

PRODUCT OVERVIEW

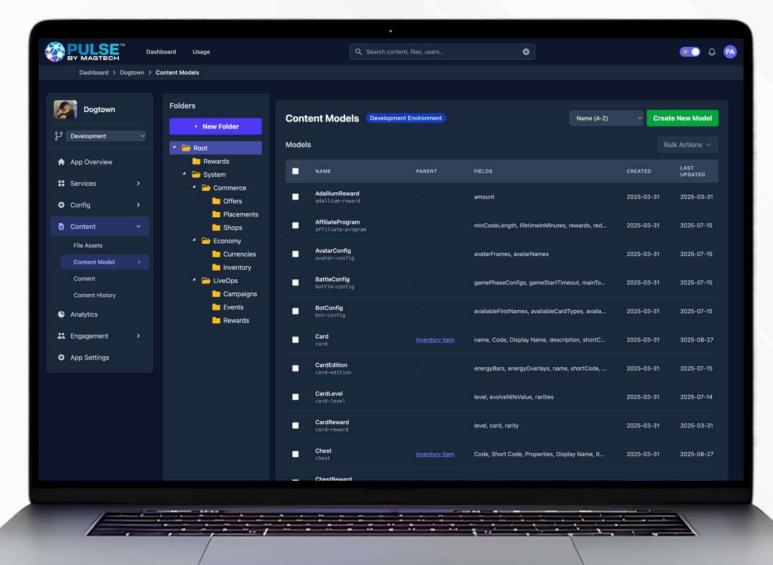
## PULSE is the Future

## Make, manage and monetize games across platforms.

**PULSE** is the only **AI-native fully integrated** live ops solution focused on the development, operation, and monetization of **mobile and PC games**.

Designed for massive concurrency and reliability by a team that collectively has over 50 years of experience developing and managing live products.





## PULSE is Different

- + Al-native platform integrated with LLMs
- + Supports any cloud public and private
- + Options for high-performance bare-metal DBs
- + Supports **all engines**, all stores, all platforms
- + Secure, reliable, transparent proven technology
- + Cost-efficient → customers save 20-50%

Save Time & Money. Launch Faster. Maximize Monetization.





































#### ALL STORES











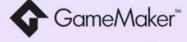


#### **ALL GAME ENGINES**

























## The PULSE PLATFORM

AI-Native Integrated CMS + Analytics + Web Shop



Resilient, scalable, flexible Everything needed to operate live games.

Our CMS works with any code and services you already have running with a powerful scalable DB built-in.

Analytics
PULSE
BI

Real-time data, instant ML Advanced analytics so you can react instantly.

Leverage Natural Language Queries and real time agentic support to give every developer access to data. Economy
PULSE
SHOP

Smart shops increase \$\$\$

Real-time analytics lets you react in an instant...

Monetize your games with the first integrated web shop, and replace Apple in your in-game shop.

## AI-Native Features Integrated ML & LLMs for Agents + Automation

## **Natural Language Queries**

- + Queries for SQL data, players, segments, content
- + As easy as "Create a custom report that shows .... "
- + Content tuning, complex changes and bulk edits

