

A business leaders guide to getting started with

Artificial Intelligence and Machine Learning



Defining artificial intelligence (AI) and machine learning (ML)



Improving business operations with AI and ML



Getting started with AI and ML



Build your AI with AWS and Intel

Defining artificial intelligence and machine learning

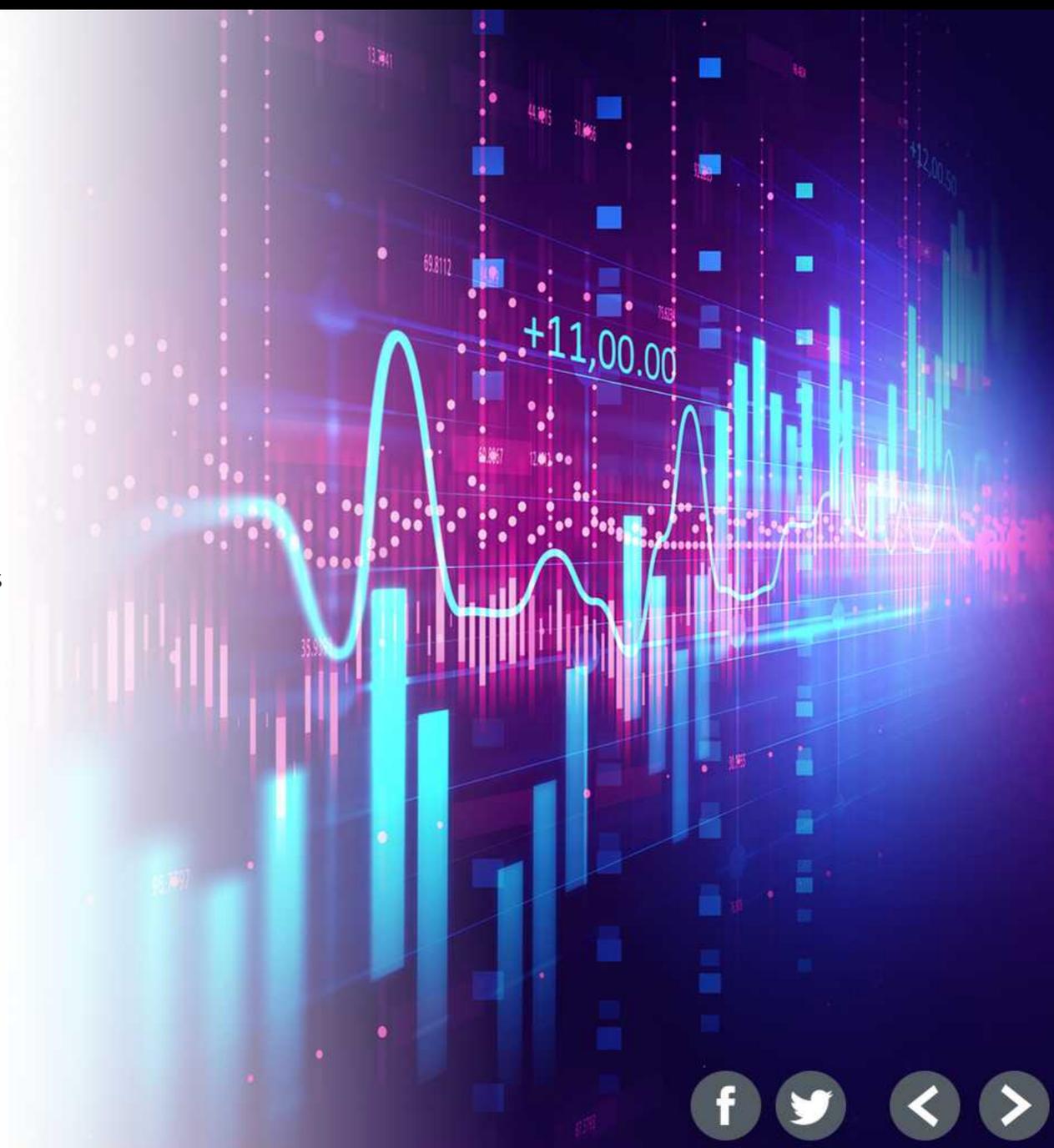
You've heard about artificial intelligence (AI) and how it promises to accelerate decision-making and time-to-market, reduce operational costs, predict equipment failures before they happen, and give you an edge over the competition. But what is it?

