

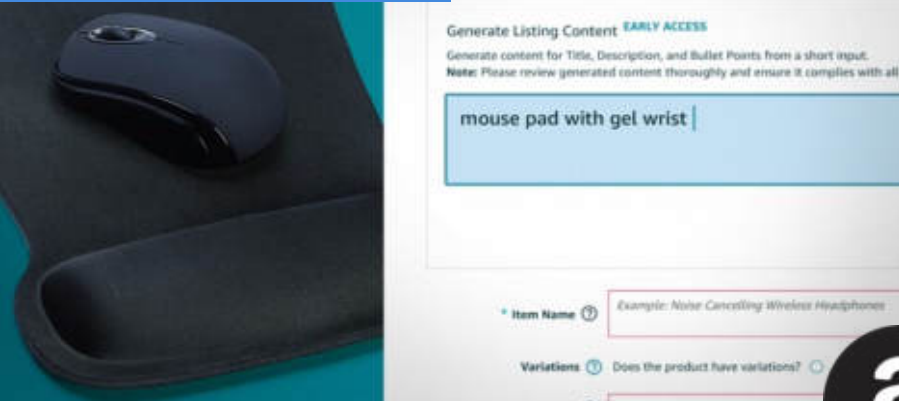


KI-Anwendungsbereiche im Unternehmensalltag

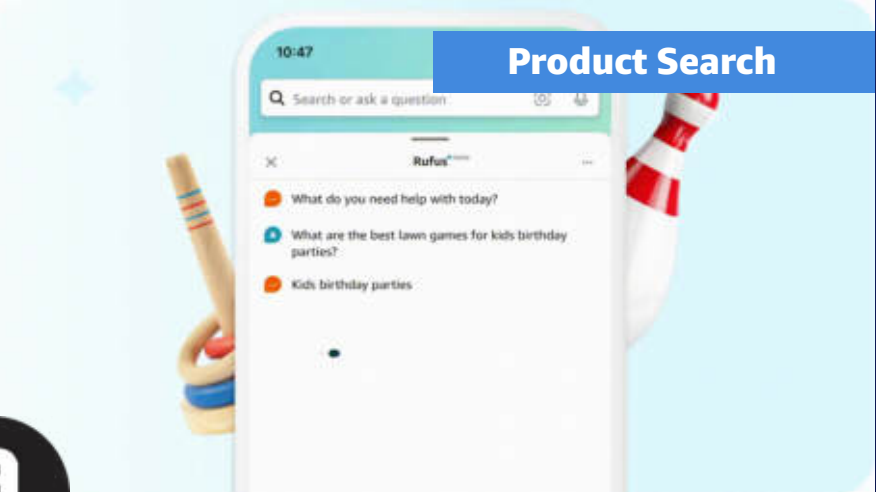
Dr. Tomasz Zareba
Senior Key Account Manager für Klein- und Mittelbetriebe
St. Pölten, 04.11.2024

(gen)AI is part of Amazon's DNA

Product Content



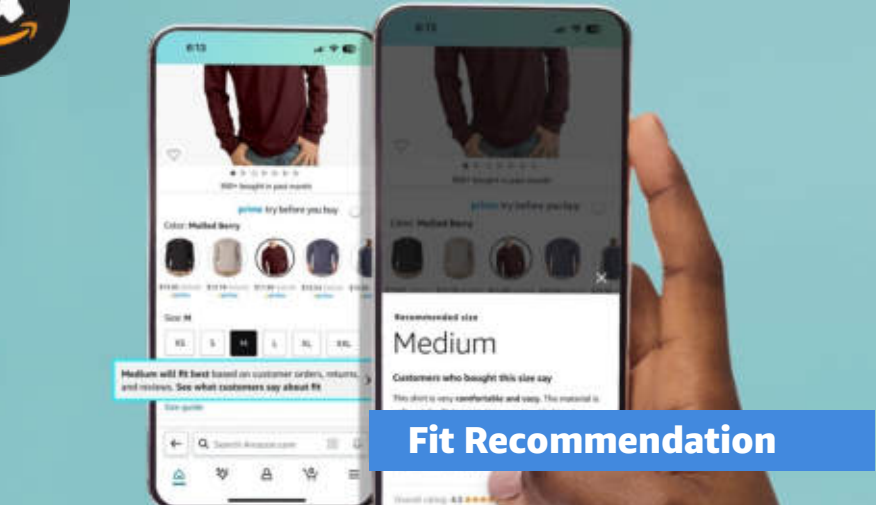
Product Search



Review Summaries



Fit Recommendation



AWS simplifies access to Artificial Intelligence for Small Medium Businesses



APPLICATIONS THAT LEVERAGE LLMs AND FMs

-  Amazon Q Business
-  Amazon Q Developer
-  Amazon Q in QuickSight
-  Amazon Q in Connect










