

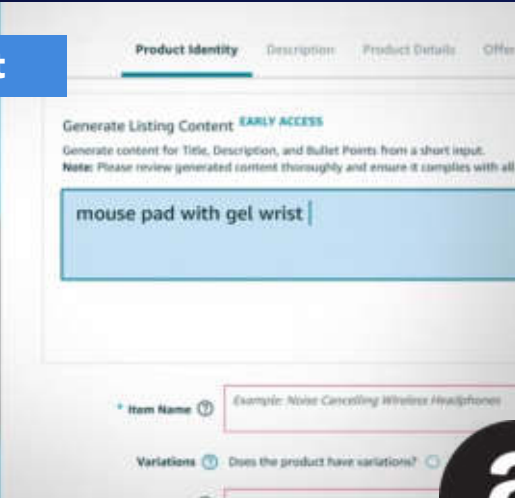


KI-Anwendungsbereiche im Unternehmensalltag

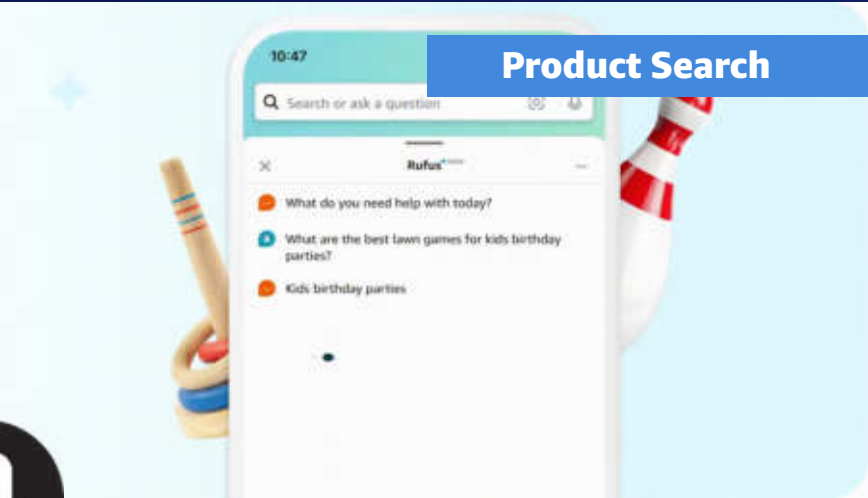
Dr. Tomasz Zareba
Senior Key Account Manager für Klein- und Mittelbetriebe
Wiener Neustadt, 25.9.2024

