

ML-01

# Infuse your applications with AI capabilities using Amazon AppFlow and AWS AI Services

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**“Any sufficiently  
advanced technology  
is indistinguishable  
from magic”**

Arthur C. Clarke



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A group of five business professionals are gathered around a table in a modern office setting. A man in a dark suit and glasses is leaning over the table, pointing with a pen at a colorful chart. Two women are looking at the chart with interest, one with her hand on her chin. Another man and a woman are also seated at the table, looking at the chart. The background shows a large window with a view of greenery outside. The image has a soft, slightly blurred aesthetic with a pinkish-blue tint.

**Successful business  
outcomes from  
AI/ML depend on  
careful selection of  
the right use case**



# The AI/ML checklist

- Human resources
- Algorithms
- Data





## Enhance customer experience

## Make better and faster decisions

## Improve business operations

## Create new products and services

Intelligent contact center

Chatbots and virtual assistants

Personalization

Content moderation

Intelligent search

Business metrics analysis

Intelligent document processing

Fraud prevention

Predictive maintenance

Quality control

Next-gen DevOps

Predictive care

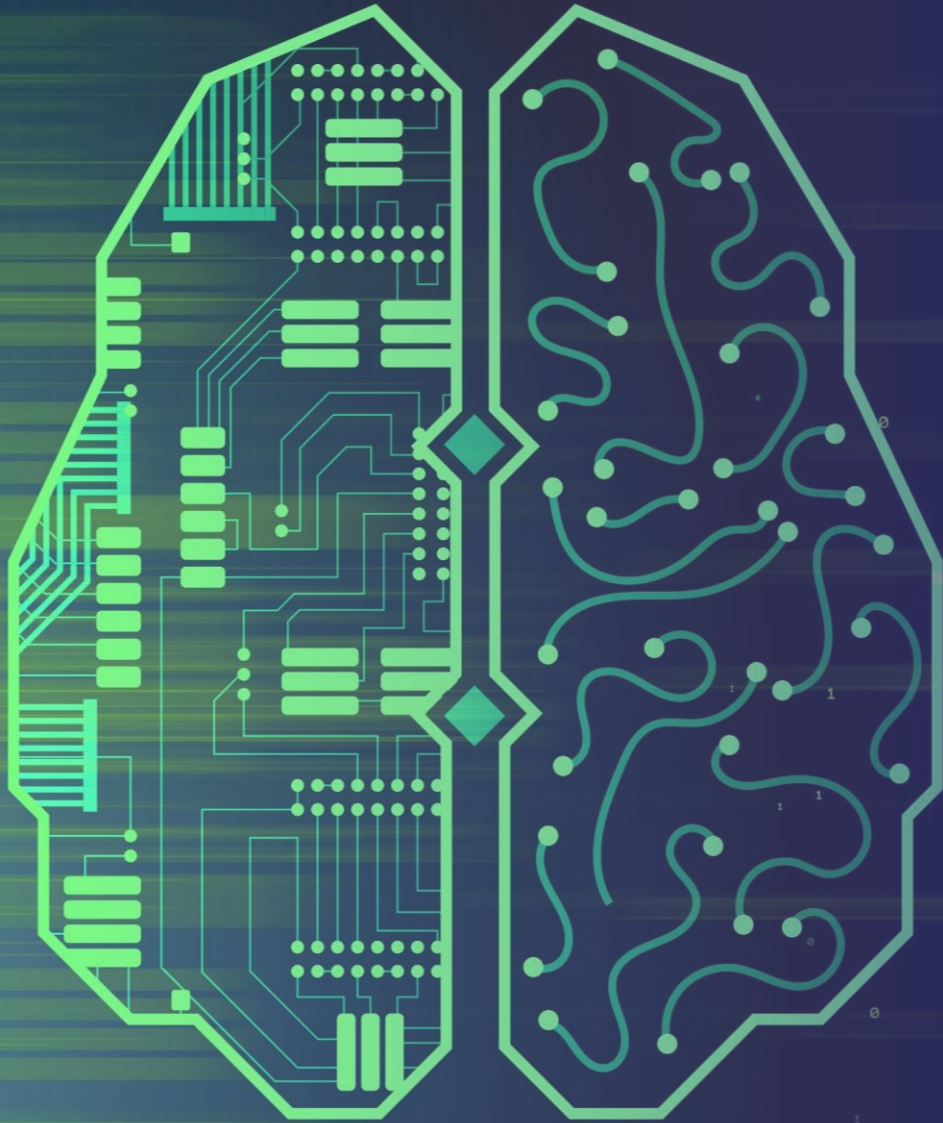
AI-enabled diagnostics

Autonomous cars

Drug discovery

And many more....