TOOLS TO BUILD WITH LLMs AND OTHER FMs



Amazon Bedrock

Guardrails | Agents | Studio | Customization Capabilities | Custom Model Import

INFRASTRUCTURE FOR MODEL TRAINING & INFERENCE

-  GPUs
-  Trainium
-  Inferentia
-  SageMaker
-  UltraClusters
-  EFA
-  EC2 Capacity Blocks
-  Nitro
-  Neuron





More than 100,000 customers use AWS for ML



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Amazon Q use cases across the organization



Tap into enterprise-wide knowledge base



Quickly build dashboards and data stories



Help contact center agents solve issues



Understand how supply chain impacts ops



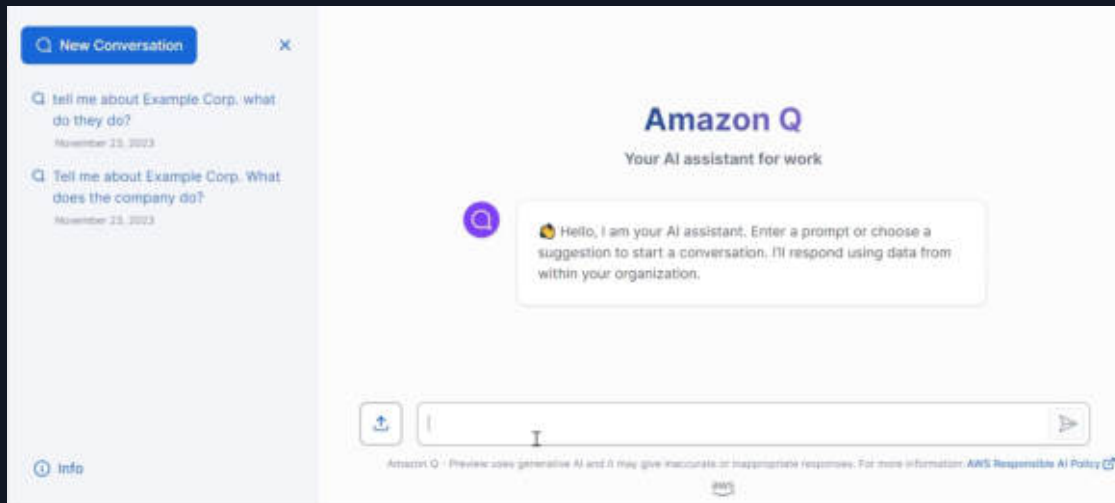
Support developers and IT professionals

[Demo](#)



Amazon Q Business

BOOST YOUR WORKFORCE PRODUCTIVITY WITH GENERATIVE AI



Securely and privately delivers quick, accurate, and relevant answers to your business questions

