



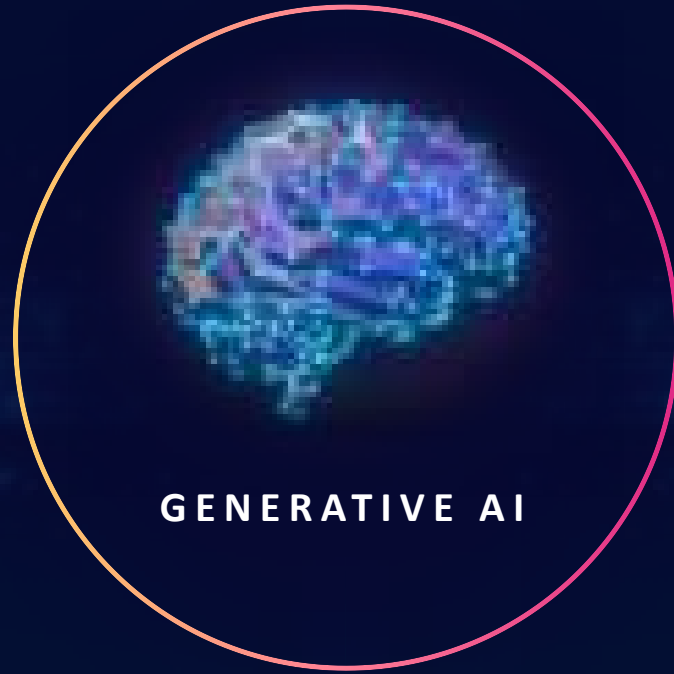
Generative AI & Innovation with AWS

MONIKA OBLONCZEK

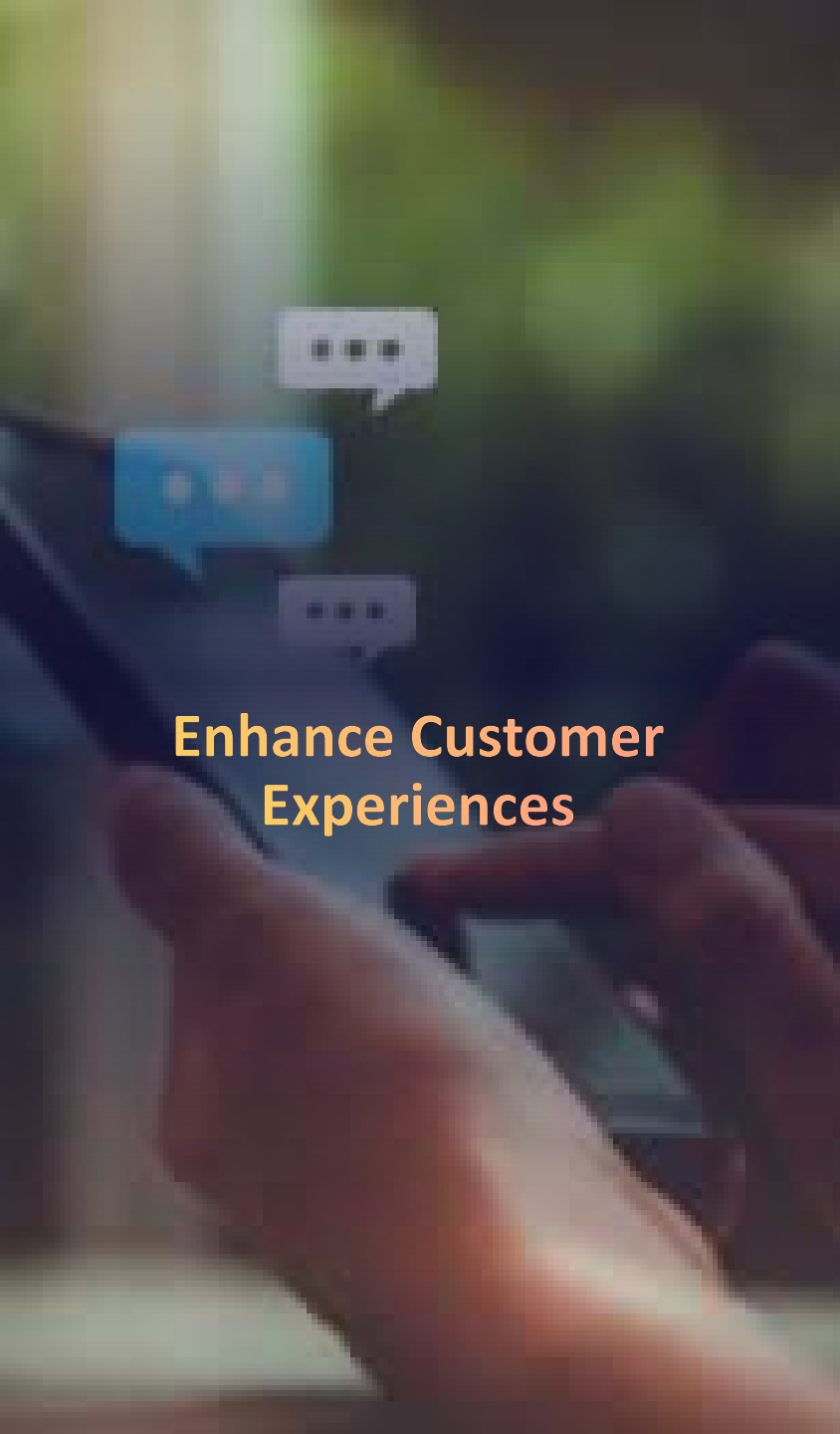
ACCOUNT MANAGER FOR SMALL AND MIDSIZE BUSINESS