Most companies, around  
the world and across all  
industries, want to add AI  
capabilities to their  
applications and processes

But they don't always have  
the skill or time to develop  
their own ML models

# Easily add intelligence to your business application or workflow with AWS

## AWS offers the broadest and most complete set of AI services . . .

A series of pretrained ML models that you can use to implement common business use cases

### Speech



### Text and documents



### Vision



### Search



### Business processes



### Industrial AI



### Healthcare



### Chatbots



# Time to Role-Play!

- AWS engineer
- Life Science company using Veeva Vault
- Content tagging PoC



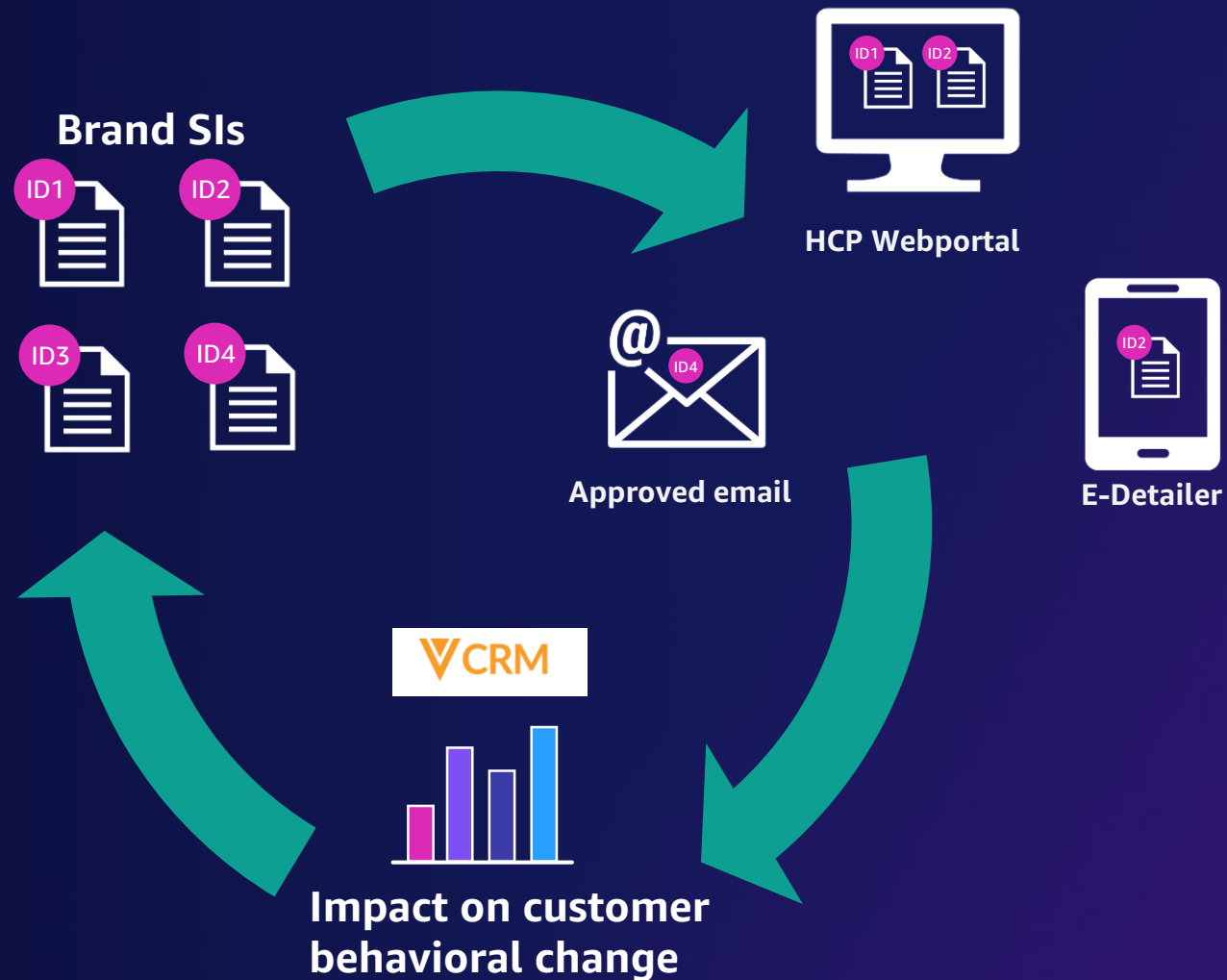


# Veeva Vault

- Content management platform
- Multichannel CRM
- PromoMats

veeva

# Track the effectiveness of content assets with content tagging as foundation

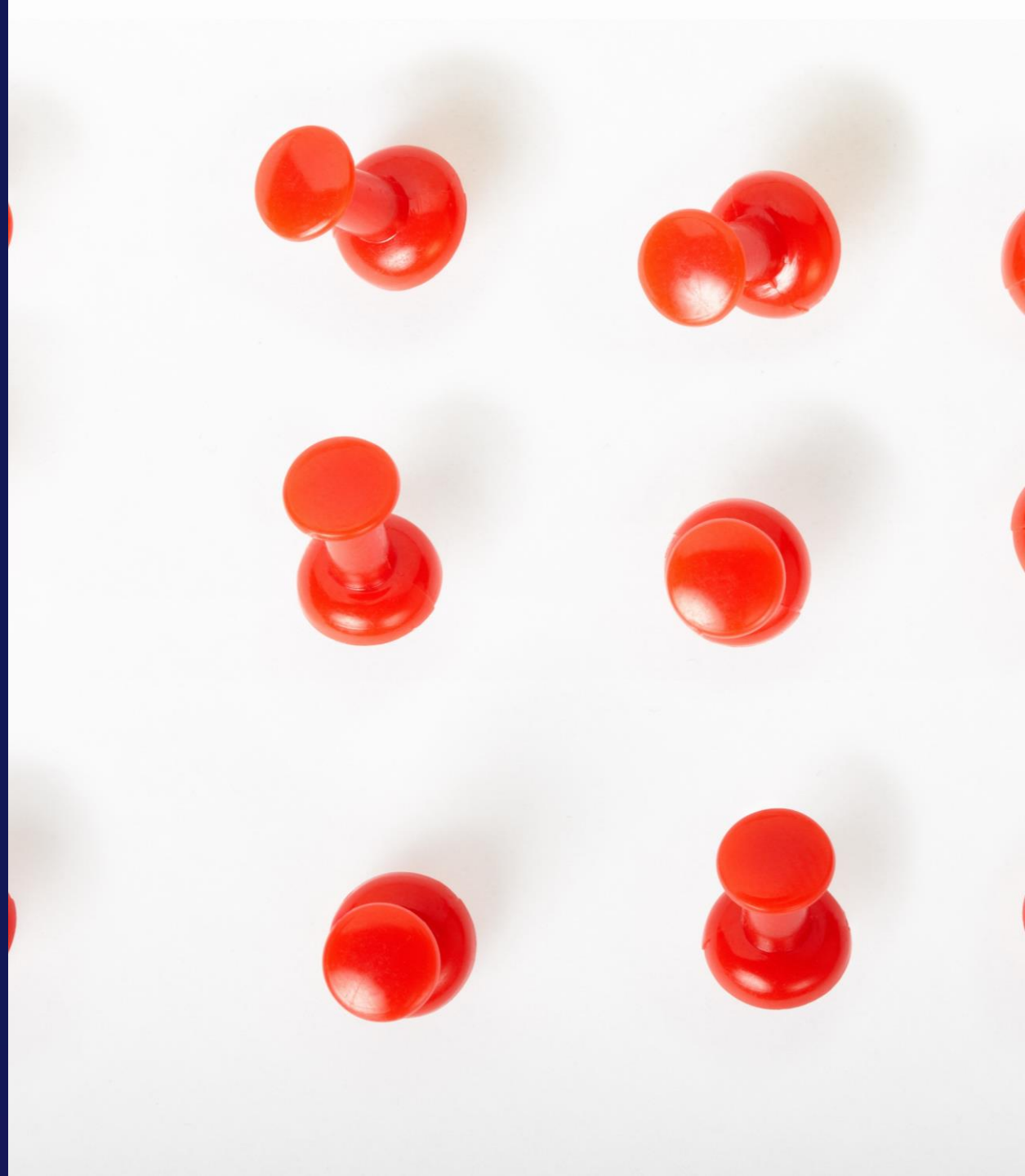