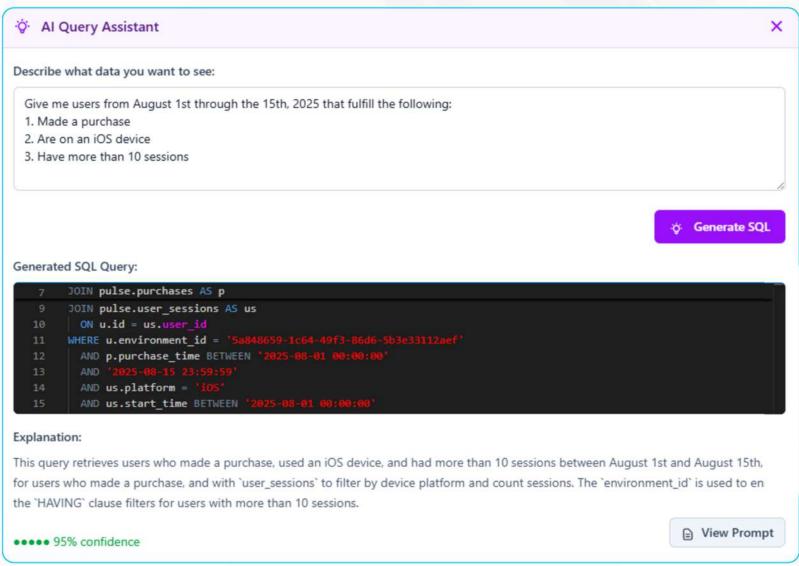
## **Agentic Data Reporting**

- + Super-human real-time data stream monitoring
- + Insights with deep thinking analysis agents
- + Anomaly tracking, logging, and alerts

## **AI/LLM Micro-services**

- + Easy 1-click deploy from any Git/Docker
- + Run any LLM or ML workloads
- + Data science notebook tooling for everyone





## PULSE CMS Drives All Your Live Ops Content & Assets

The PULSE CMS is the backbone of the content for the client side of your game. Create your content model, add your assets, and manage across versions with easy history and reversion tools.

### **Full-featured CMS**

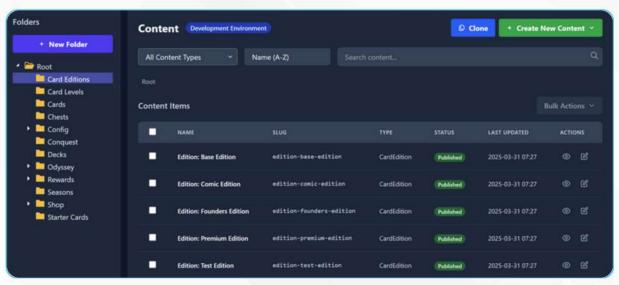
All common CMS functionality is built in, with many quality-of-life improvements such as CSV imports and folders. Create new content in very easy to use UX.

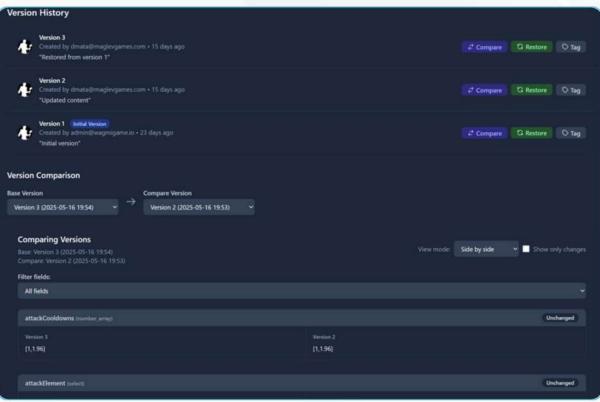
## **Version Control**

Easily diff compare versions against each other, control rollouts, easily revert back to previous configs, see KPI deltas between versions, everything is archived.

## **Content Types**

Advanced types
system including
entity relationships,
Property Sheets and
Spreadsheets that
allow for infinite
columns and rows in
of data and content.





## **PULSE BI**

## Real-time Analytics at Your Fingertips

Simplify your work flows, and increase your time to insights with the built-in analytics system that leverages the data single source of truth. Goodbye to 24hr+ data delays and hello to near real-time data, AI insights, and fast experiments with 20+ built-in tools.