AI is essentially about using machine learning to find patterns in information and predicting outcomes based on those patterns. A customer's likelihood to finalize a purchase is a good example of something AI can predict and even take action on automatically. Industries from financial services to healthcare to marketing — and everything in between — are discovering the value that AI and ML can bring to their operations.

Interest in AI is spiking now because businesses have more data than ever, and the resources needed to process it have never been easier to procure, thanks to the cloud. Read our tech brief for a more in-depth overview of AI, machine learning (ML), and the components of a successful deployment.



TECH BRIEF:
Demystifying
AI for Business



Improving business operations with AI and ML

Forward-looking organizations are solving business challenges with AI, using it to move from descriptive big data solutions to machine learning-based systems that predict what's going to happen.

The challenges to getting started, however, are twofold: A skills and knowledge gap when it comes to building, training, and deploying ML, and a need for highly dynamic and scalable infrastructure.

In the tech brief, we explore these challenges and demonstrate how the right partners and providers help you meet them head-on, delivering flexible, fast, and developer-friendly platforms.



TECH BRIEF:
How AI Gets You
from Insight to Action



Getting started with AI and ML

Many companies — and yours may be included — know that AI is important but don't know how it may benefit your business. The resources linked below will help start you down the path of exploring the potential and proving it with a targeted implementation.

Our tech brief features an in-depth interview with Larry Pizette, senior manager and leader of the ML Solution Lab at Amazon Web Services. Larry shares insights he's gained from guiding hundreds of AI initiatives, with the goal of empowering customers to continue the journey on their own.

At its essence, the key to a successful AI/ML deployment is defining attainable business outcomes at the outset and ensuring that your data is ready to use. Once you're up and running, constant iteration refines models and improves results.

In our infographic, Larry's advice is distilled into five steps and presented in a way that's ideal for sharing and sparking discussion.



TECH BRIEF:
How to get started with
Machine Learning: Expert
advice from the front lines



INFOGRAPHIC:
Getting started with
Machine Learning



Build your AI with AWS and Intel

When you're ready to explore AI initiatives, AWS and Intel deliver the most comprehensive set of resources, tools, training, and services.

More machine learning is built on AWS than anywhere else. AWS provides a smooth and simple on-ramp for companies looking to embrace AI and ML:

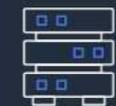
- Support for all major ML frameworks, giving engineers and developers freedom of choice
- Pre-built algorithms and model-creation tools in Amazon SageMaker like Intel Coach, providing simplicity for beginners and versatility for experts.
- Optimized infrastructure — such as the Amazon EC2 C5 instance — running on custom Intel Xeon Scalable processors for top performance on compute-intensive machine learning workloads
- A broad range of software and hardware tools — including AWS DeepLens cameras and AWS DeepRacer — that empower developers to learn about ML hands-on
- A full portfolio of business development and technical training resources, giving customers the skills they need to push AI forward with confidence.

Visit ml.aws to learn more about AI solutions from AWS with Intel.



Amazon SageMaker provides every developer and data scientist with the ability to build, train, and deploy machine learning models quickly

aws.amazon.com/sagemaker



Amazon EC2 C5 instances offer the lowest price per vCPU in the Amazon EC2 family and are ideal for running advanced compute-intensive workloads

aws.amazon.com/ec2/instance-types/c5



AWS DeepLens is a fully programmable video camera, tutorials, code, and pre-trained models designed to expand deep learning skills

aws.amazon.com/deeplens



AWS DeepRacer gives developers a way to get hands-on with machine learning, experiment, and learn through autonomous driving

aws.amazon.com/deepracer