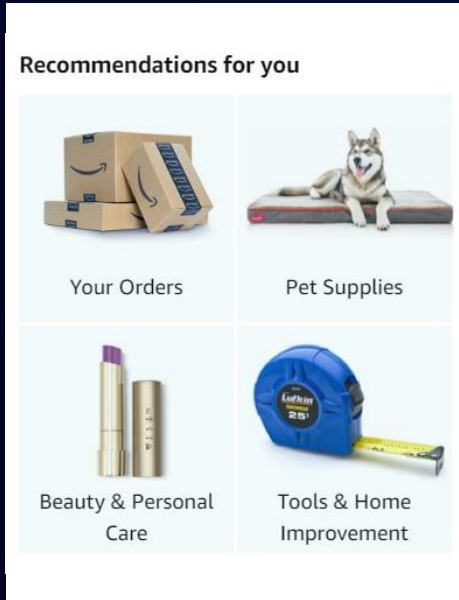aws

KI-Anwendungsbereiche im Unternehmensalltag

Sebastian Eckler
Country Manager AWS Austria

Gmünd, 14.5.2024

ML 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 in airports, stadiums and more

Generative AI Stack

APPLICATIONS THAT LEVERAGE LLMs AND OTHER FMs

Amazon Q

Amazon Q in Amazon QuickSight

Amazon Q in Amazon Connect

Amazon CodeWhisperer

TOOLS TO BUILD WITH LLMs AND OTHER FMs

Amazon Bedrock

Guardrails | Agents | Customization Capabilities

INFRASTRUCTURE FOR FM TRAINING AND INFERENCE

GPUs   Trainium   Inferentia   SageMaker

UltraClusters   EFA   EC2 Capacity Blocks   Nitro   Neuron

Risks and challenges with generative AI chat applications

Wrong answers (hallucinations)

Sharing confidential information

Insufficient or obsolete data

Don't know about your business and your customers

Don't know about your role

Can't connect to your data

Amazon Q

Your generative AI assistant designed for work that can be tailored to your business, data, code, and operations

Amazon Q areas of expertise

Your business

Building on AWS

Amazon QuickSight

Amazon Connect

AWS Supply Chain

Amazon Q areas of expertise

Your business

Building on AWS

Amazon QuickSight

Amazon Connect

AWS Supply Chain

Amazon Q is your business expert (Preview)

BOOST YOUR WORKFORCE PRODUCTIVITY WITH GENERATIVE AI

> Delivers quick, accurate, and relevant answers to your business questions, securely and privately and document repositories.

> Provides responses with references and citations for easy fact-checking

> Respects existing access control based on user permissions

> Connects to over 40 popular enterprise applications and document repositories

> Enables administrators to easily apply guardrails to customize and control responses
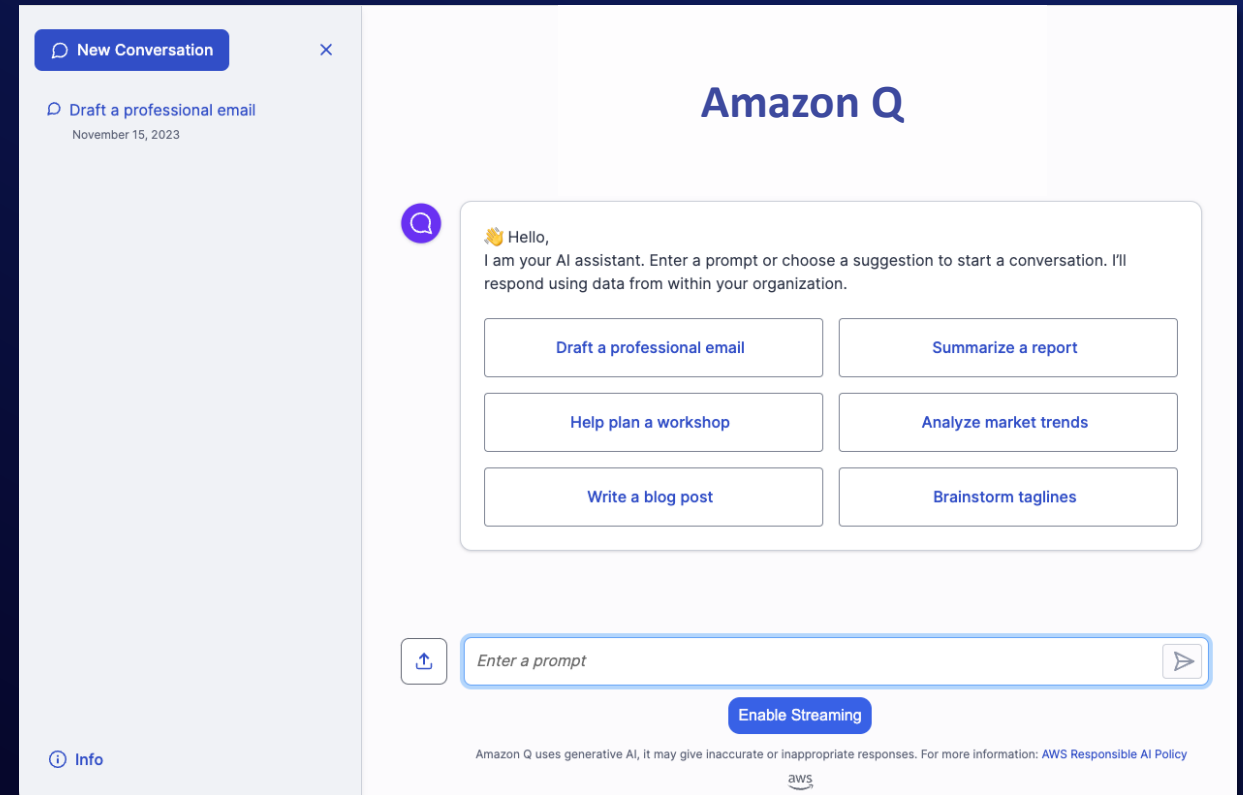
Key Features