#### **Built-in SQL Tool**

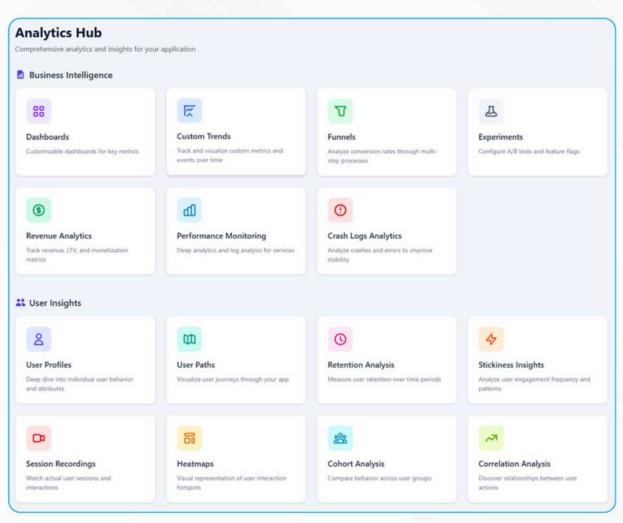
Write your queries directly in the admin portal, and you can export both schema and data with a simple click. Don't need to be SQL expert, its easy.

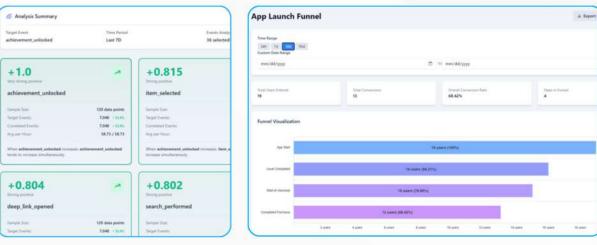
### **Custom Dashboards**

allow you to build all the at-a-glance views you need to quickly understand your game's health. Custom dashboards for everyone!

## **AI Support**

Data analyst agents work 24/7, delving deeper into your data to reveal patterns, surface insights, and perform tasks that used to take BI teams months.





## PULSE SHOP Best-in-Class Web Shops for Games

Webshops are a must have in today's monetization market. Our solution comes with Merchant of Record support and 1-click deploy.

Best of all, our fee is 5% + transaction cost, so most transactions will be ~7.5% all-in.

## **Smart Webshop**

Powerful features like unlimited storefronts and dynamic offers.

Price normalization, product sync, built-in tracking, AI analysis, and personalization.

## **Leverages CMS**

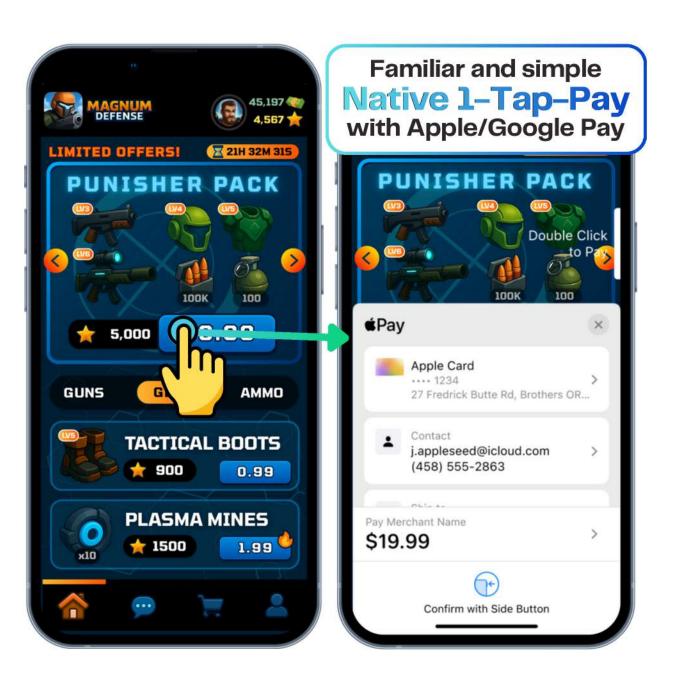
Leverage PULSE CMS to quickly deploy, theme, and segment your web shop.

Use existing IAP info for initial setup, and modify as needed.

## **Fully Customizable**

Easy click-to-deploy with our included template in minutes.