(gen)AI is part of Amazon's DNA

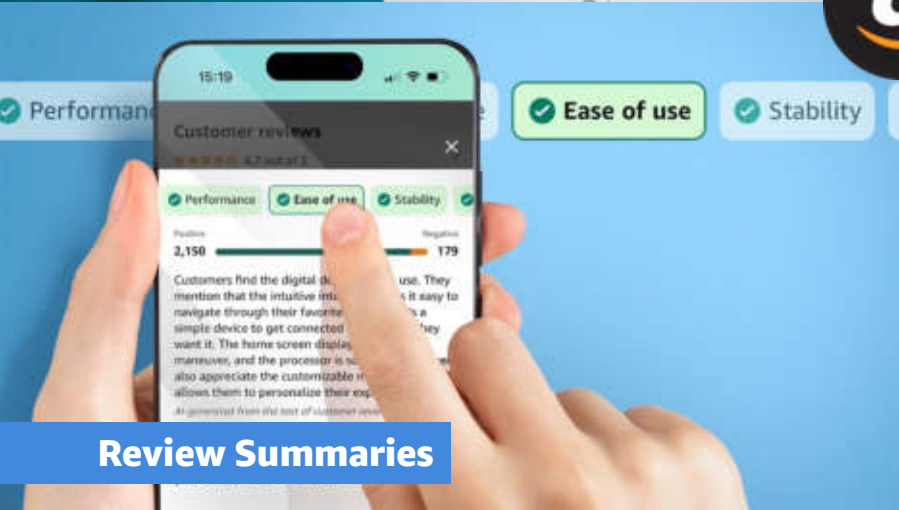
Product Content



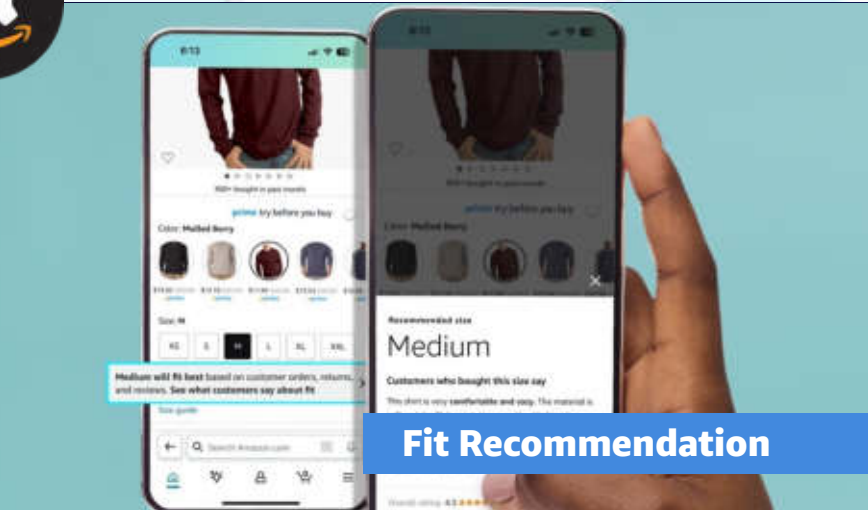
Product Search



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



© 2024, Amazon Web Services, Inc. or its affiliates. All rights reserved.

