The XR Server Value Proposition

Alice & Smith has been a trailblazer in the gaming industry since 2014, leveraging its expertise to bring game logic and mechanics to brand experiences in a variety of sectors.

Since our inception, we have been at the forefront of gamification, continuously pushing the boundaries of what is possible.
Our global footprint has taken gaming ideology and mechanics cross-industry, injecting engagement **every step of the way.**

To meet the increasing demand for brand engagement and interactivity, **Alice & Smith** has developed **PlayFab XR Server**, a state-of-the-art low-to-no code API server and gamification toolkit. As a testament to our innovation, we are proud to be an official supplier and subcontractor to Microsoft.

With our cutting-edge technology and creative vision, we are revolutionizing the industry and helping our clients achieve their business objectives in new and exciting ways.

XR Server fits into a rapidly growing market where data harvesting and user engagement are critical to business success. Our core solution lies in our ability to harvest rich and complex user data, hyper-segment audiences, and tailor experiences against business intelligence. Our platform is designed to cut development time by more than half, making it a highly efficient workplace for your team.

Background

The video game industry has long recognized the power of engagement and the importance of creating experiences that keep players coming back for more.

The psychology of engagement has been a driving force behind the success of video games, which is why XR Server leverages these same principles to create engaging experiences across other industries.

One way the video game industry has leveraged the psychology of engagement is through the use of **incentivization, reward systems, and progression-based journeys.** For example, many games offer achievements or badges for completing certain tasks or reaching certain milestones. These rewards create a sense of accomplishment and motivate players to continue progressing through the game in order to earn more rewards.

With the proven track record of the **US$396.20bn** gaming industry backing us, we have created a user-friendly interface that makes it even easier to use and modify in real-time.

> "
> XR Server is a highly responsive platform is tailored to provide live user experiences that are deeply engaging and lead to robust, nuanced behavioural analytics.

How it works

This is where XR Server comes in. Our platform offers a big picture solution that integrates a game loop with interaction points, reflecting user behavior and business objectives. We offer highly personalized experiences, ad models, and monetization loops that can be tailored to fit your specific needs. Our platform is integrated with AI, marketplace, rewards tracks, dynamic ads, challenges, and more, offering a comprehensive solution that can be utilized in many innovative ways.

At the heart of XR's effectiveness is its gaming ideology, which is key to cultivating loyalty among users. By leveraging rich behavioural user data to create segmentation, XR deploys game loops that persist indefinitely, adapting and evolving with each new interaction, resulting in an immersive and addictive experience that keeps users engaged.

Connectivity

XR's flexibility lies in its seamless integration capabilities with a range of third-party tools, including Microsoft Azure, Twitch Extension, Unreal Engine, push notifications, and mobile app SDKs, among others. With these integrations, XR can optimize data and enhance overall business operations.

PLAYFAB

The success of **PlayFab** in transforming the gaming world is indisputable, with some of the most popular multiplayer games, such as Doom Eternal, Rainbow Six Siege, Sea of Thieves, Dirt 5, and No Man's Sky, relying on Azure PlayFab for their LiveOps. The platform has the processing power to securely handle over **10 billion** API calls, which speaks to its scalability and reliability.

PlayFab Unique ID

PlayFab's Unique ID system sets it apart from other user identification solutions, providing a persistent identifier that allows businesses to track and analyze user behaviour across multiple touchpoints.

Live Ops

XR Server's live operations tools enable developers to monitor game performance, detect and fix issues in real-time, and update game content without requiring users to download new versions. These tools can be used by businesses to create real-time, personalized experiences that adapt to user behaviour and preferences.

Creative Applications

Our technology can be used in a variety of applications, from loyalty programs to CRM strategies, highly personalized experiences, ad models, and monetization loops. Our platform can also be used to create dynamic communities, engaging users in a live and interactive environment. The possibilities are endless, and with our embedded psychology of engagement borrowed from the game world, end users will spend more, stay longer, and have more fun.

> "The integration of XRS for Zee5 was done in under 6 sprints (11 weeks) which is an extraordinarily fast production turnover for the agreed scope of work for this project"

Results

The **implementation** of the **gamification technologies** proved to be **successful**, with Zee5 reporting **increased user engagement** and participation during the ILT20 cricket tournament event.

The **integration** of the gamification features provided users with a **personalized and engaging** experience, which **increased** their loyalty to the Zee5 platform.

The use of **personalized** gamification features based on **user segmentation** also helped to **improve** user retention and **reduce** churn rate.

