



RallyHere

For Game Developers

Product Overview

Brief Background

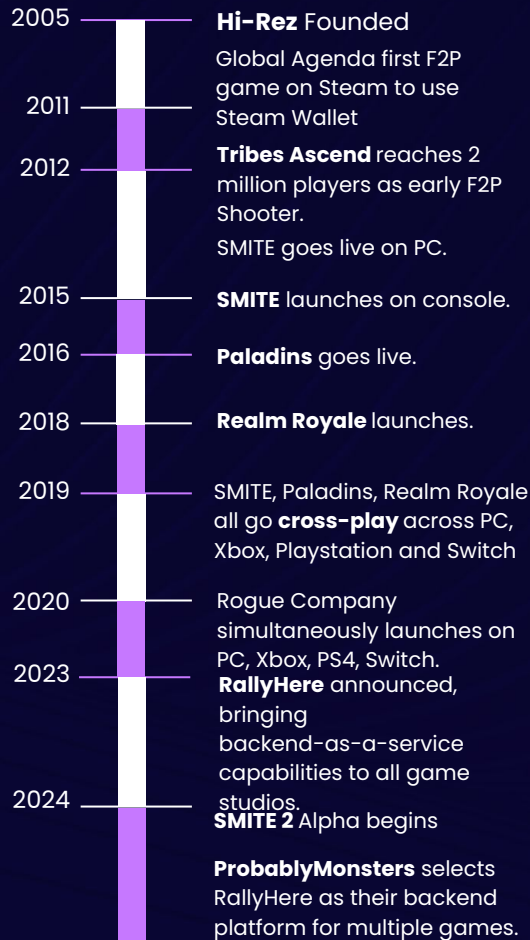
A long track record of innovation in cross-platform live services



Across all major game platforms, screen sizes and input methods.

This integrated platform has allowed us to surprise and delight 100M+ users.

Now... We have rallied to bring these capabilities to other game developers and publishers.



RallyHere



History of Enterprise Type Software

Early innovator in touchscreen point-of-sale technology for retail and hospitality. This company IPO'd in Feb 1997. Radiant was then subsequently taken private through a sale to NCR in August 2011 for \$1.2B.

Radiant Systems

1997

7

A new venture to create video games with a SaaS mindset. Never go gold, always shipping. The mission: make a sci-fi shooter MMO.

Hi-Rez Studios

2005

5

Generation 1 of the RallyHere platform positioned Global Agenda to become a F2P game. This accelerated our development timelines for SMITE, Paladins and Realm Royale with ongoing platform improvements and investments. Focused on UE3.

Hi-Rez Studios (Gen 1)

2012–2018

1

Full productization of the proven Hi-Rez backend. Engine agnostic services structure.

RallyHere (Gen 3)

2023

3

2004

BlueCube Software

Early SaaS provider for supply chain and workforce management solutions for Global 1000 retailers and hospitality companies. Sold to RedPrairie in 2006 and now part of BlueYonder.

2010

Global Agenda

A sci-fi, shooter, MMO brought to market Feb 2010. In April 2011, GA was re-released as the first F2P game on Steam.

2018–2021

Hi-Rez Studios (Gen 2)

As Hi-Rez moved onto UE4 for game development the platform evolved along with it. We began transitioning from SDKs into stateless API architecture along with modern data storage + scale technology.



The Complete GaaS Platform

RallyHere's comprehensive and fully-integrated product suite covers all you need for live-service game development and operations. From initial development to launch, to ongoing post-launch support, RallyHere has your back at every stage.



Player
Management



Sessions &
Server
Orchestration



Publishing &
LiveOps



Data
Analytics



Services &
Add-Ons

Player Management

Unified Account Management & Linking

- Effortless single sign-on across all platforms
- Unified progression and inventory across platforms

Inventory Management

- Rich capabilities, ranging from transient & persistent items to granting loot & managing external entitlements
- Platforms-exclusive features built-in
- Consistent management of in-game inventory across any 1st party platform

Achievements

- Seamless achievement tracking and integration with 1st party platform systems
- Enhanced reward system for player progression and engagement

Social System

- Friend lists, messaging, guilds, and challenges
- Cross-platform integration respecting platform-specific rules

Monetization

- Dynamic multi-currency management for immersive experiences
- Support for both hard and earned currencies for item redemption

