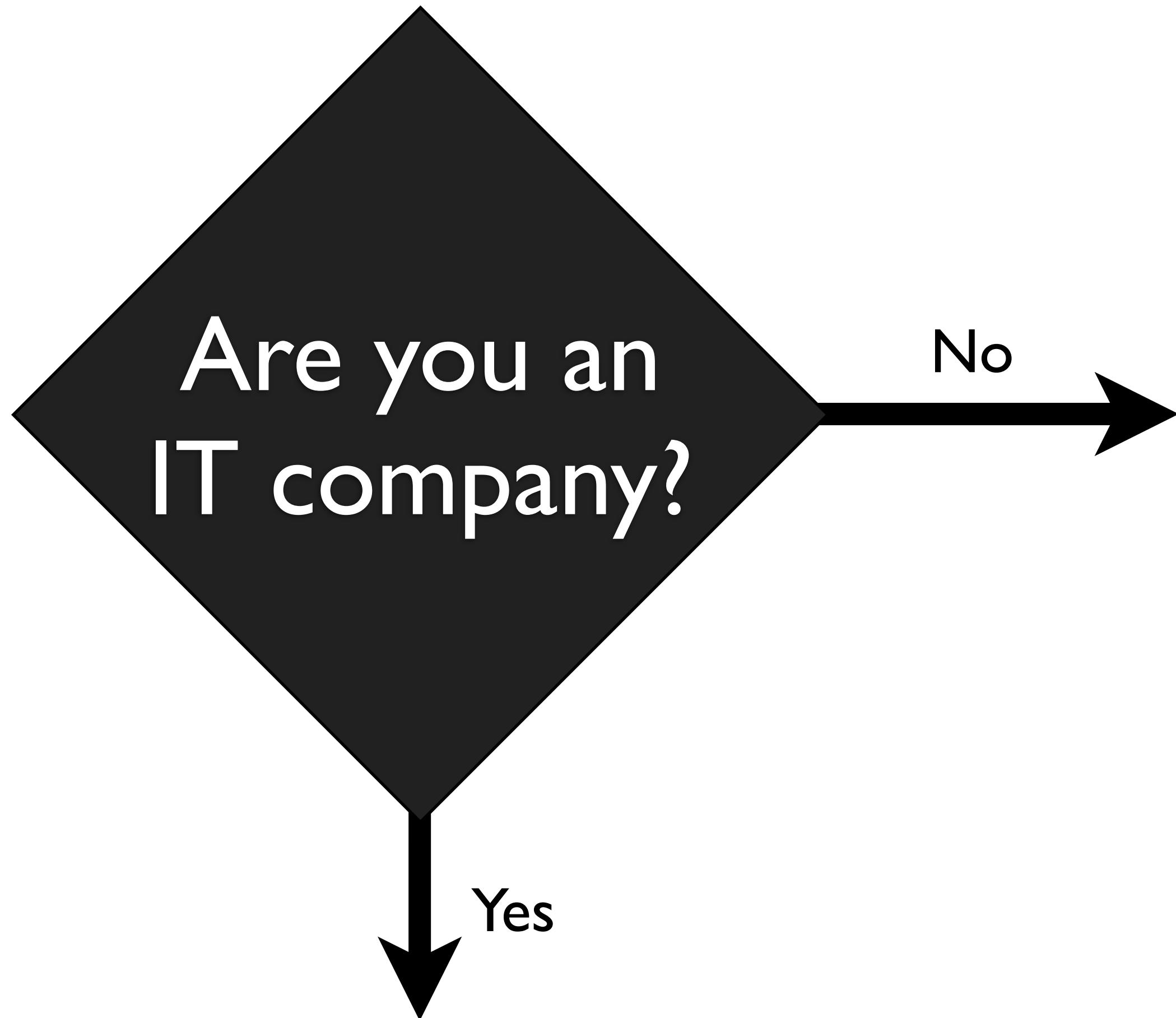
Updates

- For latest slides,
- And more information,
- Visit <http://coderhump.com/austin09>