The leaderboards, reward system, and prediction games, using polls and trivia features, were particularly **popular with users, resulting in increased participation, and a sense of competition among the users.**
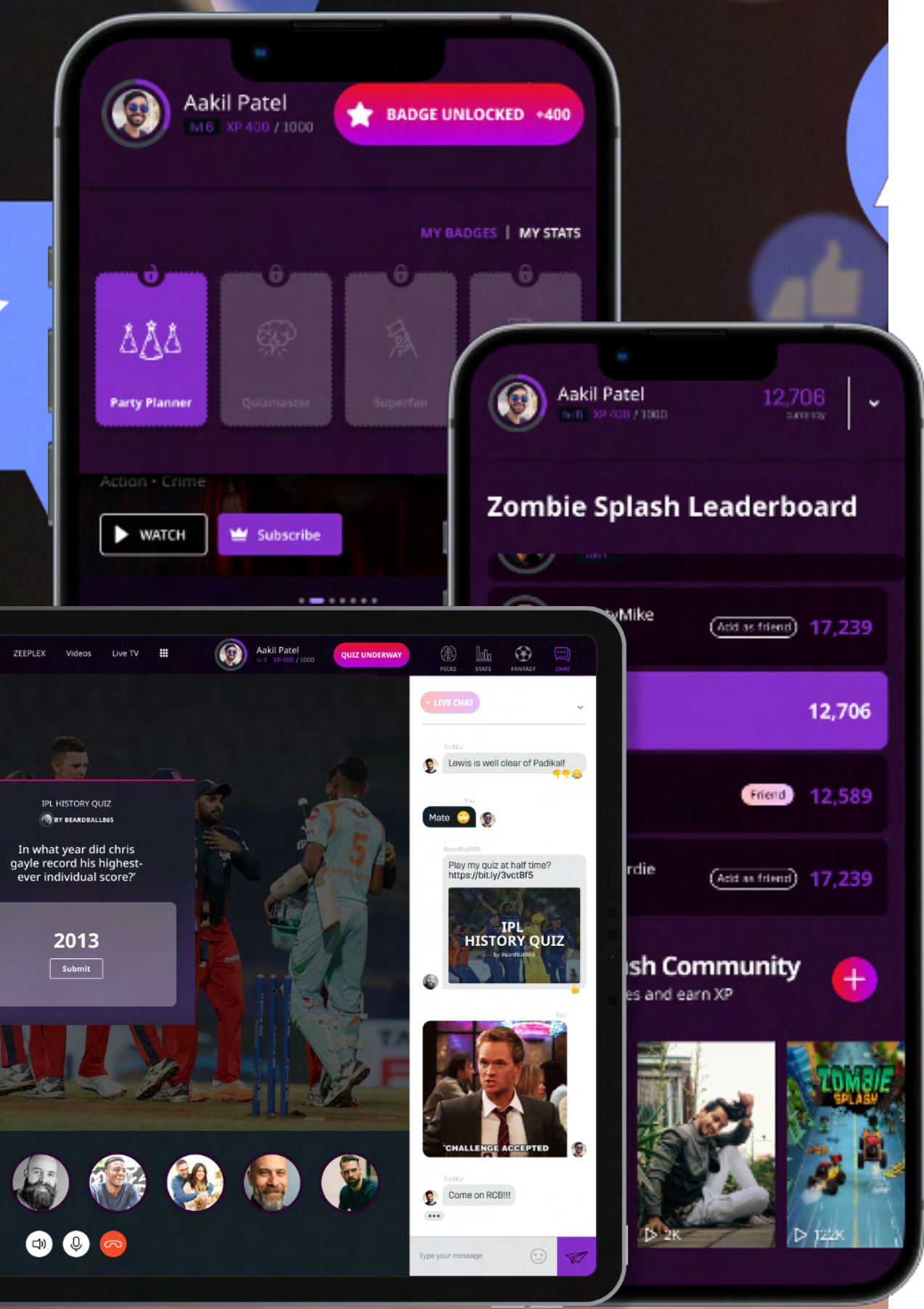
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METRICS FOR ENGAGEMENT ANALYSIS

Measuring engagement is twofold.
Showcasing how engagement is both converted and deepened through a fandom funnel, we actively convert passive users into active participants through our game design methodology.

