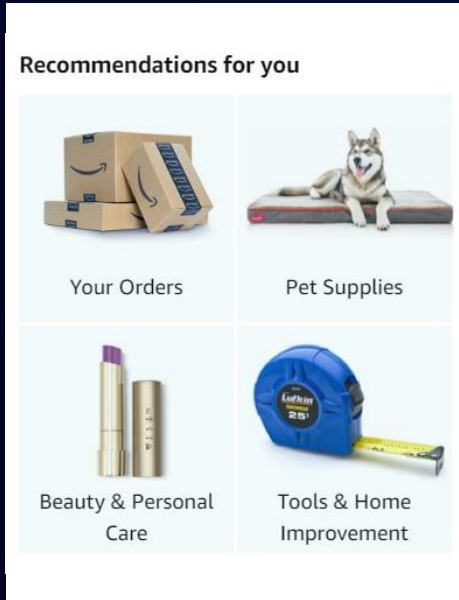




KI-Anwendungsbereiche im Unternehmensalltag

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



Guardrails



Amazon Bedrock



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)**



**Don't know about your business
and your customers**



Sharing confidential information



**Don't know about your
role**



**Insufficient or obsolete
data**



**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



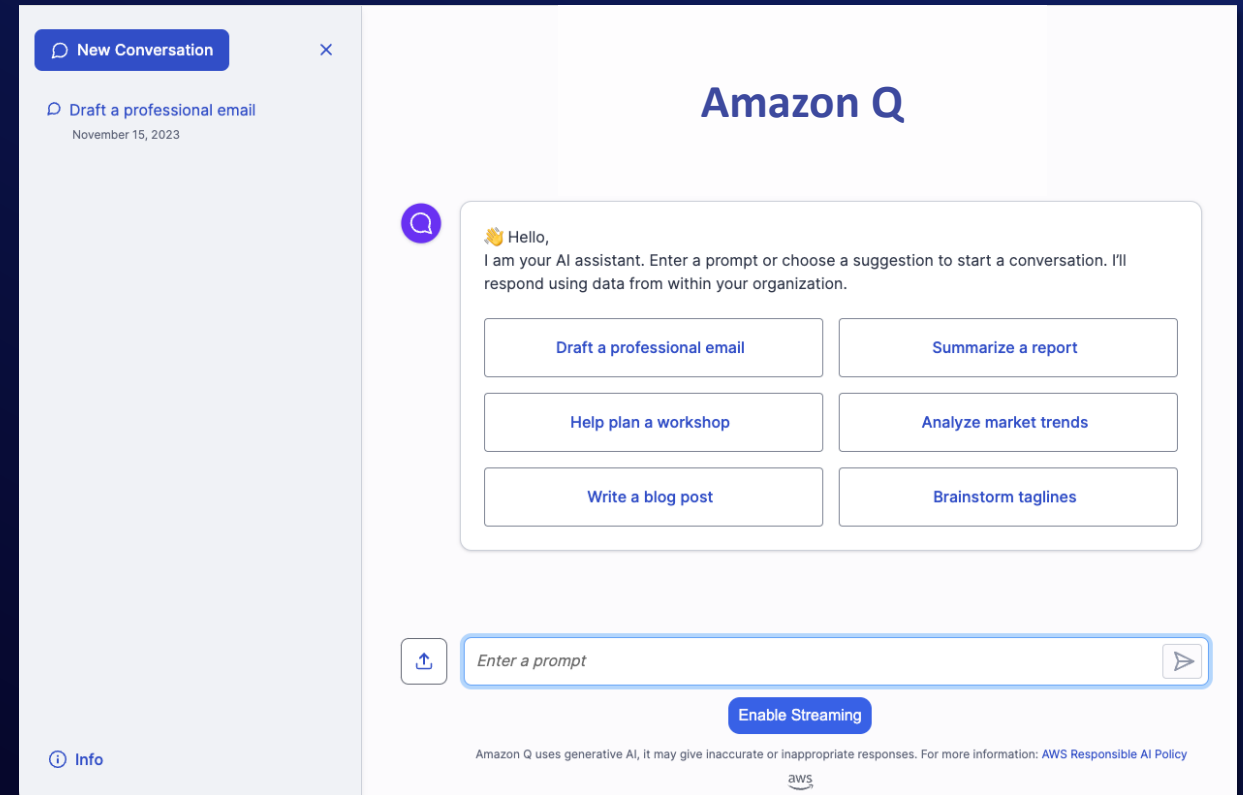
AWS Supply Chain



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

New Conversation X

Q Summarize the key insights from Antje's recent AWS Weekly Roundu...
November 26, 2023

