

THE FUTURE OF GAMING

We're living in exciting times for the gaming industry. AI/ML for rapid product innovation, Generative AI, multi-cloud, and digital finance strategies are revolutionizing the sector. Are you ready?

INDUSTRY OPPORTUNITIES

DRIVE PRODUCT INNOVATION WITH AI/ML

AI/ML can analyze player preferences, behaviors, and feedback to fine-tune game mechanics and meet specific customer needs.

But to keep ahead, you need to move from experimenting to rapid prototyping and development, to keep one step ahead of the industry.

MAKE GENERATIVE AI A REALITY IN GAMING

Like all industries, gaming has entered the Generative AI race. Now it's up to you to decide how to get the best value from its promise.

Your leadership also needs to fully understand the opportunity, as well as the risks.

While it's not a sprint, understanding Generative AI is definitely a pressing need.

TRANSFORM YOUR CLOUD

A good hybrid cloud strategy is essential for true digital transformation. Without it, you'll face obstacles in improving efficiency and scaling to meet demand. A modernized cloud also means rapid cost optimization, enhanced security, and better compliance.

EMBRACE DIGITAL FINANCE

KYC, AML, and fraud detection are core to your gaming business. Blockchain, digital wallet, and digital finance technologies are also becoming the norm. Enhanced security, accessibility, and transparency are all on the table with this tech.

SOFTSERVE SOLUTIONS

USE WORKSHOPS AND ASSESSMENTS TO REVEAL YOUR TRUE AI/ML POTENTIAL IN PRODUCT DEVELOPMENT

- Work with us and learn how to successfully shift AI/ML ownership from IT to product management, for greater alignment with customer needs. Identify ML feature investments to boost product innovation.
- Find out how to create specific metrics to monetize AI/ML, and learn how to educate leadership on how to start monetizing it themselves.
- Develop your investment in data strategy skills, creating healthier data pipelines to AI/ML systems, keeping ahead of the competition as they endeavor to do the same.



softserve

ACCELERATE YOUR GENERATIVE AI JOURNEY WITH SOFTSERVE'S PLAYBOOK

SoftServe has identified four adoption patterns that map to your business goals:

1. Gain instant value by rapidly deploying third-party Generative AI applications.
2. Integrate third-party Gen AI models into your apps.
3. Enrich third-party Generative AI models with your company data, maintaining your ability to balance speed and customization as your insights grow.
4. Train your own Generative AI models, fully integrated into your applications for total intellectual property ownership, control, customization, and the high-value ROI that goes with it.

SoftServe's approach covers AI Discovery, AI Launchpad, and AI Adoption — all designed to find, deploy, and scale Gen AI in your business.

DRIVE MODERNIZATION BY OPTIMIZING YOUR CLOUD WITH OUR THREE-STEP MATURITY PLAN

- Avoid unnecessary expenses by evaluating and optimizing how your systems use resources, removing inappropriate instance types and leveraging cost-saving features such as autoscaling.
- Analyze your app portfolio, reviewing, assessing, and eliminating obsolete systems and redundant software.
- Leverage the full power of applications by refactoring, revising, rebuilding, integrating new functionality, and generating code with Generative AI — modernizing your real estate in a snap.



MEET CUSTOMER DEMAND FOR REAL-TIME PAYMENTS

- Take advantage of blockchain and digital finance to improve risk management, providing real-time data, enhanced transparency, and automated regulatory compliance processes.
- Work with us to build an infrastructure to reduce time to market, and develop digital finance solutions cost-effectively.
- Combine our years of experience in blockchain and Web 3 with the scaling capabilities of our partnerships with AWS and GCP, giving you peace of mind that your data is handled confidentially and securely.

INDUSTRY PARTNERS

Learn about our key partnerships across cloud technology, cloud infrastructure, cloud data and analytics, and our other strategic digital partners.



WHY SOFTSERVE

STABILITY

30 YEARS

of award-winning service, across multiple industries

EXPERIENCE

20,000+

complex projects completed for customers all over the world

EXPERTISE

12,000+

engineers, consultants, and designers

TRUST

84 NPS

leads the industry

RETENTION

98%+

customer retention (many for more than 20 years)

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