Execute actions using out-of-the-box or custom plugins

Respects existing access control based on user permissions

Connects to over 40 popular enterprise applications and document repositories

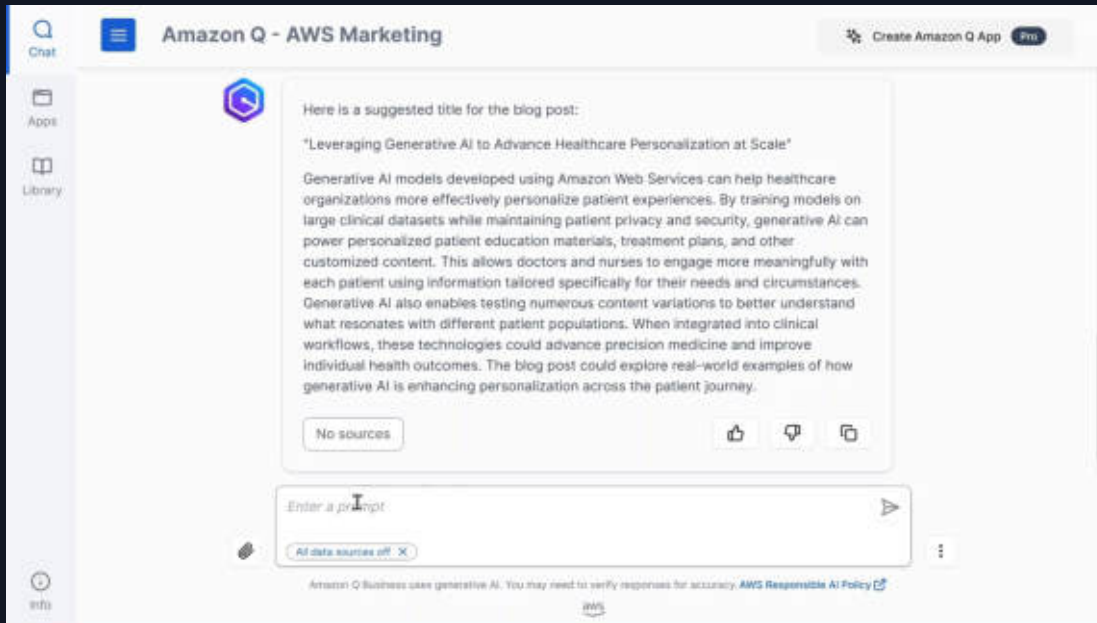
Helps administrators easily apply guardrails to customize and control responses

Amazon Q Apps streamlines daily tasks with user-created lightweight applications



Amazon Q Apps

BUILD AND SHARE CUSTOMIZED, SECURE, AND LIGHTWEIGHT APPLICATIONS



Convert Amazon Q conversations into a lightweight application with a few clicks or with your own words

Share applications or publish them to the organization's library

Use enterprise data through 40-plus connectors and custom plugins as well as Amazon Q outputs with APIs

Inherit Amazon Q security and governance controls, including user authentication and access controls

Amazon Q in Connect

PROVIDE IMPROVED CUSTOMER SERVICE IN CONTACT CENTERS

Call ID	Agent	Initiation Timestamp	Caller Phone N.	Status	Caller S.	Caller E.	Duration	Categories
9a2788fa-028a-4298-8844-52a56aa9c208	BobS	2023-05-30T22:20:03.266Z	+17712652603	Done	Neutral	Flt	00:00:13	AgentDoc
9a8f126c-2c75-4e80-8212-c6c3a8444892	BobS	2023-05-30T22:18:02.854Z	+17039438113	Done	Positive	Flt	00:03:47	Insurance
9a1917f2-7230-4295-a67a-4295a6177a86	BobS	2023-05-30T22:11:38.773Z	+17039438113	Done	Neutral	Flt	00:01:23	HowCard
18a2e3e1-6d54-45f9-9d7e-0a663c09719	Chris	2023-05-30T22:07:36.151Z	+17039438113	Done	Positive	Flt	00:02:56	Insurance
9a8a2d48-b2d1-41ac-900f-4296a40333c3	BobS	2023-05-30T20:22:50.922Z	+17039438113	Done	Positive	Flt	00:03:47	Insurance

Generate real-time solutions for your agents can use based on context from the live

Use relevant information from your company content (e.g., knowledge articles, FAQs, documents)

