

# RCG DASHBOARD



REYCOGAMES

*Real-time  
marketing platform  
that powers  
engagement and  
incentivizes  
monetization*

## Table of Contents

ReycoGames Dashboard at a Glance .....	2
ReycoGames Dashboard Backend: Benefits .....	3
Storage .....	3
Leaderboards .....	3
In game notifications .....	3
All data is your data .....	4
Analytics.....	4
Custom Modules .....	5
Easy to use dashboard and console .....	5
ReycoGames Dashboard Live: Benefits.....	5
Messages, Tips & Announcements .....	5
Rewards, Promotions & Offers .....	5
Personalization.....	5
Dynamic gaming experience .....	5
ReycoGames Dashboard: Paid Solutions .....	6

# ReycoGames Dashboard at a Glance

The RCG Dashboard is an exclusive, real-time marketing platform that powers engagement and incentivizes monetization. What does this mean exactly? The Dashboard allows you to see exactly who is playing your game, how many times they play and how long they play it as well. This information along with other statistical data will give you a very clear picture of what needs to be done in order to incentivize players to continue playing your game and also what portion of your demographic you need to target in order to maintain player retention.

After you have collected your data and know which players to target either to promote or retain, you can then use the “In-Game Messaging System” to engage your players on a personal level in real time. By means of the In-Game Messages module you are able to send messages to all or segments of your player base at different times within the game itself.

As a client of ReycoGames LLC, you get full access to everything that the RCG Dashboard has to offer not only for each of the games we develop for you, but also for any existing game you may have already developed or published. This is achievable due to the fact that the Dashboard back end was developed to be totally platform agnostic. What this means is that no matter what platform the game was built for, be it mobile, desktop, Facebook or the general web, it will still integrate gracefully with the RCG Dashboard. This is achievable because the dashboard receives game data by means of secured RESTful web services and leaves a very small footprint in the game code itself.

One of the major benefits of the Dashboard is the fact that it is extremely modular and extensible. We understand that as robust as the RCG Dashboard may be, some games may require a more customized solution. This is where we offer the Dashboard as a base for building a custom Game Management System or “GMS”. A GMS includes all the benefits of the RCG Dashboard with the addition of any number of custom modules that your game may require. The In-Game Messages module is an example of a custom module.

For a simpler, game-specific example, let’s say that you own a Trivia game hosted on Facebook and you need to have a way to easily update the questions for game. In this case, we would create a custom module which allows you to create, edit and delete any number of questions and their respective answers. This would allow the game owner/creator to always have a fresh batch of questions at any time. And because the module is accessible from any mobile device, this can be done from anywhere on the fly.

# ReycoGames Dashboard Backend: Benefits

## Storage

- Store game and/or player data safely and securely in the cloud with our data storage system.
- Conveniently save any game or player information which will automatically be available anywhere and accessible from all devices.
- Store player progress, settings and custom data.
- Generate dynamic levels, save preferences and much more.

## Leaderboards

- The RCG Dashboard started with leaderboards, because we know that's central to any game. Give your players the opportunity to compete against millions of other players. We provide stronger options than any other platform for creating and customizing leaderboards, from incremental leaderboards to number of plays.

The screenshot displays the RCG admin dashboard interface. On the left is a navigation sidebar with options for Games, Dashboard, Players, and InGame Messages. The main content area is titled 'All Players' and features a table with columns for Unique id, Name, Score, Level, Platform, Play count, Join date, and Last Played. Below this are two smaller tables: 'Most Frequent Players' and 'Leaderboard'.

Unique id	Name	Score	Level	Platform	Play count	Join date	Last Played
1000000	Uma	1346	1	iOS	2	May 13th, 2014	April 24th, 2014
1000001	Teagan	6857	4	Facebook	3	May 12th, 2014	May 18th, 2014
1000002	Akeem	9357	1	Facebook	2	May 18th, 2014	May 7th, 2014
1000003	Bruce	6090	6	Web	4	May 5th, 2014	April 26th, 2014
1000004	Kato	5669	6	Facebook	7	May 17th, 2014	May 21st, 2014
1000005	Ina	814	4	iOS	4	May 19th, 2014	May 15th, 2014
1000006	Ray	9498	10	iOS	2	May 12th, 2014	May 2nd, 2014
1000007	Edward	3486	2	iOS	1	May 13th, 2014	May 5th, 2014
1000008	Channing	9520	5	Web	4	May 22nd, 2014	May 21st, 2014
1000009	Ella	3436	8	iOS	4	May 18th, 2014	May 10th, 2014

  

Rank	Name	# of Plays	Platform
1	Alea	10	Web
2	Reece	9	Facebook
3	Jamalia	9	Facebook
4	Fay	8	Web
5	Kyra	7	Facebook

  

Rank	Name	Score	Date
1	Kellie	9934	05-12-2014 12:03:59
2	Lael	9925	04-29-2014 05:54:03
3	Tamara	9920	04-30-2014 06:04:35
4	Elmo	9917	04-26-2014 13:30:06
5	Quinlan	9839	05-11-2014 03:43:45

## In game notifications

- Increase engagement with in-game notifications engaging your players.
- Provide updates, news feed, promotions, promote additional game titles or alert users to new features.