BOOSTING EMPLOYEE PRODUCTIVITY

Trusted answers generated from enterprise data

Citations and source attribution

Conversation history and context

Upload files and analyze content

Execute Actions across multiple Enterprise Apps

Key Features

S A F E T Y   A N D   S E C U R I T Y

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

Top use cases

Streamline search experience

Connect internal wikis, SharePoint sites, Confluence, Salesforce, and 40+ other applications for a unified, conversational search experience.

Extract key insights

Perform comparative analysis on your documents and unlock powerful insights so that your employees can make faster, better data-driven decisions.

Generate summaries

Quickly understand the essence of documents by creating summaries of uploaded files or existing enterprise documents.

Accelerate content creation

Empower employees to create content faster and smarter across departments—from marketing to sales to engineering.

tell me about Example Corp. what do they do?

November 23, 2023

Tell me about Example Corp. What does the company do?

November 23, 2023

Amazon Q

Your AI assistant for work

👋 Hello, I am your AI assistant. Enter a prompt or choose a suggestion to start a conversation. I'll respond using data from within your organization.

Amazon Q areas of expertise

Your business

Building on AWS

Amazon QuickSight

Amazon Connect
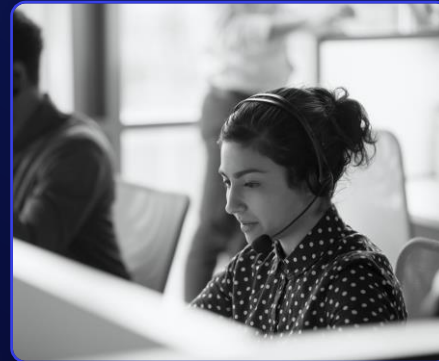
AWS Supply Chain

Amazon Q in QuickSight (Preview)