Fully customize your web shop with your assets, CSS, and any custom scripts.



## For New & Existing Games

## PULSE MODULAR

- + Multiple Environments
- + Unlimited Remote Config
- + A/B Test Experiments
- + Live Ops Events
- + Player Management
- + Assets & CDN
- + Optional Support

## What You Need When You Need

Whats needed, when needed, fully-integrated along the way as you expand with us.

## PULSE COMPLETE

CMS + BI + SHOP

- + No usage or server limits
- + All Platform Features
- + Dedicated AM and Integration Dev
- + Priority Feature Requests
- + Premium or Platinum Support

## **Everything with Support**

Ideal for new games, migrations, portfolio cost savings. **Managed Services available.** 

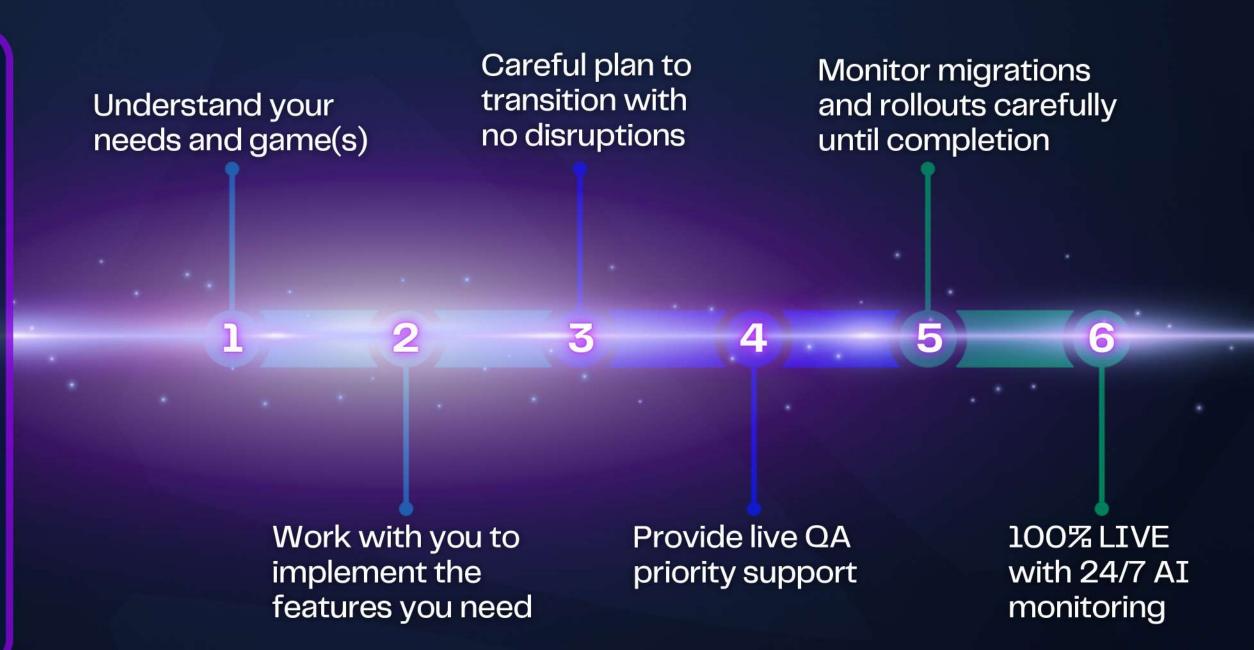
## PULSE Integration Roadmap

#### **REMOTE SUPPORT SQUAD\***

- 1) Account Manager
- 2) Support Engineer
- 3) Supervisor Engineer

We work with your team in development, new game launches, augmenting any existing games, changing backends or back-catalog migration – with partners around the globe.

\*3 MONTHS WITH **PULSE COMPLETE.**INCLUDED WTH PLATINUM SUPPORT



## PULSE Licensing Monthly and Annual Plans with Free Trial

Monthly and Annual agreements allow for tailoring of both services and support.