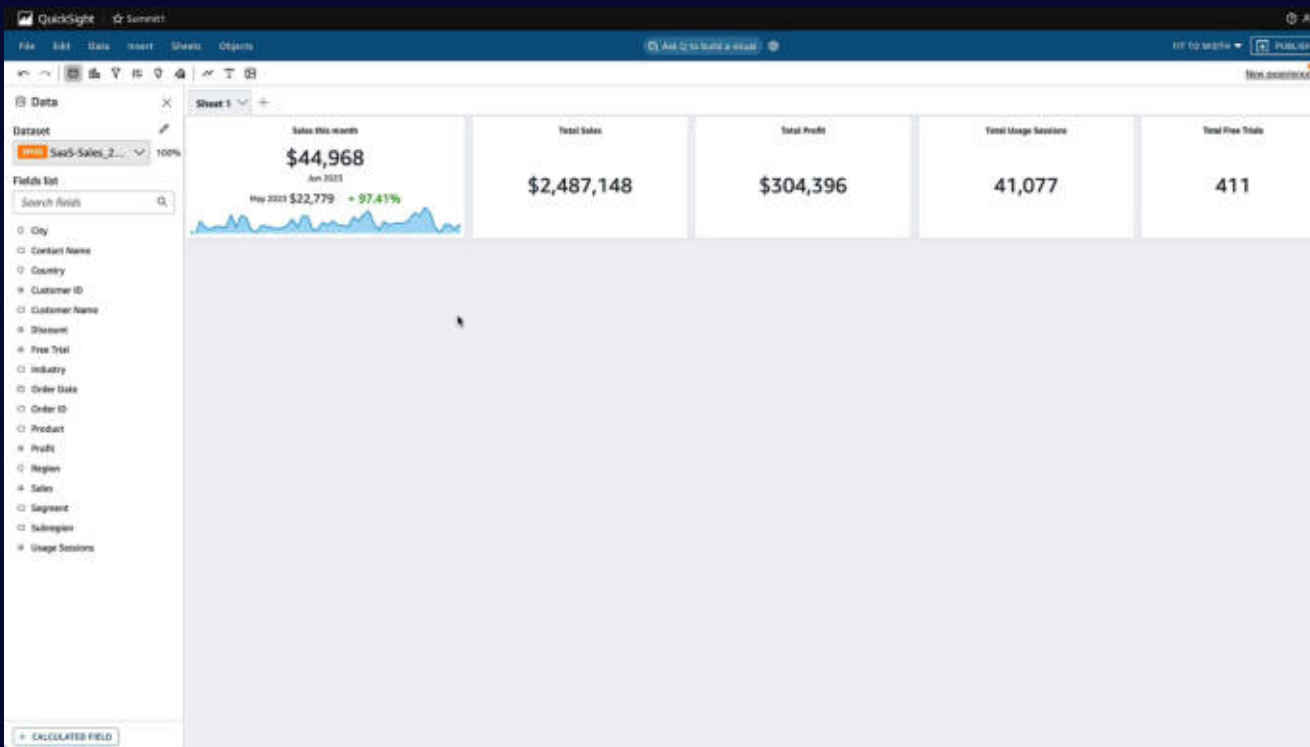
Source knowledge articles and documents are displayed so agents can access more detail if needed

Agents can also chat with Amazon Q to receive specific recommendations, like actions to take



Amazon Q in Quicksight

YOUR GENERATIVE BI ASSISTANT THAT MAKES IT EASY TO BUILD AND CONSUME INSIGHTS



Enables business analysts/users' to quickly build and refine compelling visuals, summarize insights, and answer data questions.

Accelerate analysis by easily creating calculations without looking up or learning specific syntax

Interpret and share insights with visually compelling narratives with simple UI-based workflows

Agents can also chat with Amazon Q to receive specific recommendations, like actions to take



Amazon Q Built-in connectors

UNIFY CONTENT FROM ALL
YOUR ENTERPRISE SOURCES
TOGETHER
IN A FEW CLICKS!

Adobe Experience Manager

Alfresco

Amazon Simple Storage Service
(Amazon S3)

Atlassian Confluence

Aurora (MySQL, PostgreSQL)

Box

DB2

Dropbox

Drupal

Custom Connector

FSX for Windows

Github

Gmail

Google Drive

Jira

Microsoft Exchange

Microsoft OneDrive

Microsoft SharePoint

Microsoft Teams

Microsoft Yammer

Microsoft SQL Server

Quip

Salesforce

ServiceNow

Slack

Web Crawler

Workdocs

Zendesk



Amazon Q

Safety and security



Use pre-built guardrails for toxicity



Restrict responses to enterprise content only



Specify blocked words or phrases that never appear in responses



Define special topics and configure guardrails for such topics



GenAI needs strong data foundation



Generative AI
Application

Data
Foundation

STORAGE

GOVERNANCE
& COMPLIANCE

DATABASES,
ANALYTICS,
& DATA LAKES

DATA
INTEGRATION

Intelligent Document Processing

genAI based use cases

- Document Q&A with Chatbots
- Document summarization
- Enhanced data extraction
- Document classification
- Automated content creation
- Medical record analysis
- Translation and localization
- Learning and development
- And more...

The image displays two side-by-side screenshots of an Intelligent Document Processing (IDP) application. The left screenshot shows a scanned document titled "Insurance claim documents" and "Patient Discharge Summary" for John Doe. The right screenshot shows a Q&A chatbot interface titled "Q&A using LLM hosted on SageMaker" with a question and a detailed answer.