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

🔍 Ask Q to build a visual   ⚙️   FIT TO WIDTH ▾   ⬆ PUBLISH
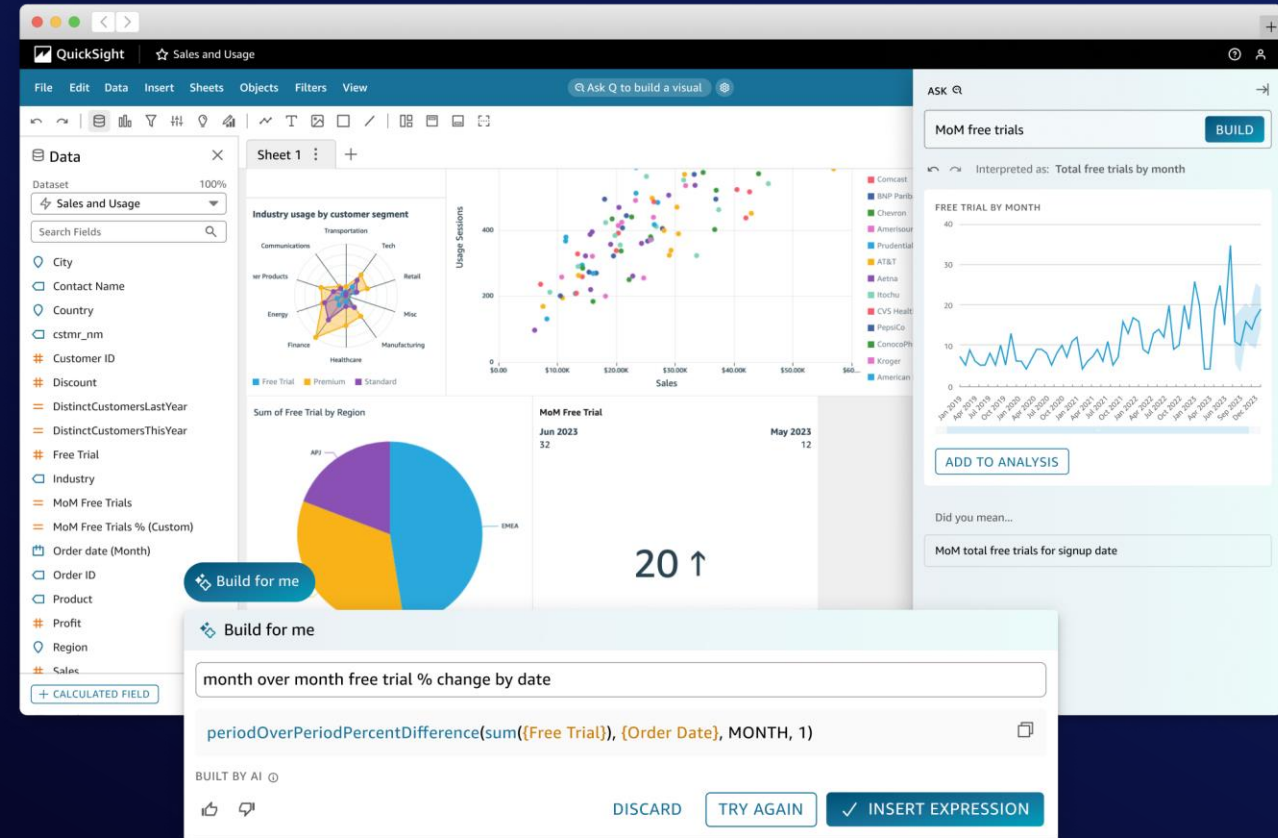
New experience

Data   ✕

Dataset   ✏️

SPICE SaaS-Sales_2... ▾   100%

Fields list

🔍 Search fields

◇ City
◔ Contact Name
◇ Country
Customer ID
◔ Customer Name
Discount
Free Trial
◔ Industry
🗓 Order Date
◔ Order ID
◔ Product
Profit
◇ Region
Sales
◔ Segment
◔ Subregion
Usage Sessions

＋ CALCULATED FIELD

Sheet 1 ▾   ＋

Sales this month	Total Sales	Total Profit	Total Usage Sessions	Total Free Trials
$44,968	**$2,487,148**	**$304,396**	**41,077**	**411**
Jun 2023				
May 2023 $22,779 ▲ 97.41%				

Thank you!

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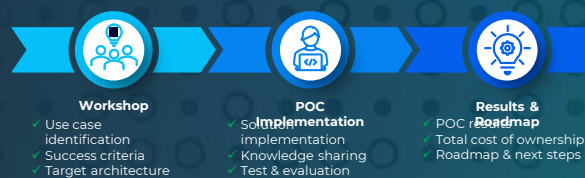
Aimed at businesses looking to upgrade with intelligent solutions like knowledge bases, chatbots or document processing, this fully sponsored consulting & engineering offering by Auvaria and AWS covers an implementation effort of up to 10 person-days.

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.

Workshop
- ✓ Use case identification
- ✓ Success criteria
- ✓ Target architecture

POC Implementation
- ✓ Solution implementation
- ✓ Knowledge sharing
- ✓ Test & evaluation

Results & Roadmap
- ✓ POC results
- ✓ Total cost of ownership
- ✓ Roadmap & next steps

Customer References.

ACAM bitpanda Hanseatic Bank GoStudent
frutura SEMANTIC WEB COMPANY AND MORE...

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.