### Author/Edit Messages

Message id:

Message title:

Message body:

Is Active?  YES  NO

Date range:  -

### Current In-game Messages

Show 10 entries Search:

Message ID	Message Title	Start Date	End Date	Active	
7	Get 50% off!	05-01-2014	05-31-2014	✓	<input type="button" value="edit"/> <input type="button" value="delete"/>
8	Welcome to Our Game!	05-01-2014	05-15-2014	✓	<input type="button" value="edit"/> <input type="button" value="delete"/>
9	Try our new items!	05-14-2014	05-21-2014	✗	<input type="button" value="edit"/> <input type="button" value="delete"/>

Showing 1 to 3 of 3 entries

## All data is your data

- With the RCG Dashboard your data belongs to you, we respect the fact that you retain ownership of your data. The RCG Dashboard isn't just another game network taking away your most valuable asset, your players and game data. Those will always belong to you.

## Analytics

- With RCG Dashboard's analytics you get real and immediate insights, from DAU to MAU. Receive useful and actionable insights that are easy to understand. And with our **Custom Event Tracking** create your own analytic.



## Custom Modules

- We understand that Dashboards cannot be one-size-fits-all. Different games have different needs. Our platform is flexible enough to build custom modules tailored for your game's requirements. For example, if you are building a trivia game, we can build a "Questions Module" which enables you to change questions on the fly!

## Easy to use dashboard and console

- A simple non-obstructive, non-intrusive API manager is added to the game. This sends the game data to the console and the console takes care of the rest! You can manage all your games from our easy to use dashboard where you can test and pull data in an instant

# ReycoGames Dashboard Live: Benefits

## Messages, Tips & Announcements

- Engage with your players on a personal level in real-time using messages.
- Encourage in-app purchases with personalized time-limited offers to specific groups.
- Create dynamic and real-time in game tips and help players progress through your game increasing retention and lifetime value.
- Don't forget our real-time announcements, making it easy to notify your players.

## Rewards, Promotions & Offers

- Create real-time targeted rewards and promotions increasing retention, player loyalty and lifetime value.
- Drive gameplay and increase sales with direct offers in real-time before your players leave.

## Personalization

- Personalize your game and marketing dynamically in real time increasing sales and value.
- Launch special offers only to a segment of your players or personalize your game content and experience based on players.

## Dynamic gaming experience

- The RCG Dashboard lets you create real time dynamic gaming experiences and gameplay specific to players.
- Optimizing your game to better increase retention and monetization by instantly testing and pushing content to players without the need for App Store approval.
- Edit any aspect of your player experience live!

# ReycoGames Dashboard: Paid Solutions

We do understand that as robust as the RCG Dashboard may be, some games may require a more customized solution. This is where we offer the Dashboard as a base for building a custom Game Management System or “GMS”. A GMS includes all the benefits of the RCG Dashboard with the addition of any number of custom modules that your game may require.

Several of our clients hire ReycoGames as a sub-contractor to build games for their own personal clients and in many cases require non-disclosure in terms of the game development, otherwise known as “white-label development”. For clients who wish to rebrand the RCG Dashboard and have it hosted on their own personal domain, we offer the “OWN IT” solution. By licensing the software outright you get a total rebrand of the RCG Dashboard to match your company’s look and feel. We will install the dashboard on your server or if you rather do that yourself, we will provide the dashboard source with installation instructions.

It is important to note that with this option, you get the Dashboard in its current stable state and you do not have access to any future upgrades made to the core RCG Dashboard platform. It is also important to note that this option is totally independent of the GMS option, though both can be combined.

Here are our payment and licensing options:

FREE	STUDIO	PROFESSIONAL	OWN IT
\$0 / month	\$350 / month	\$650 / month	\$1,850 / one time
2 user licenses	5 user licenses	unlimited licenses	full customization
2 games	5 games	unlimited games	installation support
shared data storage	dedicated data storage	dedicated data storage	custom modules
standard support	Dedicated support	Onboarding	24/7 support
1,000 MAU	5,000 MAU	100,000 MAU	unlimited games
SIGN UP	SIGN UP	SIGN UP	SIGN UP

If you have any questions in regards to any of these paid options or would like to negotiate another option, please contact me at [reynaldo@reycogames.com](mailto:reynaldo@reycogames.com).