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



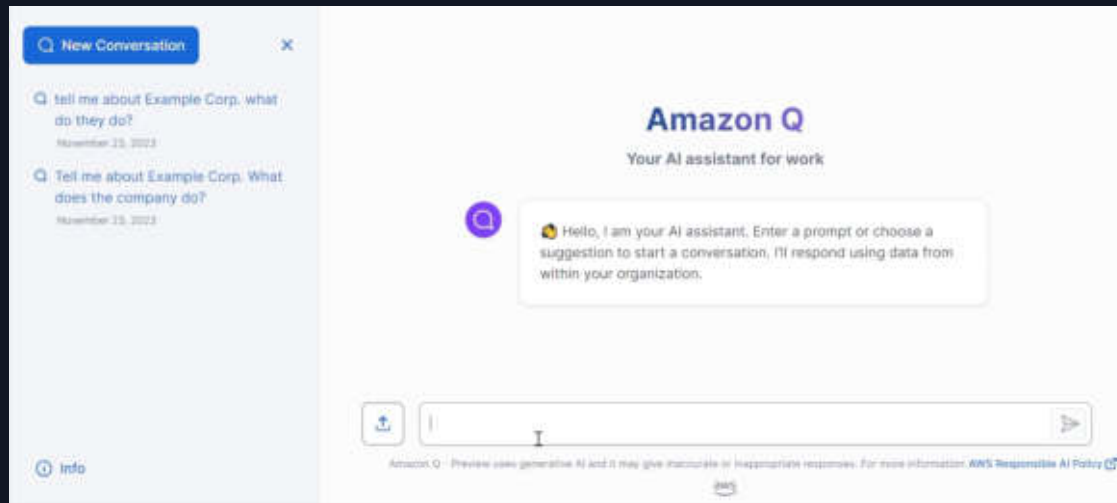
Support developers and IT professionals

[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

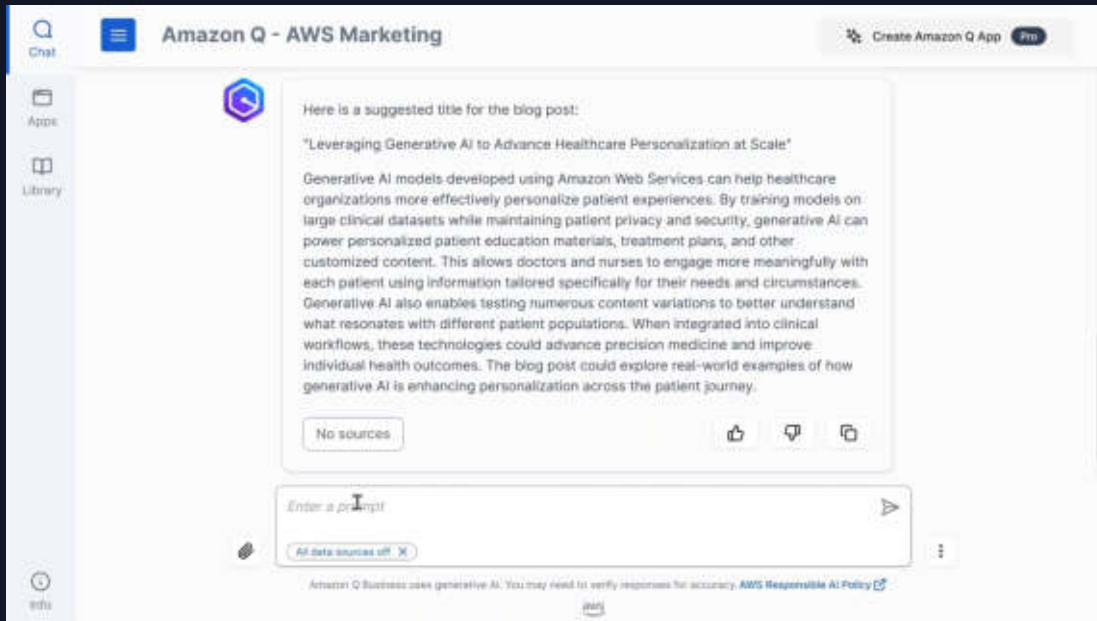
Helps administrators easily apply guardrails to customize and control responses

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	Category
9427816-308-428-884-226640208	84625	2023-05-30T22:25:03.260Z	+15712602403	Done	Received	Flt	00:01:13	AgentDoc
848126-9171-44819213-aa-34844480	84625	2023-05-30T22:18:02.054Z	+17039438113	Done	Product	Flt	00:03:47	Product
94191712-7200-4009-467a-895aa177a80	84625	2023-05-30T22:11:28.773Z	+17039438113	Done	Received	Flt	00:01:21	HowCard
18a2a3a1-6464-456f-846-04623cc9716	13196	2023-05-30T22:07:26.151Z	+17039438113	Done	Product	Flt	00:02:54	Product
9446048-846f-41ac-909-429a4932a3	84625	2023-05-30T20:22:50.932Z	+17039438113	Done	Product	Flt	00:03:47	Product

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)