We'll address your specific needs, including migration assistance.

## Contact Us for a Custom Quote



Dave Mata - dave@maglevtech.io

Head of Business Development





Level up your team's live ops today!





**APPENDIX** 

PULSE CMS + BI

Maximize LTV with Player Insights & Segmentation

**PULSE CMS + SHOP** 

Edit Player Data & Economy with Ease

Flexible Developer Platform

Industry-1st Extensible Dev Ops Control Panel

# PULSE CMS + BI Maximize LTV with Player Insights & Segmentation

Off-the-sheft ML models understand individual players for real-time prediction of churn, LTV, and auto-segmentation for personalization at scale. Custom models can score and predict anything!

#### **Prediction**

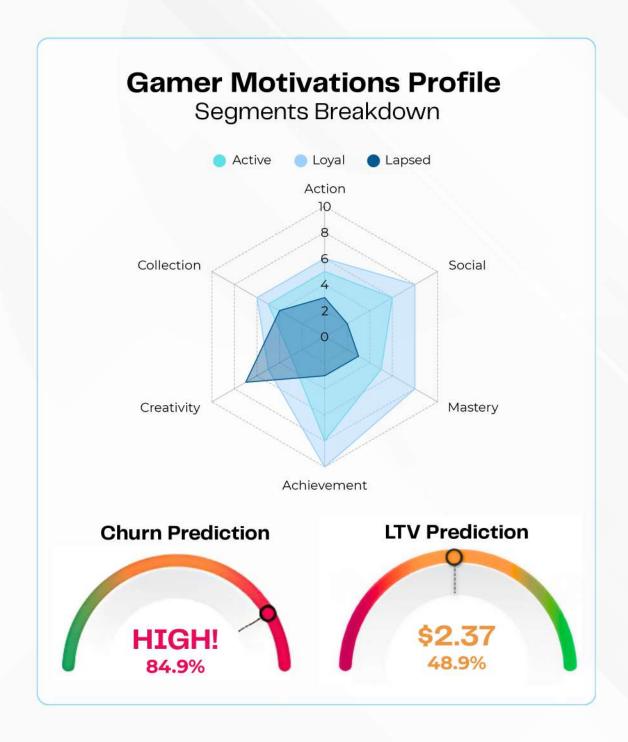
Predict KPIs realtime like churn, LTV, PI with easy prediction scores, and trigger timely rewards, offers, and messaging.

#### **Motivations**

Understand player motivations and map to archetypes with high-affinity for engagement and monetization with events and content.

#### **Personalize**

Tailor messaging, content and economy to built-in and smart segments based on real-time behavior and advanced models.



## PULSE CIVIS + SHOP Edit Player Data & Economy with Ease

Advanced Player CRM is very useful for all teams to browse and search the user-base to view and manage inventories, player data, purchases, ranks, collections, wallets, and activity log for an audit trail to easily handle customer support issues quickly.

#### **Authentication**

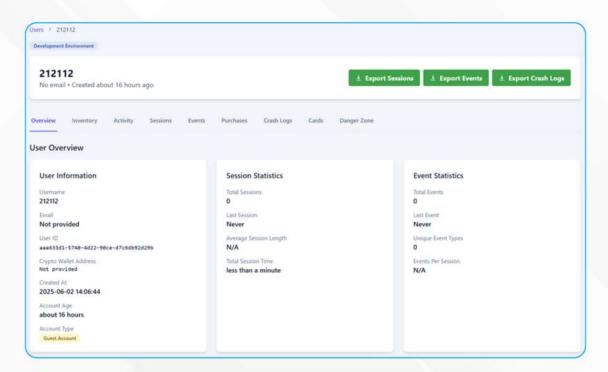
Email, Gmail, Apple ID are all options with our SSO system.
Easily pair with internal 1<sup>st</sup> or partner 3<sup>rd</sup>-party/external auth and wallet systems as needed.