Insurance claim documents

478 MICHAEL STREET,
NEW FORMAL, NC 28644
PH: (866) 299-2222
FAX: (866) 299-2111

Patient Discharge Summary
Not-A Real Hospital, Department of Family Medicine

Patient	
Patient Name:	John Doe
Patient ID:	NAHA-10640
Gender:	Male

Visit	
Attending Physician:	Mateo Jackson, MD
Admit Date:	07-Sep-2020
Discharge Date:	08-Sep-2020
Discharge Disposition:	Home with Support Services

Diagnosis	
ICD-10:	R10.13 c/o stomach problems since 2 month ago. Patient reports epigastric abdominal pain non-radiating. Pain is described as gnawing and burning, intermittent, lasting 3-4 hours, and getting progressively worse. Antacids used to alleviate pain but not anymore; nothing exacerbates pain. Pain unrelated to daytime or to meals. Patient denies constipation or diarrhea. Patient denies blood in stool but have noticed some darker. Patient also reports nausea, denies recent illness or fever. He also reports fatigue since 2 weeks ago and bloating after eating.

Pre-existing / Developed Conditions Impacting Hospital Stay	
PHS:	negative except for above findings.
HEC:	negative once/week - same previously.
PHX:	Back pain and muscle spasms, no hx of surgery.
WOB:	none.
PHS:	uncle has a bleeding ulcer.
Social hx:	smokes since 15 yo, 1/2-1 PPD, no recent stop use. Denies illicit drug use, works on high elevation construction, fast food diet, exercises 3-4 times/week but stopped 2 weeks ago.

Discharge	
Summary:	some activity restrictions suggested, full course of antibiotics, check back with physician in case of relapse, strict diet.

Q&A using LLM hosted on SageMaker

Select a question

Questions

Clear chat

What is the patient's chief complaint and how long has he been experiencing it?

View history

@DocumentAssistant

The patient's chief complaint is stomach problems, specifically epigastric abdominal pain described as gnawing and burning, which lasts 1-2 hours intermittently. The pain has been progressively getting worse. The patient also reports nausea, fatigue for the past two weeks, and bloating after eating. These symptoms have been occurring for about two months, as the document states "stomach problems since 2 months ago".



AWS Partyrock

GenAI playground (non commercial)

PartyRock, an Amazon Bedrock Playground, is a generative AI app building playground that makes it easy and accessible to experiment hands-on with prompt engineering in an intuitive and fun way.

PartyRock is an educational thought leadership tool, not a product/service



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[Demo](#)

How do we start?

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Auvaria GenAI Proof-of-Concept

Overview.

Explore GenAI's transformative impact with our Proof-of-Concept, utilizing AWS services such as Amazon Bedrock or Amazon Q.

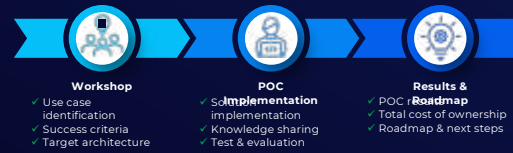
Aimed at businesses looking to upgrade with intelligent solutions like knowledge bases, chatbots or document processing, this fully sponsored consulting & engineering offering by Auvaria and AWS covers an implementation effort of up to 10 person-days.

It's a concise pathway to experiencing GenAI's benefits for operational efficiency and growth and provides your organization a risk-free approach to define and evaluate potential use cases in this field.

What to Expect.

Our process kicks off with a collaborative workshop aimed at identifying the most impactful use case for your business.

Leveraging AWS's machine learning services, we then implement the GenAI solution, resulting in a detailed results report, a strategic roadmap for future scaling, a financial overview for operational expansion, and a proposition for sustained support by Auvaria, guiding you towards a production ready solution implementation.



Customer References.



Key Benefits.

- 1 Zero Initial Invest**
Consulting & engineering effort is completely sponsored by Auvaria and AWS, allowing you to explore GenAI technologies without financial commitment.
- 2 Customized Implementation**
Tailored GenAI solutions that align with your business objectives and operational needs.
- 3 Expert Guidance**
Access to Auvaria's expertise in AWS services and GenAI applications, ensuring best practices are followed incl. security & compliance.
- 4 Future Ready**
Equip your business with the latest GenAI technologies to stay ahead in a rapidly evolving digital landscape.
- 5 Scalability & Support**
With our technical roadmap and ongoing support, easily scale the solution and maintain it with minimal effort.

