Virtual Spaces Platform Fundamentals Checklist

The right Virtual Space Platform will enable businesses to build modern, highly engaging digital environments so they can better attract and create loyal end users.

When you're looking for a solution for real-time communications, there are a number of factors we recommend you keep in mind to ensure you're partnering with the right provider who can support your build both now and in the future.

☐ **Offers unlimited vertical *and* horizontal scalability** to handle any number of concurrent users from anywhere and any activity spikes...without financial penalties.

☐ **Enables teams to build the real-time experiences** users are demanding, and leaves the door open for adding additional features and functionality in the future.

☐ **Improves and modernizes user engagement** with features that facilitate in-app, real-time connections.

☐ **Operates in real-time without latency issues,** and high uptime, capturing the energy and excitement of in-person interactions online.

☐ **Delivers real-time updates** for all users, everywhere, via push notifications and in-app alerts.

☐ **Runs on its own rock-solid architecture** via worldwide data centers with 99.999% SLA, freeing you from reliability worries.

☐ **Supports customers from multiple time zones** so you can get help when you need it, unlike with some single-location customer support teams.

☐ **Streams and aggregates data** via live dashboards so you can gain real-time visibility and mine in-depth insights to inform business decisions.

☐ **Gets you up and running fast** and acts like a trusted extension of your ops team, who is with you from design through testing, launch, and beyond.

☐ **Increases time spent in-app and retention** through features like real-time alerts, gamification, and rewards.

☐ **Protects your organization's reputation and bottom line** with enterprise-grade security and regulatory compliance with regulations such as GDPR, SOC 2, HIPAA, ISO 27001, CCPA, etc.

For more information about how PubNub can help you build interactive, engaging Virtual Spaces that improve user experience and increase loyalty, *sign up for a free trial* today.

VIRTUAL SPACES