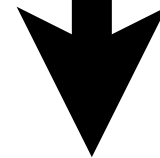
Developing in the Cloud

Ben Garney, PushButton Labs

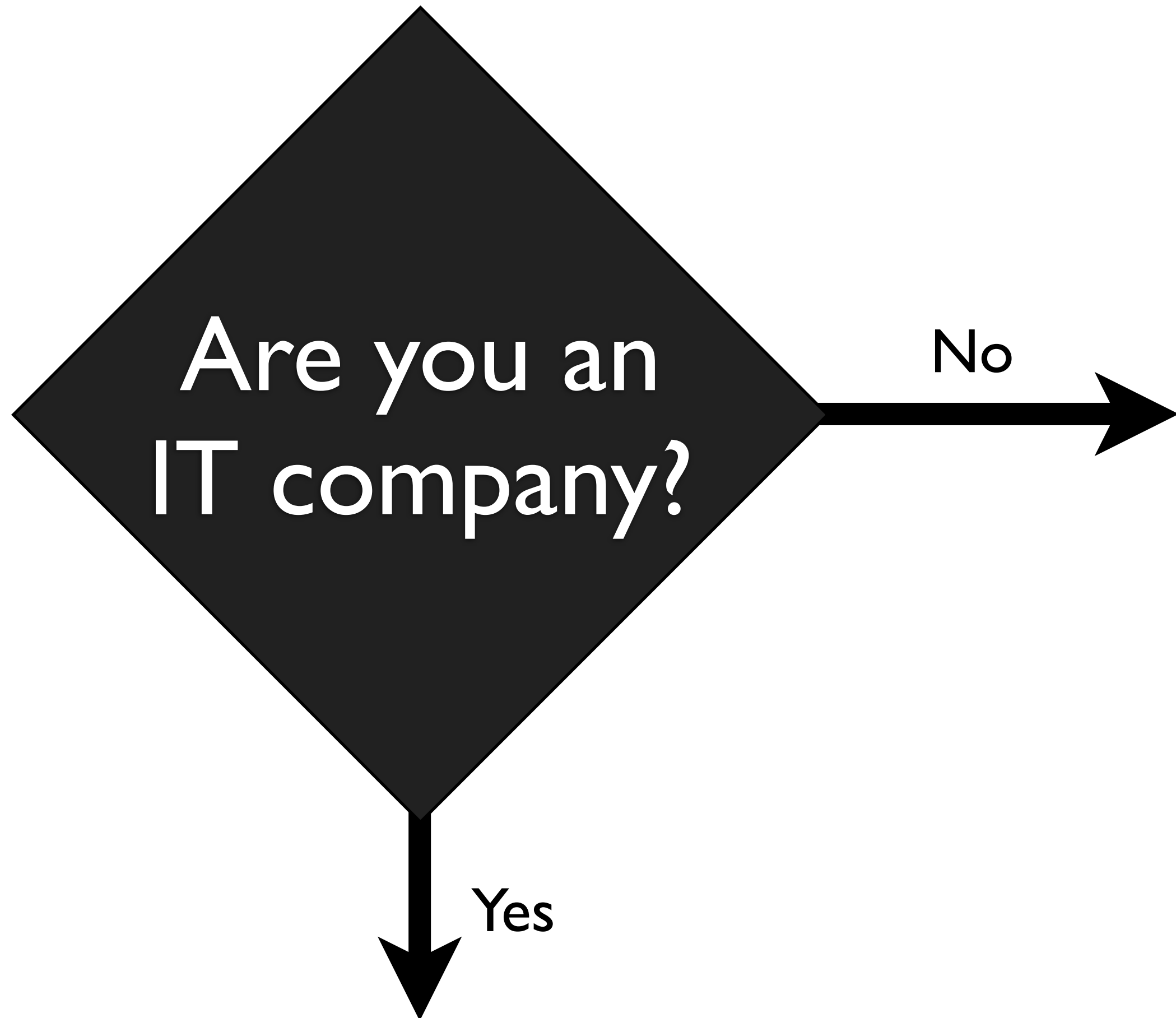
beng@pblabs.com



Yes



This talk is not going to
be relevant for you.



No



This talk is about how to
stay a game company.

Life is Short.

Use the Cloud.

What is the Cloud?