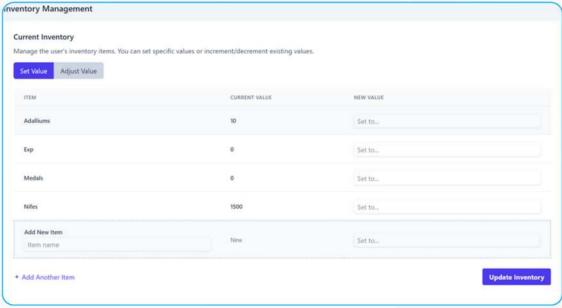
#### **Customizable**

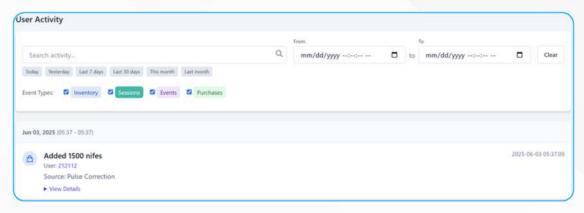
Custom collections can be added to user item management system, allowing robust for support for things like card collections, armor, weapons, etc.

## **Help & Support**

Support agents have access to all player actions per session to validate complaints, and an easy to use inventory interface for invesigation and modifications.







# Flexible Developer Platform Industry-1st Extensible Dev Ops Control Panel

Run any service, any code, inside PULSE's walls.
PULSE services are not black boxes, with fully
transparent Dev Ops. Our monitoring watches your
services health, performance, load, latency in one
easy central control panel with alerts.

### **24/7 Monitoring**

Monitor, logging, alerts, and audit trails are out-of-the-box basic functionality.

Telemetry is included and customizable to suit your needs.

#### **Controlled Costs**

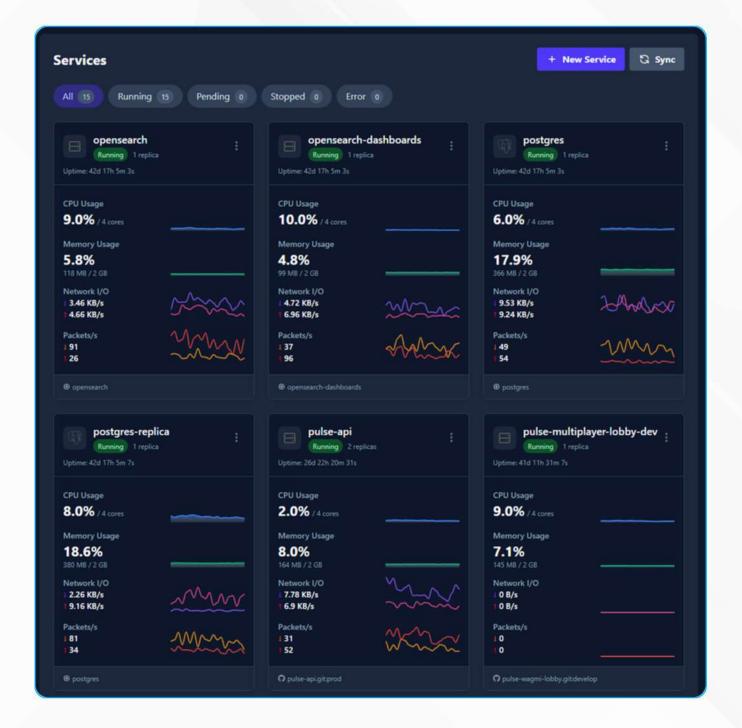
Simplify your life with easy to understand and predict usage costs.

Cost clarity gives you better operational control and visibility.

#### **Affordable Scale**

Reserve capacity for approach ensures resources are ready in minutes.

Faster to deploy, cheaper to scale, and more predictable.





Reach out to discuss how PULSE can help your team.

**THANK YOU** 

# Live Ops PULSE CIMS

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