Summarize the key insights from Antje's recent AWS Weekly Roundup posts and craft a compelling social media post that not only highlights the most important points but also encourages engagement. Consider our target audience and aim for a tone that aligns with our brand identity. The social media post should be concise, informative, and enticing to encourage readers to click through and read the full articles. Please ensure the content is shareable and includes relevant hashtags for maximum visibility.

Here is a draft social media post highlighting insights from Antje's AWS Weekly Roundup: Did you miss all the latest #AWS announcements and news last week? Catch up on key launches from Amazon MWAA, EMR Studio and more in @AntjeBarth's Weekly Roundup blog post. 📰 New Apache Airflow version now supported on Amazon MWAA. ✨ Check out highlights on building with #GenerativeAI from re:Invent. 🧑‍💻 Dive into best practices for ML model hosting on Amazon SageMaker. Get all the details and don't forget to follow top #AWS blogs for the latest. Head to the link in our bio now to get up to speed! #MachineLearning #Data #CloudComputing

Sources ^

1 AWS Weekly Roundup – Amazon MWAA, EMR Studio, Generative AI, and More – August 14, 2023 _ AWS News Blog.pdf
https://... August%2014%2C%202023%20_%20AWS%20News%20Blog.pdf

Enter a prompt

Amazon Q uses generative AI and it may give inaccurate or inappropriate responses. For more information: [AWS Responsible AI Policy](#)

Key Features

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

Enterprise controls
[Info](#)

Application guardrails
[Info](#)

Application guardrails will apply to all messages returned by Enterprise Q.

Response settings
[Info](#)

You can limit Enterprise Q from using its own knowledge to generate answers when it cannot find relevant content in your enterprise corpus.

☐ Only produce responses from retrieval augmented generation (RAG)
Responses will be limited to ingested documents in your enterprise corpus.

Blocked words
[Info](#)

Define blocked words for the application. The application will not respond to questions that contain these words or mention them in any responses.

You can block 20 more words.

Messaging shown for blocked words

Valid characters are a-z, A-Z, 0-9, _ (underscore) and - (hyphen). This response can have up to 150 characters.

Feature settings
[Info](#)

Configure features the end users have access to in the web experience.

☒ Allow end users to upload files in chat context
This feature enables end users to upload files directly to chat in order to ask questions specific to the document

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.

🔍 New Conversation



🔍 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

📘 Info

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 - Preview uses generative AI and it may give inaccurate or inappropriate responses. For more information: [AWS Responsible AI Policy](#)