FANDOM
CONVERGENCE
FUNNEL

ACTIVE
USERS

PASSIVE

ACTIVE
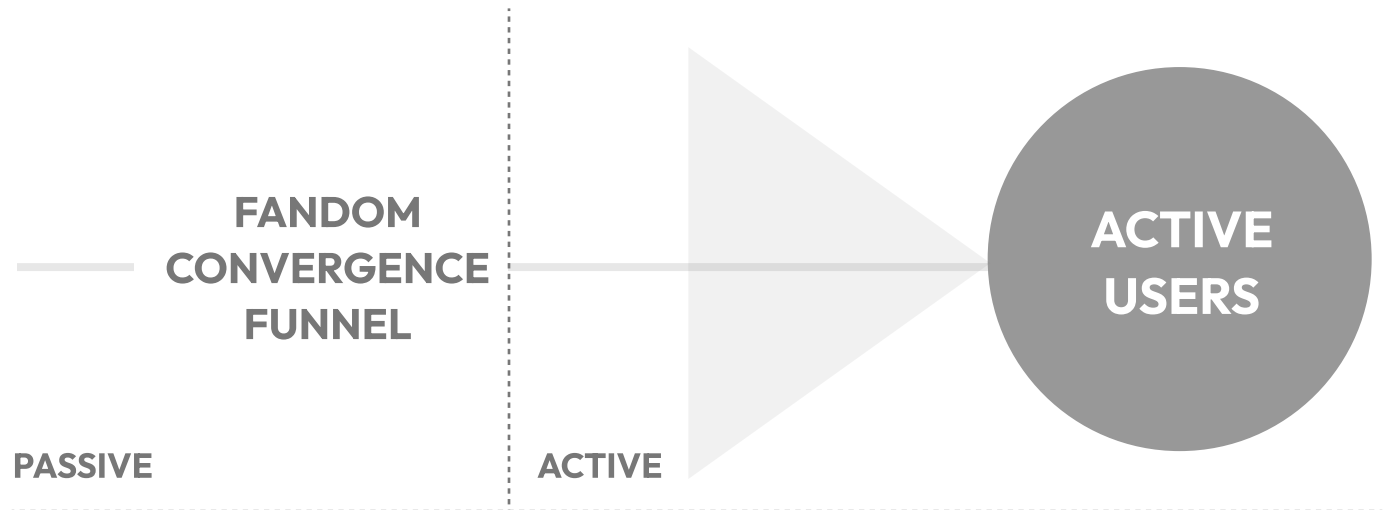
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FAN WALLET CAPACITY

With a micro- and macro-transaction-based value opportunity, our model projects monetization targets whereby a passive user is defined by making zero monthly transactions, casual users between $1-2 per month, engaged users between $5-10 per month, and a hardcore user up to $25 per month. These spending habits align with gaming practices and are hypothesized to reflect cross-industry best practice.

Passive	Casual	Engaged	Hardcore
70%	20%	9%	1%

AUDIENCE

30%

0$/month	1$/month	5$/month	25$/month
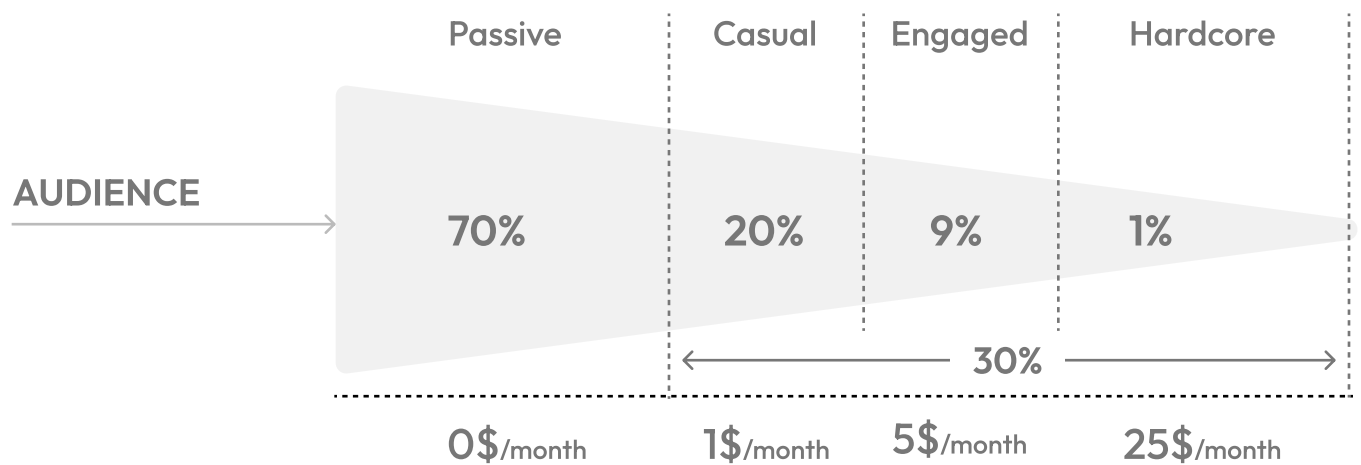
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ENGAGEMENT MODEL

We conservatively showcase how both transactions and interactions increase ARPU as well as engagement, respectively. Below is our Engagement Model showcases the interactions taken on the platform per audience segment and how we continuously move our game design efforts to actively push users deeper through the engagement funnel.

Passive	Casual	Engaged	Hardcore
0 Interaction	1-2 Interaction per login 4-5 login/ month	15 Interaction/ Connect Daily month Diversity of content	At least one interaction/day Multiple devices & screens, Multiple logins/day

ACTIVE