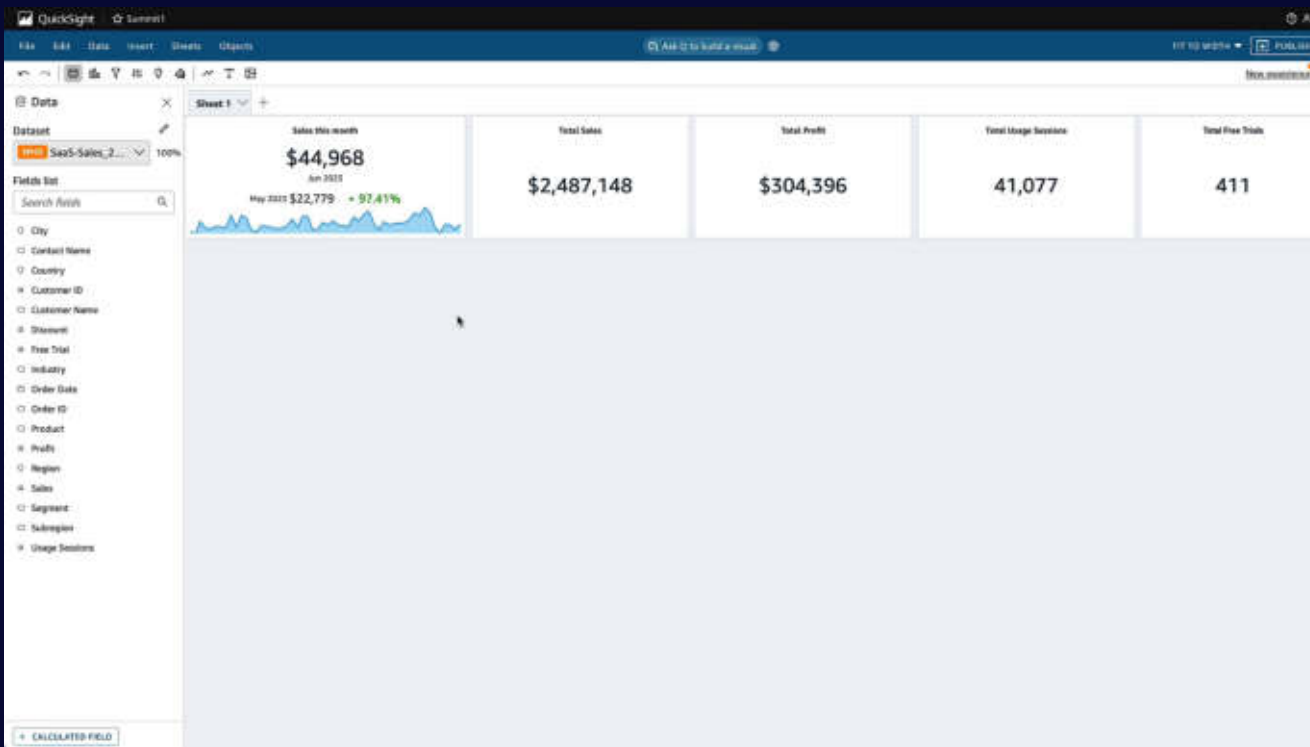
Source knowledge articles and documents are displayed so agents can access more detail if needed

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



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

FIPS

Support for Federal Information Processing Standard (FIPS) endpoints



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 "Patient Discharge Summary" from "Not-A Real Hospital, Department of Family Medicine". The document contains patient information, medical history, and discharge instructions. The right screenshot shows a Q&A chatbot interface titled "Q&A using LLM hosted on SageMaker". The chatbot has received a question: "What is the patient's chief complaint and how long has he been experiencing it?" and has responded with a detailed answer: "The patient's chief complaint is stomach problems, specifically epigastric abdominal pain described as gnawing and burning, which lasts 1-2 hours (intermittent). The pain has been progressively getting worse. The patient also reports nausea (worse for the past few weeks, not lasting after eating). These symptoms have been occurring for about two months, as the document states 'stomach problems since 2 months ago'."



GenAI needs strong data foundation



Generative AI
Application

Data
Foundation

STORAGE

GOVERNANCE
& COMPLIANCE

DATABASES,
ANALYTICS,
& DATA LAKES

DATA
INTEGRATION

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



© 2024, Amazon Web Services, Inc. or its affiliates. All rights reserved.

[Demo](#)

How do we start?

Tomasz Zareba

Amazon Web Services

Senior Key Account Manager – Small Medium Business

C: +43 664 88451599 | E: tzareba@amazon.at



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.

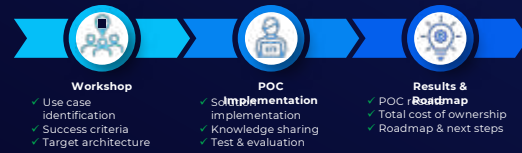
Aimed at businesses looking to upgrade with intelligent solutions like knowledge bases, chatbots or document processing, this fully sponsored consulting & engineering offering by Auvaria and AWS covers an implementation effort of up to 10 person-days.

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.



© 2024, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Demo



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

Thank you!