**Vault PromoMats**

Tagged content in engagement channels

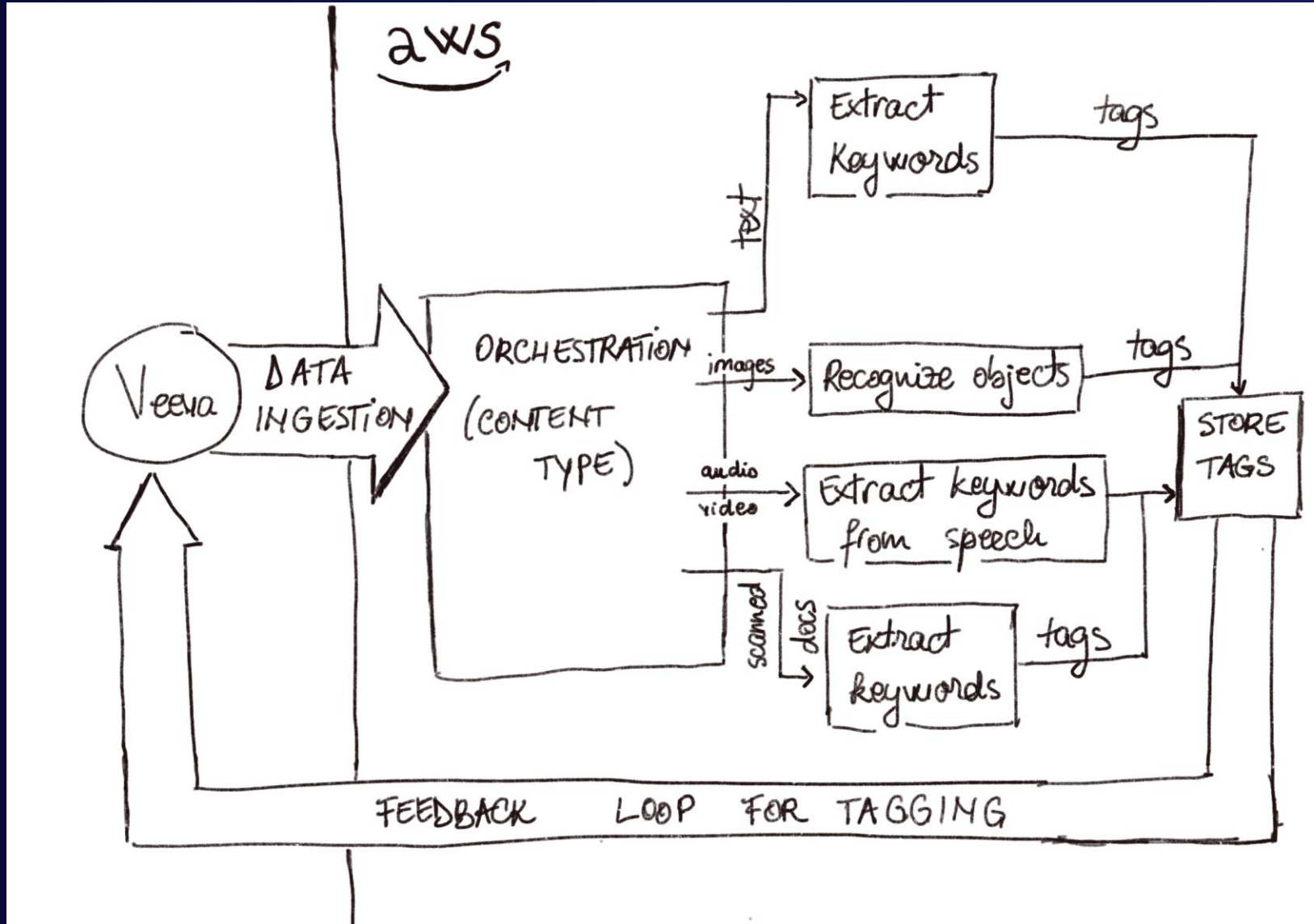
# Content Tagging - Requirements

- Identify content types (i.e. ad banners, emails, web pages, audio, text, PDFs)
- Differentiate content and automate taxonomy values corresponding to the content type and conditional logic
- Analyze each content type using AI and ML technologies
- Enable automation of tagging in **Veeva Vault PromoMats** via programmatic interface