Amazon Q areas of expertise

**Your
business**



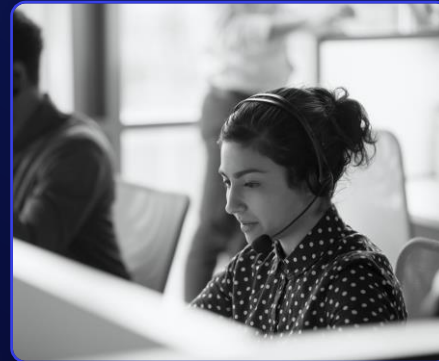
**Building
on AWS**



Amazon QuickSight



Amazon Connect



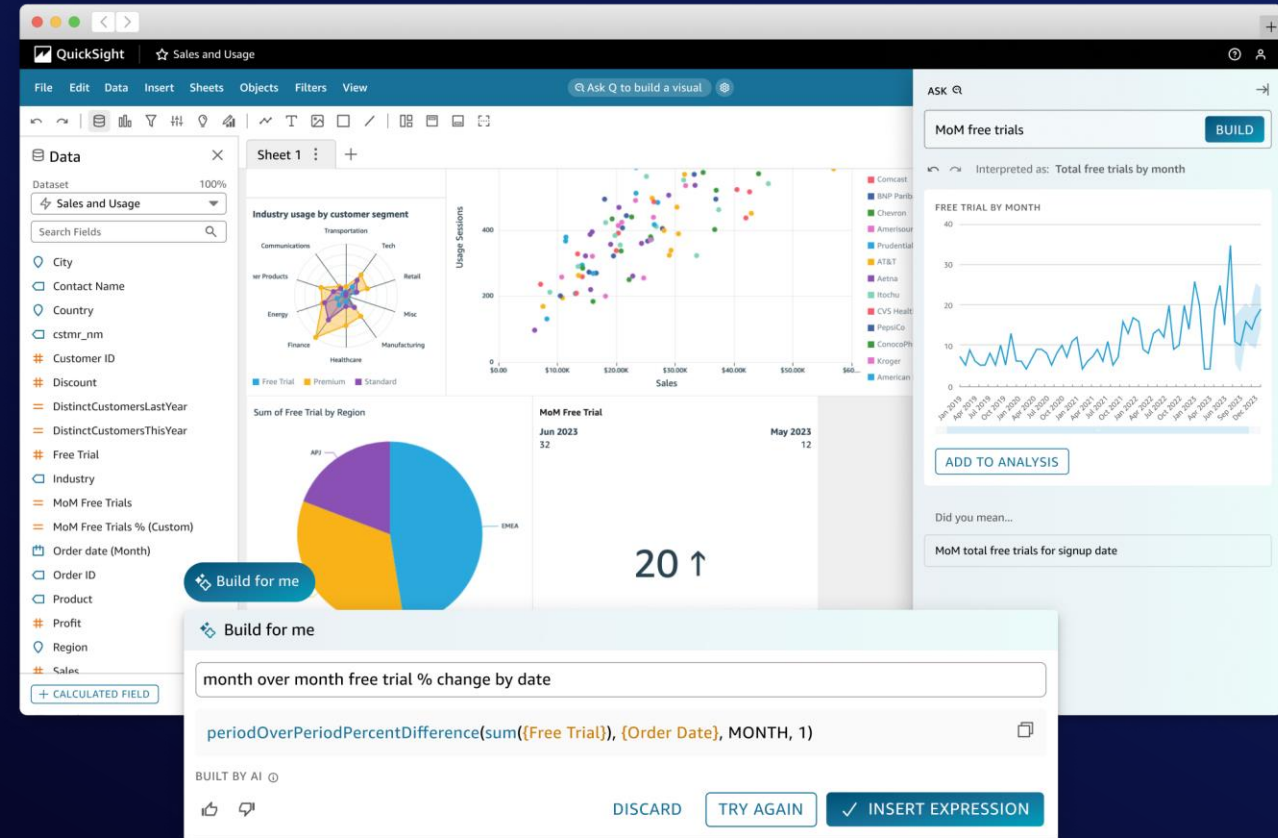
**AWS
Supply Chain**



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





New experience

Data

Sheet 1

Dataset

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



Total Sales

\$2,487,148

Total Profit

\$304,396

Total Usage Sessions

41,077

Total Free Trials

411



Thank you!



FREE
sponsored by
AWS & Auvaria

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.

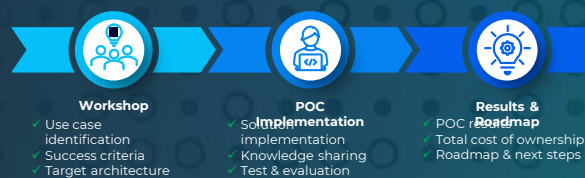
Aimed at businesses looking to upgrade with intelligent solutions like knowledge bases, chatbots or document processing, this fully sponsored consulting & engineering offering by Auvaria and AWS covers an implementation effort of up to 10 person-days.

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.