AMAZON WEB SERVICES AUSTRIA

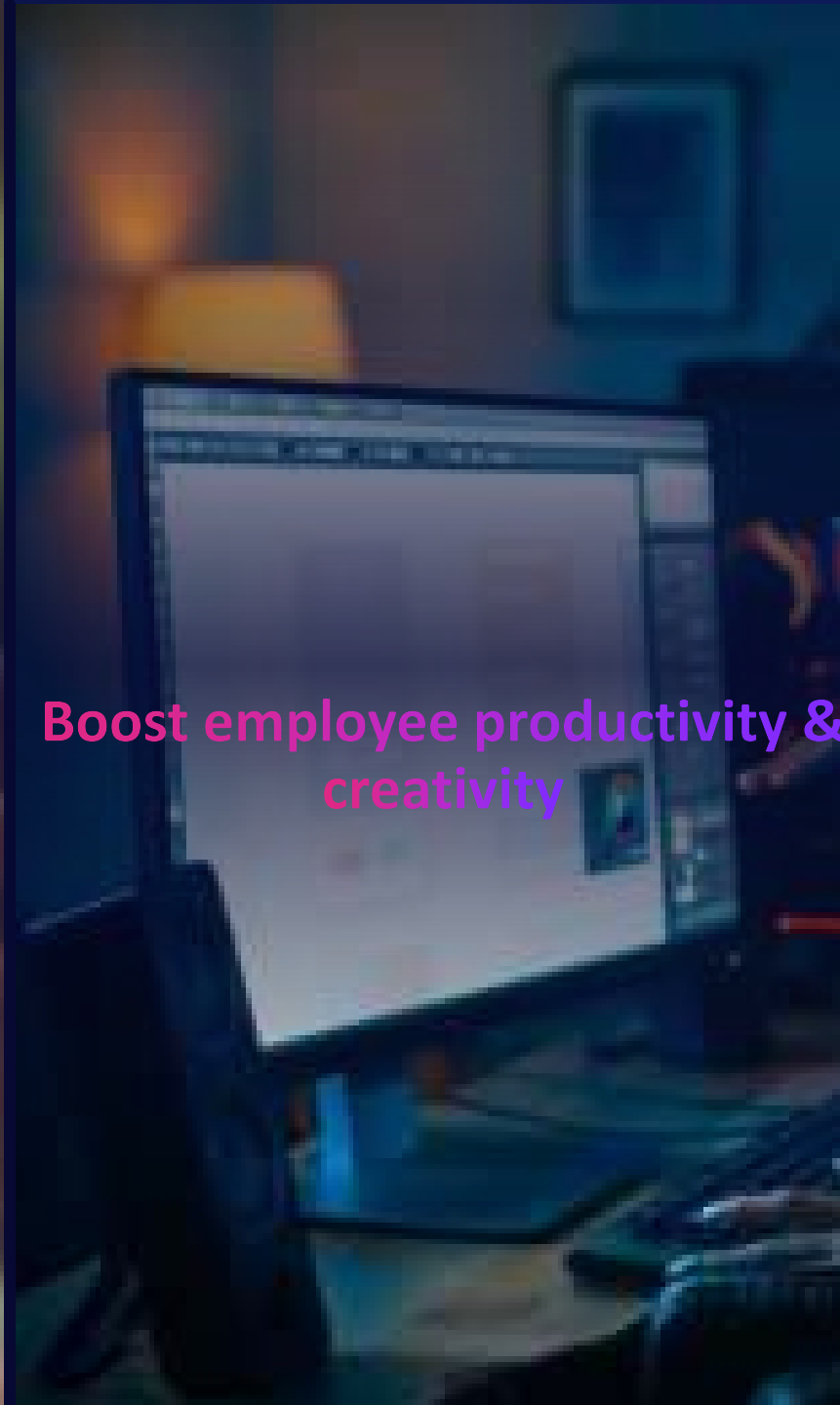
Innovation can **transform industries**



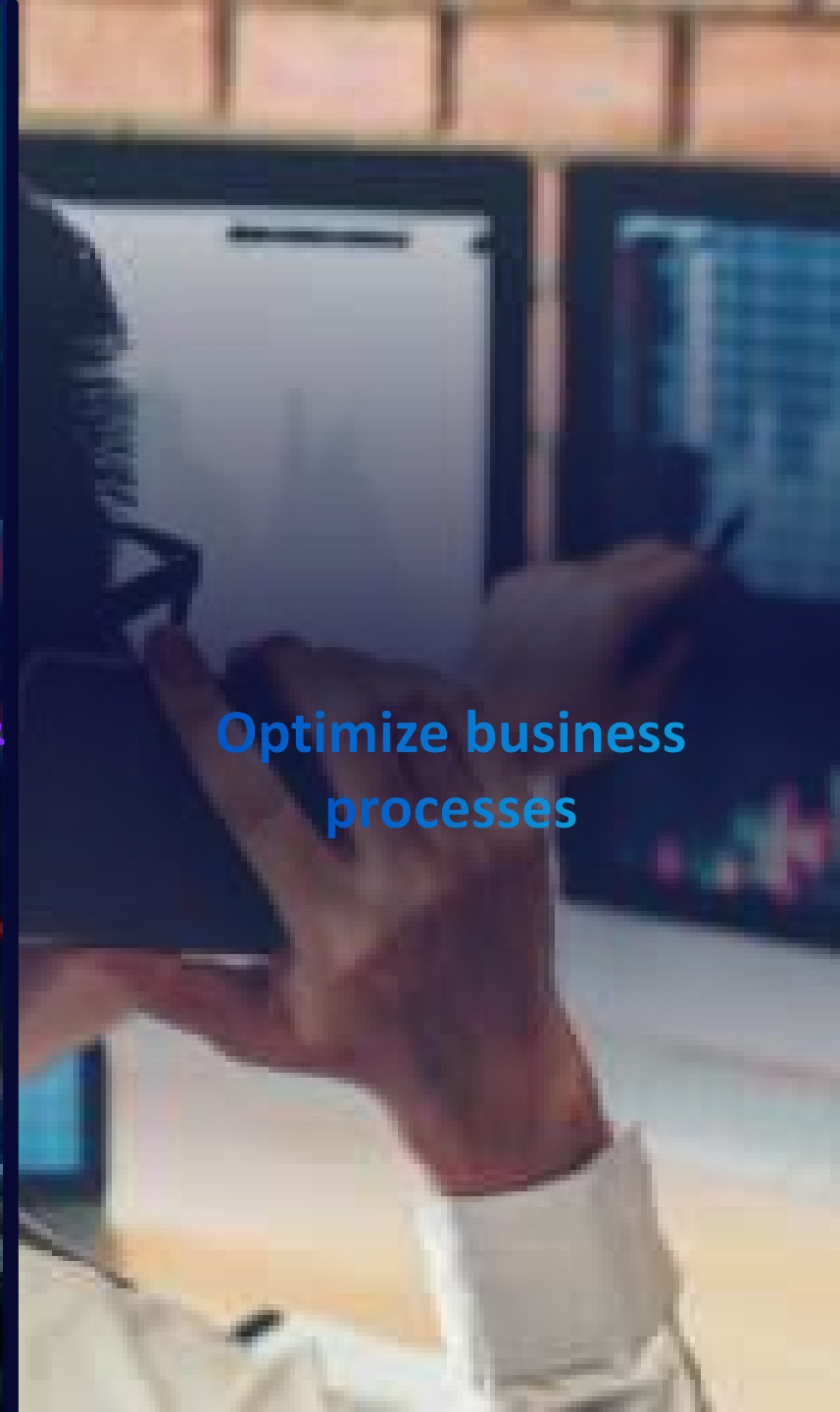
GENERATIVE AI



Enhance Customer Experiences



Boost employee productivity & creativity



Optimize business processes

CHATBOTS

VIRTUAL ASSISTANTS

Enhance Customer Experiences

PERSONALIZATION

CONVERSATIONAL SEARCH

SUMMARIZATION

Boost employee productivity & creativity

GENERATION

DATA TO INSIGHTS

DOCUMENT PROCESSING

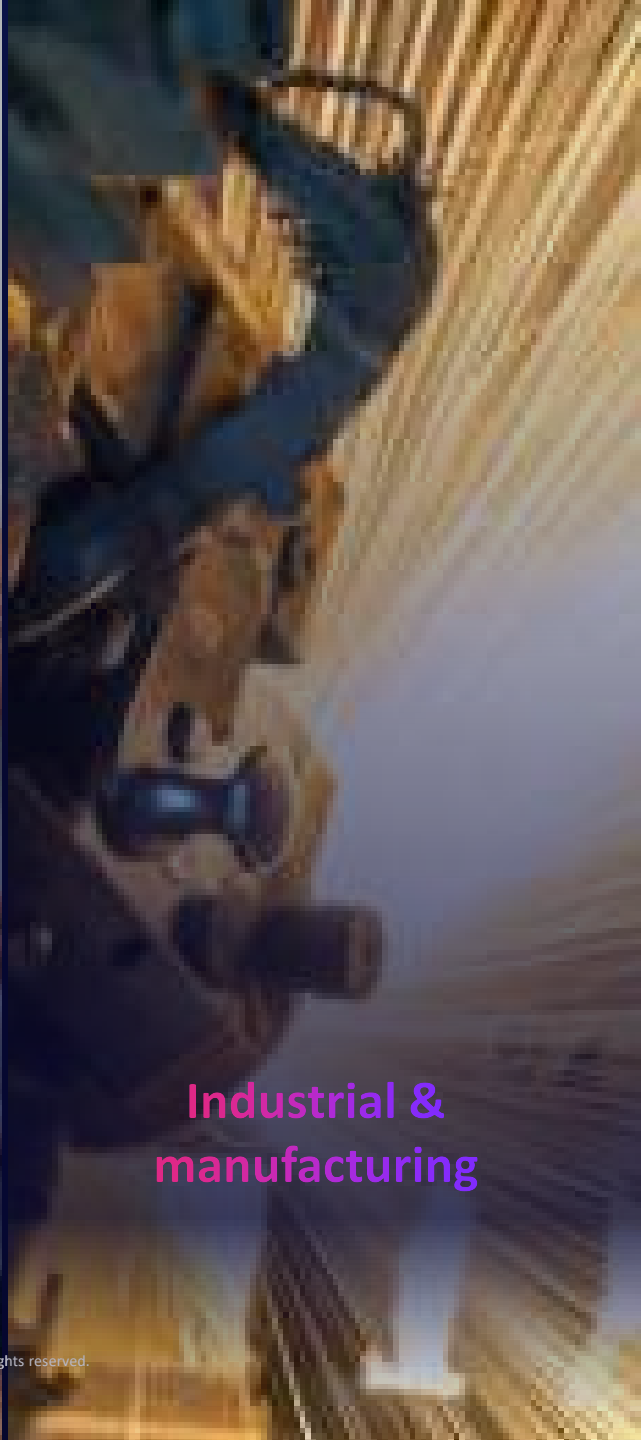
DATA AUGMENTATION

Optimize business processes

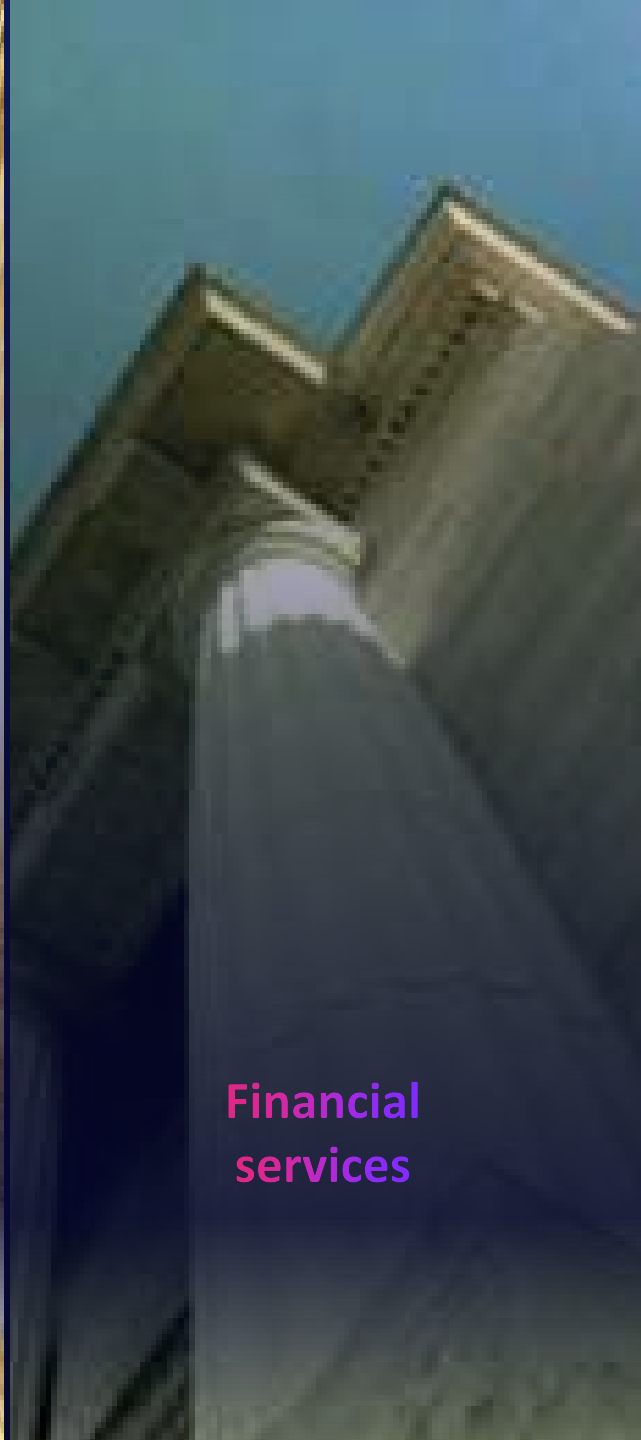
PROCESS OPTIMIZATION



**Healthcare &
Life Sciences**



**Industrial &
manufacturing**



**Financial
services**



Retail



AMBIENT DIGITAL SCRIBE

INTERPRET MEDICAL IMAGES DRUG

DISCOVERY

ENHANCE CLINICAL TRIALS RESEARCH

REPORTING

Healthcare & Life Sciences

PRODUCT DESIGN

OPERATIONAL EFFICIENCY

MAINTENANCE ASSISTANTS