Progression

- Advanced XP/leveling systems with cross-progression support
- Incorporates platform achievements to motivate players
- Create battle passes and other limited time activities as their own progression line

Settings

- Customizable in-game settings for character loadouts, key-bindings, etc.
- Empower players with personalized gameplay configurations

Unify, Engage, and Monetize Your Player Base with Advanced Management Tools

Sessions & Server Orchestration:

Gameflow Enhances Multiplayer Experiences

Session Management

- Ability to create tailored player experiences
- Versatile session hosting options for enriched gameplay scenarios such as parties, session browsers, social spaces, custom matches, etc...
- Flexible hosting: Local, P2P, Dedicated Servers

Server Orchestration

- Fleet Commander for hybrid cloud/bare-metal scaling
- Minimizes risks, optimizes costs with dynamic scaling
- Supports mixed fleets & self-service deployment
- Provides performance insights

Matchmaking & Queues

- Leveraging 15+ years of cross-play, cross-platform multiplayer expertise
- Powered by OpenMatch with a microservice architecture
- Highly customizable: 50+ queue parameters and matchmaking functions
- Skill, playstyle-based matchmaking with global and queue level overrides
- Dynamic backfilling for seamless gameplay

Deliver Tailored and Uninterrupted Multiplayer Experiences

Publishing & LiveOps:

Streamline Game Management & Enhance Player Engagement

Dynamic Configuration

- Centralized system for real-time adjustments
 - Queues - Behavior, Sites, and # of players
 - Item - Singles or Bundles, Consumable or Durable
 - Pricing - Items and Bundle

Scheduling

- Automate changes for items, prices, and promotions
- Schedule limited-time events and configuration adjustments

Customer Support Tool

- Empower support teams with comprehensive tools
- Manage purchases and match rewards efficiently

Commerce

- Manage in-game currencies across platforms
- Support for cross-platform entitlements

Digital Merchandising

- Promote in-game items and special offers
- Boost engagement with seasonal and event merchandise

Build Deployment

- Seamless CI/CD integration for build uploads
- Trigger deployments to various environments

Configuration Propagation

- Simplify configuration transfers between environments
- Ensure consistency and reduce error risks

Elevate Your Game with Advanced LiveOps & Publishing Tools

Data & Analytics Solutions

For Enhanced Gaming Experiences

Intuitive Dashboards

- Track CCU, DAU, New Players, and more
- Insights by region and queue
- Enhance player experiences with real-time data

KPI Reporting

- Flash Reports: Instant KPI summaries (CCU, DAU, etc.)
- 30-Day Retention & Daily Player Summaries
- Compare trends over time

Realtime Telemetry

- Live feed of player activity and game performance
- Monitor game modes, wait times, and operational metrics

Comprehensive Audits & Logs

- Access game server logs and files easily
- Resolve issues with detailed match/player data

GETS: General Event Tracking System

- Capture in-game actions across all game genres
- Custom event tracking for specialized analysis

Empower Your Game with Data-Driven Decisions

Critical Technology Partner Integrations

Major Gaming Distribution Platforms



Key Game Technology Accelerators

Client Engine



Voice



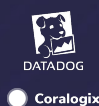
Anti-Cheat



Instance Server Fleet



Logging / Metrics



Crash Reporting



Scaling



Key Publishing Technology Accelerators

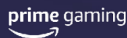
Blockchain



Rewarded Ads



Rewarded Engagements



Rewarded Engagement



Rewarded Engagement



Rewarded Engagement



Marketing Attribution



Analytics



RallyHere Publishing Consulting Services: Player Engagement & Community Building

RallyHere is the world-class, fully internal publishing team that has driven all of Hi-Rez Studios' titles to success.

- Industry leaders in cross-platform, GaaS, F2P Marketing
- Successfully launched and maintained four major live service titles
- Eight separate in-house verticals

Focused on player engagement and community building through content marketing and game strategy



Brand



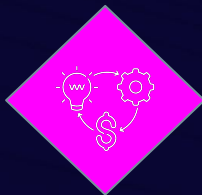
BizDev



Marcomms



Player Experience



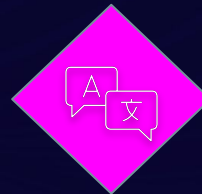
Monetization



Web



Content



Globalization

Thank you

Let's work together!

Ask us about our free trial program,
get started today

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Dir. Business Development



RallyHere