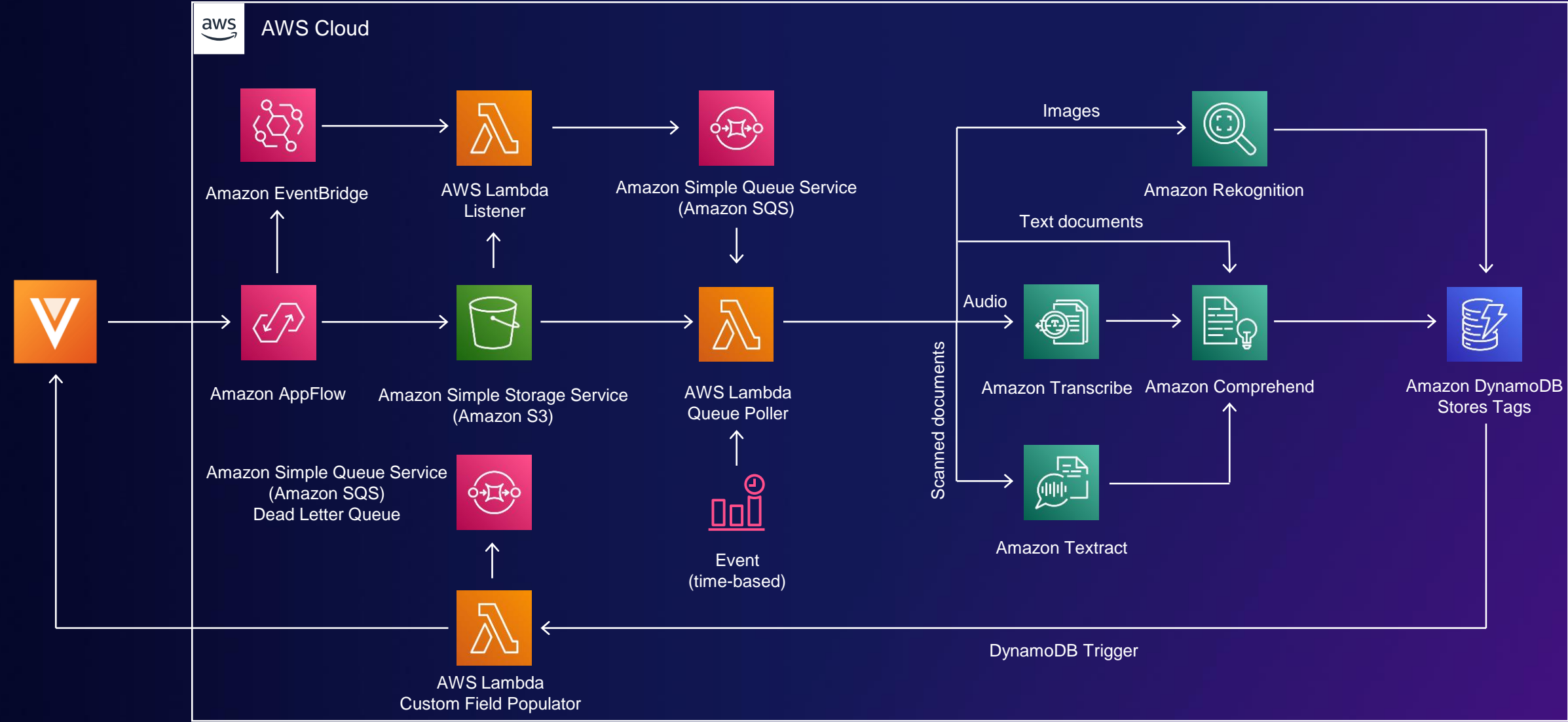




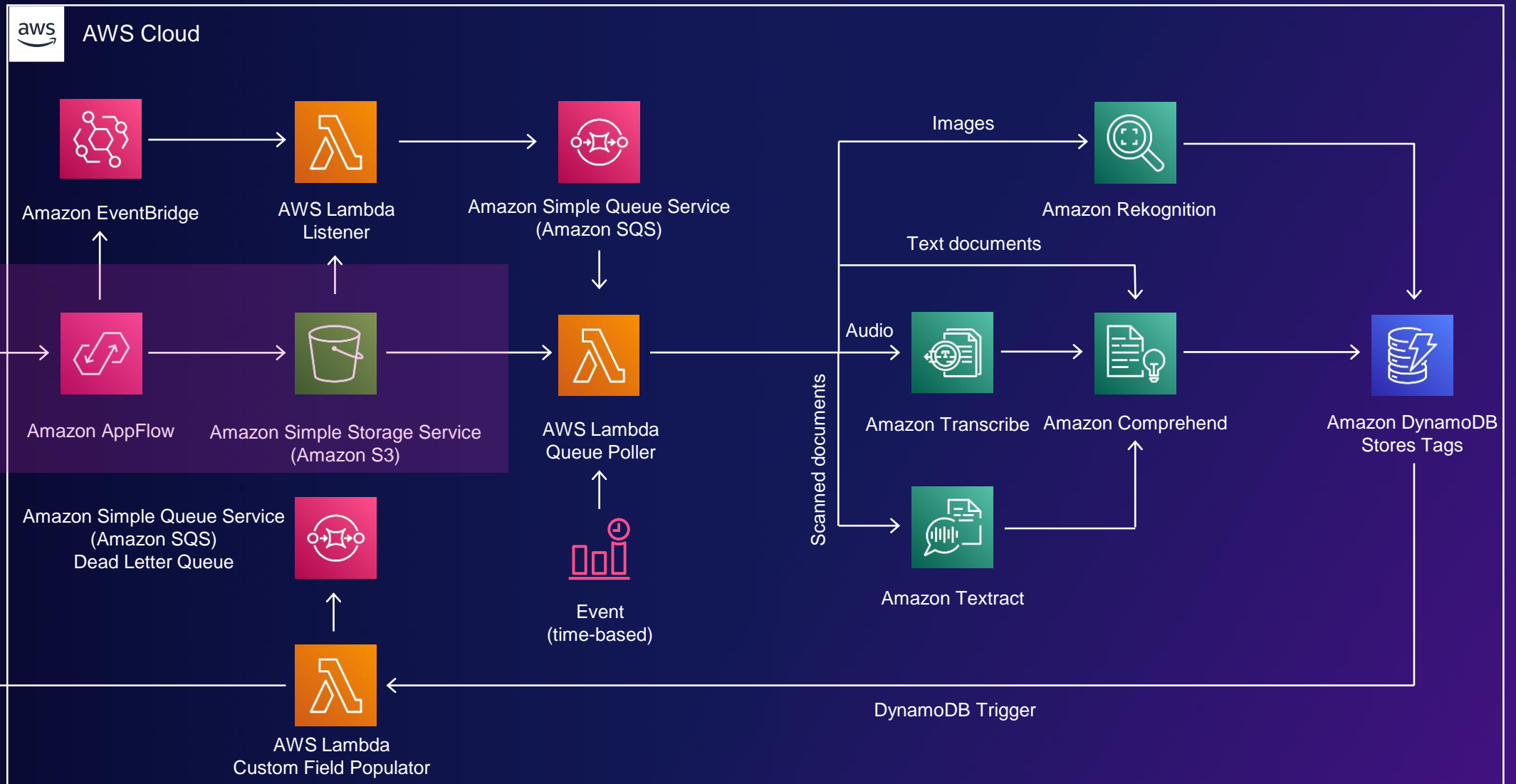