SUPPLY CHAIN OPTIMIZATION

EQUIPMENT DIAGNOSTICS

Industrial & manufacturing

PORTFOLIO MANAGEMENT

FINANCIAL DOCUMENTATION

INTELLIGENT ADVISORY PRODUCT

INNOVATION FINANCIAL

DOCUMENTATION

Financial services

PRICING OPTIMIZATION

VIRTUAL TRY-ONS

REVIEW SUMMARIES

PRODUCT DESCRIPTIONS PERSONALIZ

RECOMMENDATIONS

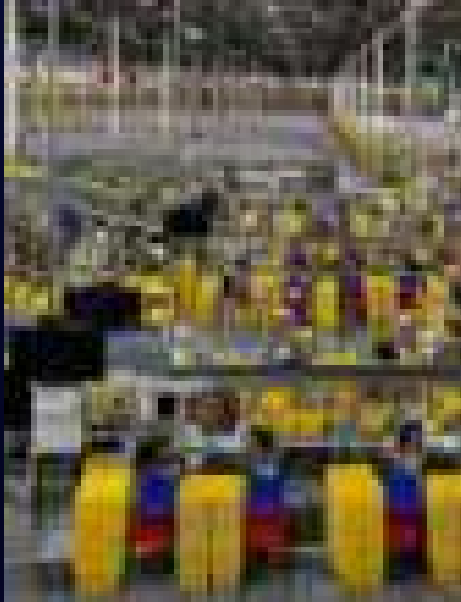
Retail



Machine Learning innovation is in Amazon's DNA



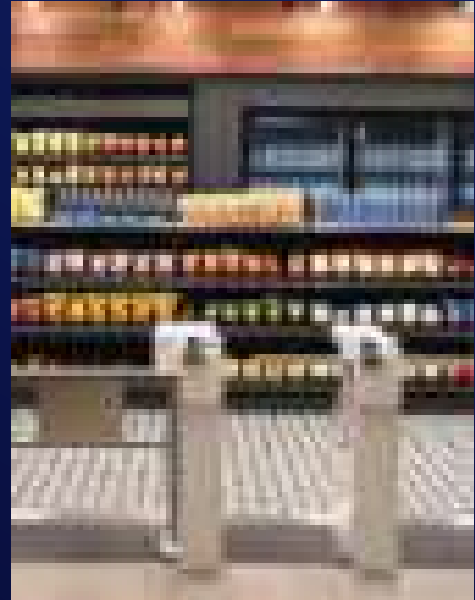
4,000 products
per minute sold
on Amazon.com



1.6M packages
every day



Billions of Alexa
interactions each week



Just Walk Out technology
since **2018**





More than 100,000 customers use AWS for ML



Everything you need to accelerate your generative AI journey



Easiest way to build

with leading foundation models



Differentiate with your data

in a secure and private environment



Increase productivity

with generative AI applications and services



