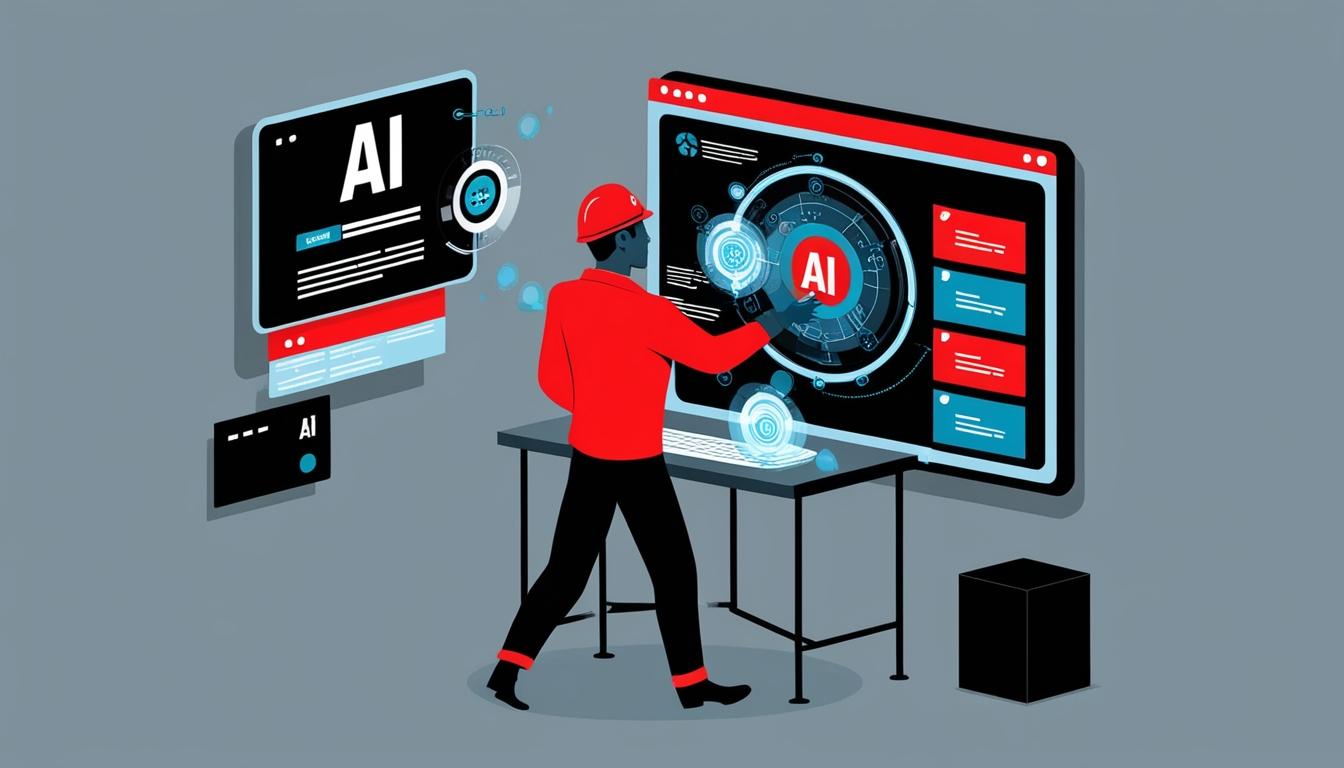
# Shaping the future of AI and analytics: insights from SciPlay's Shmuel Ben-Meleh



As businesses increasingly embrace artificial intelligence (AI) and analytics, Shmuel Ben-Meleh, the Senior Vice President of Data & Analytics at SciPlay, outlines several pivotal trends expected to shape the industry by 2025. His insights, shared in an article for App Developer Magazine, delve into the advancements in AI technology and its practical applications within the business landscape.

One of the central themes highlighted by Ben-Meleh is the necessity to bridge the gap between the overwhelming hype surrounding AI and its actual implementation in real-world scenarios. He observes, "The hype surrounding AI is immense, fueled by jaw-dropping advances in what AI models can achieve." However, he notes a stark contrast between these achievements and their integration into business practices. Many companies face challenges in effectively monetising sophisticated AI technologies, with practical uses largely remaining limited. Notably, he points out that "the main usage of AI in business is coming from the bottom up—from employees who leverage AI to streamline tasks and work more efficiently." This suggests a trend where the adoption of AI is often more organic, driven by employee initiatives rather than top-down directives.

Another significant trend is the capability of AI to facilitate real-time personalization, particularly in gaming and applications. Ben-Meleh states that "AI can analyze player data in real time, enabling developers to dynamically adjust gameplay" by tailoring experiences to the individual preferences, skill levels, and play styles of users. This level of engagement is becoming increasingly vital as consumers seek more tailored interactions with their digital experiences.

Ben-Meleh also addresses the rise of self-service analytics tools, particularly no-code and low-code options. He believes these innovations will empower non-technical teams, such as marketers and designers, to analyse data independently and derive insights efficiently. "This democratization of data will accelerate decision-making," he claims, thereby enhancing agility and responsiveness in engaging with players and customers.

Furthermore, he explains the pressing need for database modernization amid the generative AI boom. Many organizations are hindered by outdated legacy systems that lack usability and governance, which restricts effective data access and utilisation. According to Ben-Meleh, there will be a significant push towards adopting AI-compatible databases that emphasize improved accessibility, addressing governance issues, and enhancing usability. This transformation is crucial for organisations hoping to harness the full potential of generative AI technologies by 2025.

Finally, Ben-Meleh discusses the impact of AI-powered automated testing tools in the context of quality assurance (QA) processes. He indicates that such tools will revolutionise testing by simulating player actions and detecting bugs, significantly streamlining the QA process. This advancement not only reduces time-to-market for products but also enhances the overall player experience by minimizing bugs and associated disruptions.

These insights from Ben-Meleh provide a comprehensive overview of emerging trends in AI automation and analytics, underlining both the challenges and potential breakthroughs that businesses may encounter in the years to come.

Source: [Noah Wire Services](https://www.noahwire.com)

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