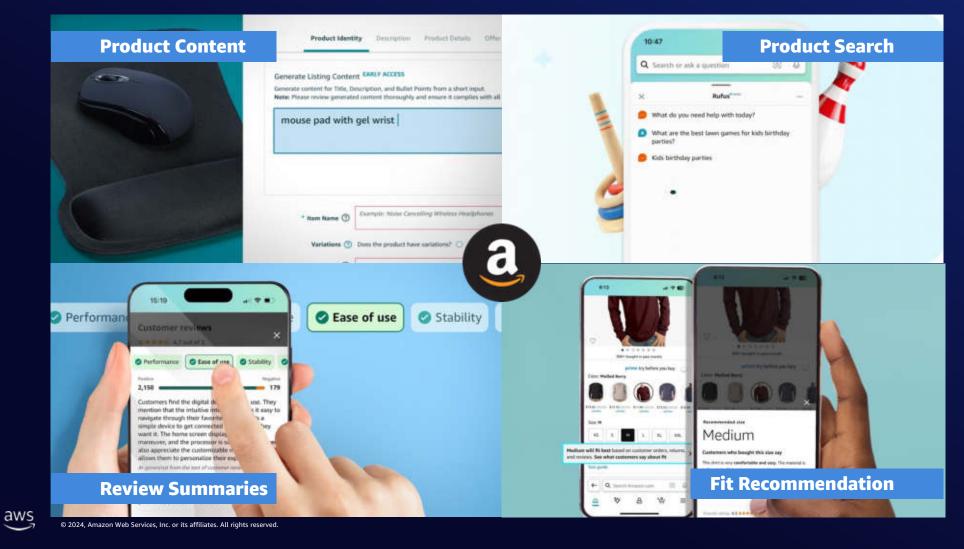


KI-Anwendungsbereiche im Unternehmensalltag

Dr. Tomasz Zareba Senior Key Account Manager für Klein- und Mittelbetriebe Wiener Neustadt, 25.9.2024

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(gen)AI is part of Amazon's DNA



AWS simplifies access to Artificial Intelligence for Small Medium Businesses



APPLICATIONS THAT LEVERAGE LLMs AND FMs



 \bigcirc Amazon Q Developer



Amazon Q in Connect

 \bigcirc

TOOLS TO BUILD WITH LLMs AND OTHER FMs



한분 Amazon Bedrock

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

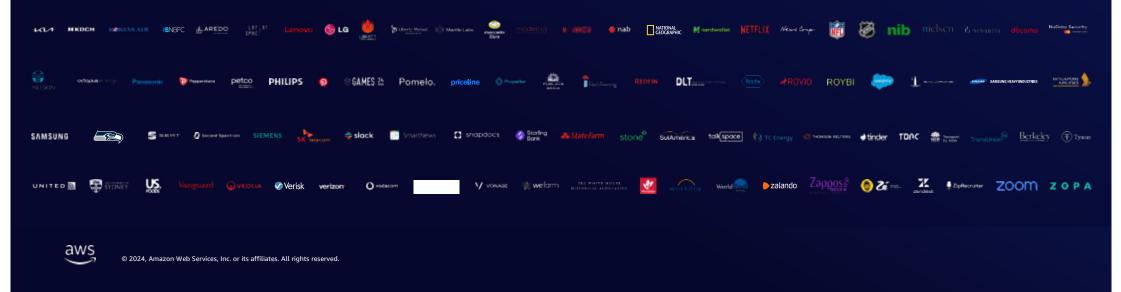
INFRASTRUCTURE FOR MODEL TRAINING & INFERENCE

🖾 GPUs 🗳 Trainium 🗳 Inferentia 🛞 SageMaker

🖵 UltraClusters 🐵 EFA 🗗 EC2 Capacity Blocks 🕅 Nitro 🛞 Neuron



More than 100,000 customers use AWS for ML



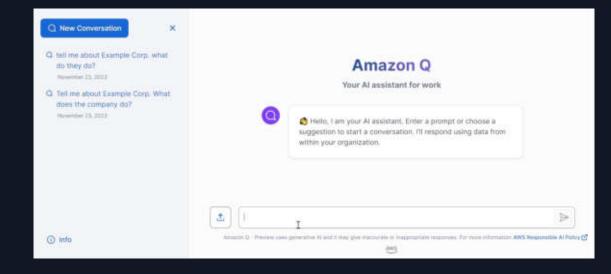
Amazon Q use cases across the organization



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

Q Chat	= Amazon Q -	AWS Marketing				🍇 Grea	te Amazon Q Ap	•	
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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

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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

aws

Amazon Q in Quicksight

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

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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

aws

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



Use PrivateLink to access Amazon Q Business securely in your VPC environment using a VPC Endpoint

|--|

Integrates with IAM Identity Center for easier management, auditability, and control



Integrated with AWS CloudTrail to record actions taken by a user, role, or an AWS service



Support for Federal Information Processing Standard (FIPS) endpoints

topics

Intelligent Document Processing

10

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...

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<u>Demo</u>

GenAI needs strong data foundation



Generative AI Application

Data Foundation

STORAGE

GOVERNANCE & COMPLIANCE

DATABASES, ANALYTICS, & DATA LAKES

D A T A I N T E G R A T I O N

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



<u>Demo</u>

How do we start?

Tomasz Zareba

Amazon Web Services

Senior Key Account Manager – Small Medium Business C: +43 664 88451599 | E: <u>tzareba@amazon.at</u>



Auvaria GenAl Proof-of-Concept

Overview.

Explore GenAl'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 GenAl 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.





Zero Initial Invest

Consulting & engineering effort is completely sponsored by Auvaria and AWS, allowing you to explore GenAI technologies without financial commitment

Customized Implementation

Tailored GenAl solutions that align with your business objectives and operational needs

3 Expert Guidance

Access to Auvaria's expertise in AWS services and GenAl applications, ensuring best practices are followed incl. security & compliance.

🗿 Future Ready

Equip your business with the latest GenAI technologies to stay ahead in a rapidly evolving digital landscape.

Scalability & Support

With our technical roadmap and ongoing support, easily scale the solution and maintain it with minimal effort.

aws





Thank you!

You are cordially invited to join the AWS genAl Deep Dive Days, Vienna – 10.10.2024



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