Most performant, low cost

infrastructure to scale generative AI

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Amazon Bedrock

The easiest way to build and scale
generative AI applications with
foundation models (FMs)



Enable generative AI applications to complete
tasks in just a few clicks without managing
infrastructure

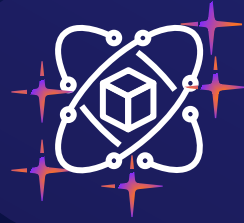


Choose FMs from Amazon, AI21 Labs,
Anthropic, Cohere, Meta, and Stability AI to
find the right FM for your use case



Privately customize FMs using your
organization's data

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Your data is
your differentiator



Privately customize foundation models using **your organization's data**



Fine-tune

PURPOSE

Maximizing accuracy for specific tasks

DATA NEED

Small number of labeled examples

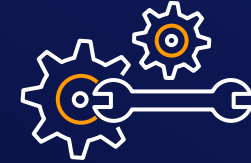
Keeping your data private and secure



None of the customer's data is used to train the underlying model

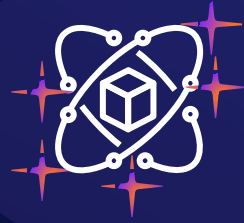


All data is encrypted at rest and PrivateLink support allows access to Bedrock APIs via customer's VPC endpoints



Customized foundation models and the customer-specific data that trains them remain private

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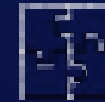


Most performant, low cost

infrastructure to scale generative AI

Generative BI capabilities in Amazon QuickSight

New FM-powered capabilities for business users to
extract insights, collaborate and visualize data



Easily author, fine-tune and add
visuals to dashboards



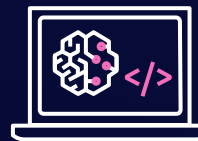
Automatically generate data stories
with natural language



GENERALLY AVAILABLE

Amazon CodeWhisperer

Build apps faster and more securely with an AI coding companion



Generate code suggestions in real-time



Scan code for hard-to-find vulnerabilities



Flag code that resembles open-source training data or filter by default

FREE FOR INDIVIDUAL TIER

They also generate Code (Amazon CodeWhisperer)



Everything you need to accelerate your generative AI journey



Easiest way to build

with leading foundation models



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infrastructure to scale generative AI

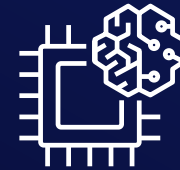
Deep investments in global infrastructure



Broad choice of ML accelerators



High performance,
low-cost ML infrastructure



10+ years of silicon
innovation



BUNDESLIGA



How to get started?

AWS GenAI Innovation Approach

Start your generative AI journey with an AWS working backwards approach



Start with the customer and work backwards



Where innovation begins:

start with the customer
and work backwards





5 Customer Questions

Who is the customer, and what insights do we have about them?