# The solution – doodle phase



# The solution – AWS services

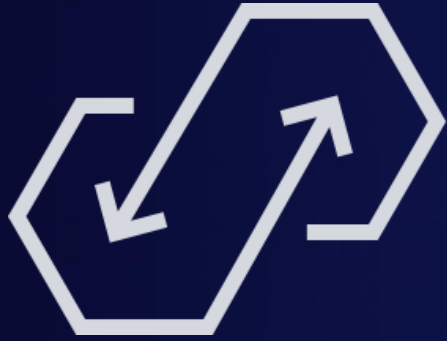


# The solution – data ingestion

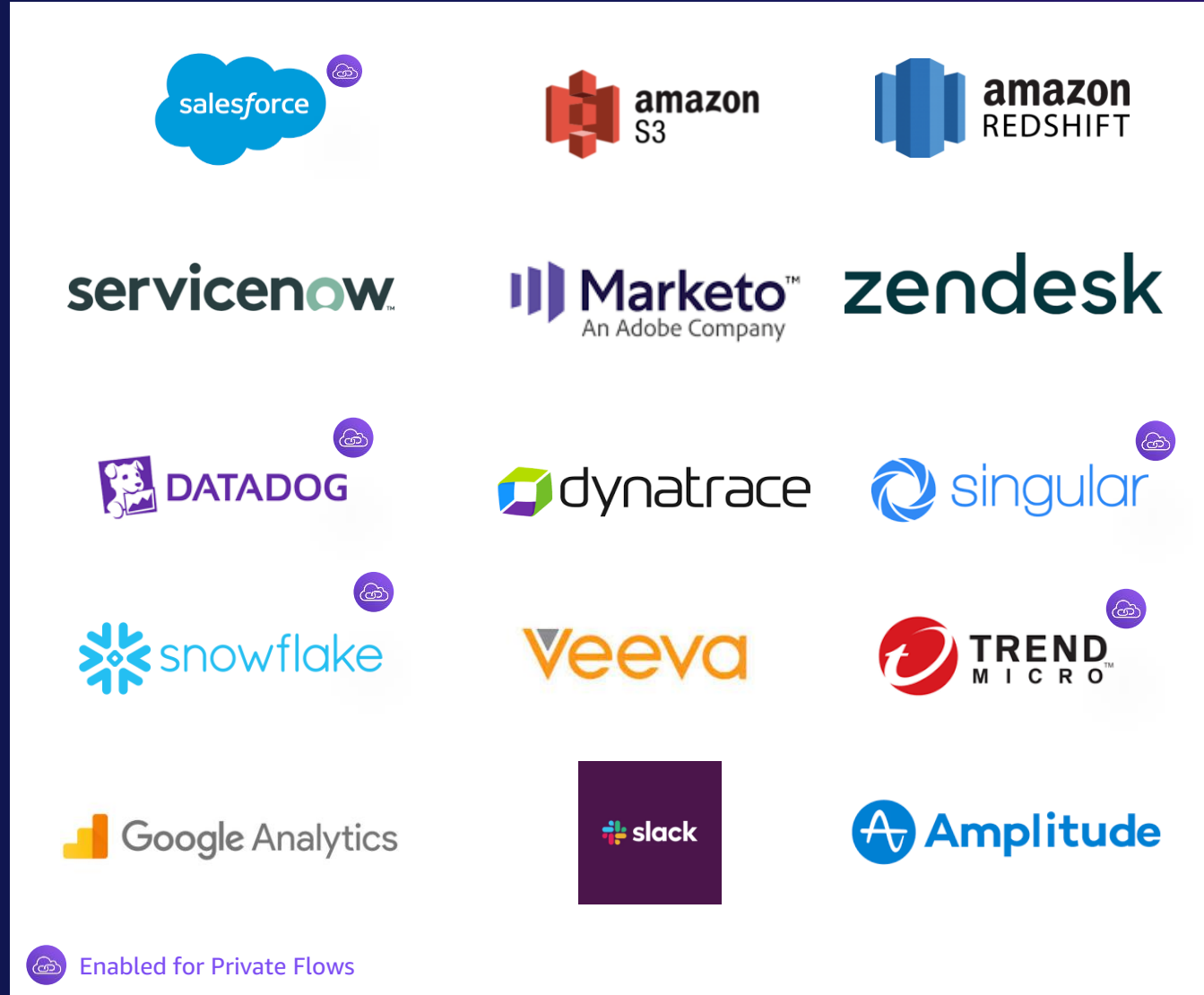