“a style of computing in which dynamically scalable and often virtualized resources are provided as a service over the internet.”

What is the Cloud?

“a massively geo-
distributed computer.”

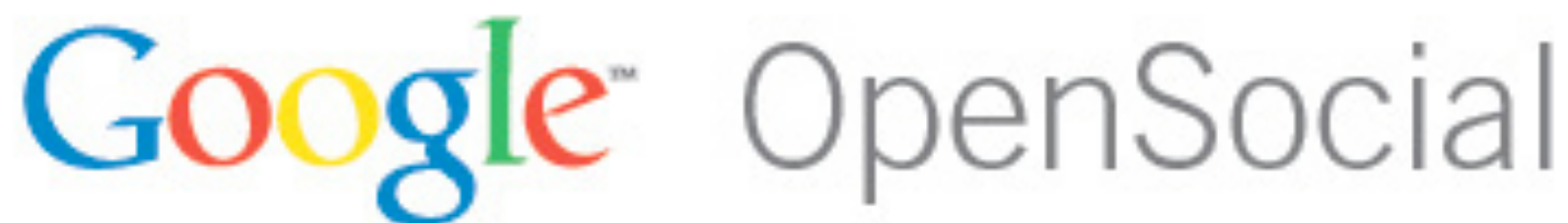
What is the Cloud?

Elastic.

What is the Cloud?

- Pay-as-you-go.
- High availability.*
- Access through the web.

Examples

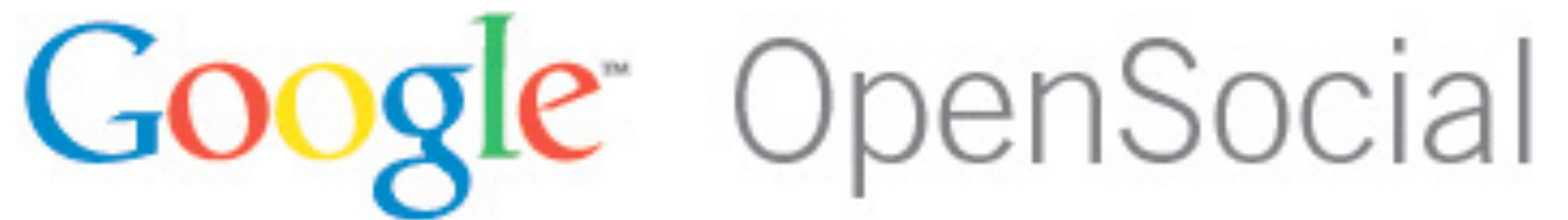




Google™ OpenSocial

flickr™









Microsoft®
Silverlight™



TORQUE™
GAME ENGINE

Risk

Risk

I. You are dependent
on an outside party.

Risks

- 1.They go out of business.
- 2.They turn evil.
- 3.They suck.

Risky?

- You already depend on outside parties.
- Better than you could do yourself.
- Way better than a small team can do.

Real World

ER.DOWNLOAD.PLAY

the Great Games Experiment





- Middlin' Social Networking Site
- Alexa of 61,685
- Monthly Budget of < \$500



- Mostly Amazon Services
- EC2 and S3
- CloudFront



- Facebook Integration
- Twitter







- Open Source Flash Game Framework
- Pretty much no budget.



- Amazon EC2/S3/CDN for community site.
- Amazon Checkout for premium content.
- Google Code for open project hosting.





- Flash Game
- Planning on sponsorships/ad revenues



- Assembla for private project hosting.
- Google Spreadsheet for tweaking.
- Google Docs for design and bug reports.
- Google Analytics for gameplay tracking.

Practical Benefits

- Universal accessibility
- Simple to use
- Easy to bring contractors in
- Zero installation

Practical Benefits

- \$\$ for hosting our internal resources.
- \$\$\$ for hosting a site with it.
- At \$50/mo it's hard to justify owning your own hardware.

Takeaways

- Google will be part of your life.
- Integrate analytics/spreadsheets with your game.
- Hudson on EC2 for builds.
- Assembla is fantastic.
- Flash for interactivity

Bottom Line

- Do you develop IT or a games?
- Come dance among the clouds with us!