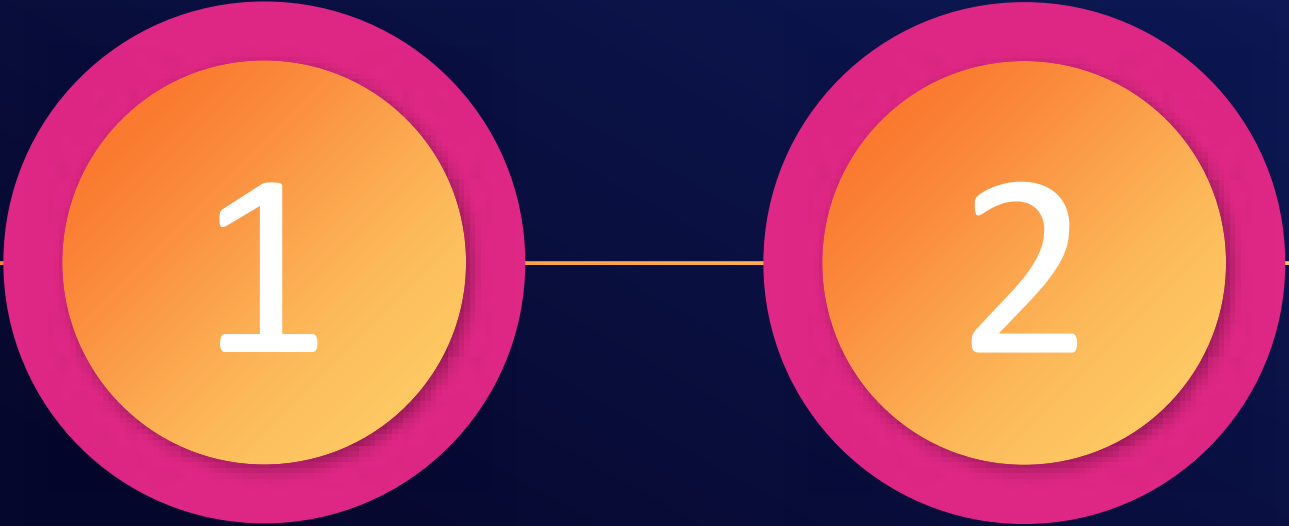
What is the prevailing customer problem or opportunity?

What is the solution and the most important customer benefit?

How do we describe the solution and experience to customers?

How do we test the solution with customers and measure success?

Start your generative AI journey with an AWS working backwards approach



Start with the customer and work backwards

Develop your use case to a business case



Working Backwards artifacts



Press Release

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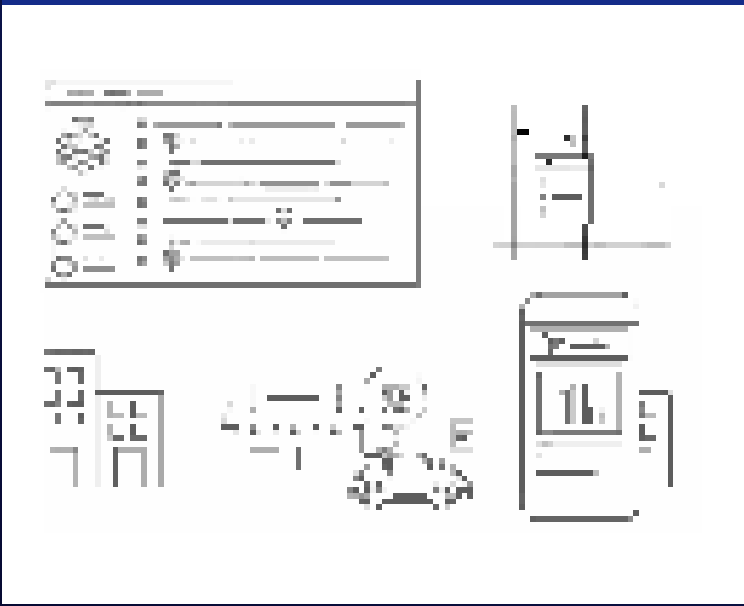


FAQs

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Visuals



Start your generative AI journey with an AWS working backwards approach



Start with the customer and work backwards



Develop your use case to a business case



Get started on a PoC for your business case



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