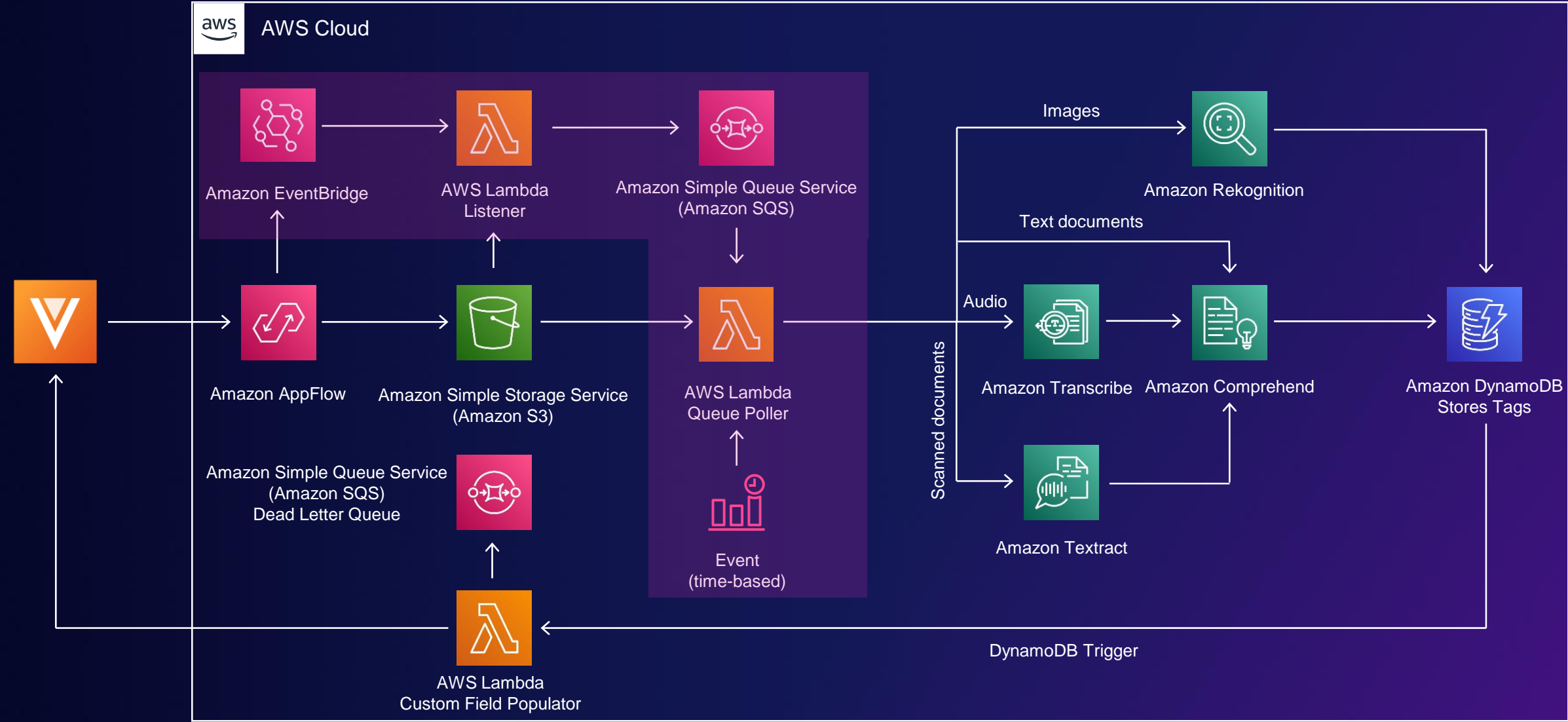
# The solution – Amazon AppFlow



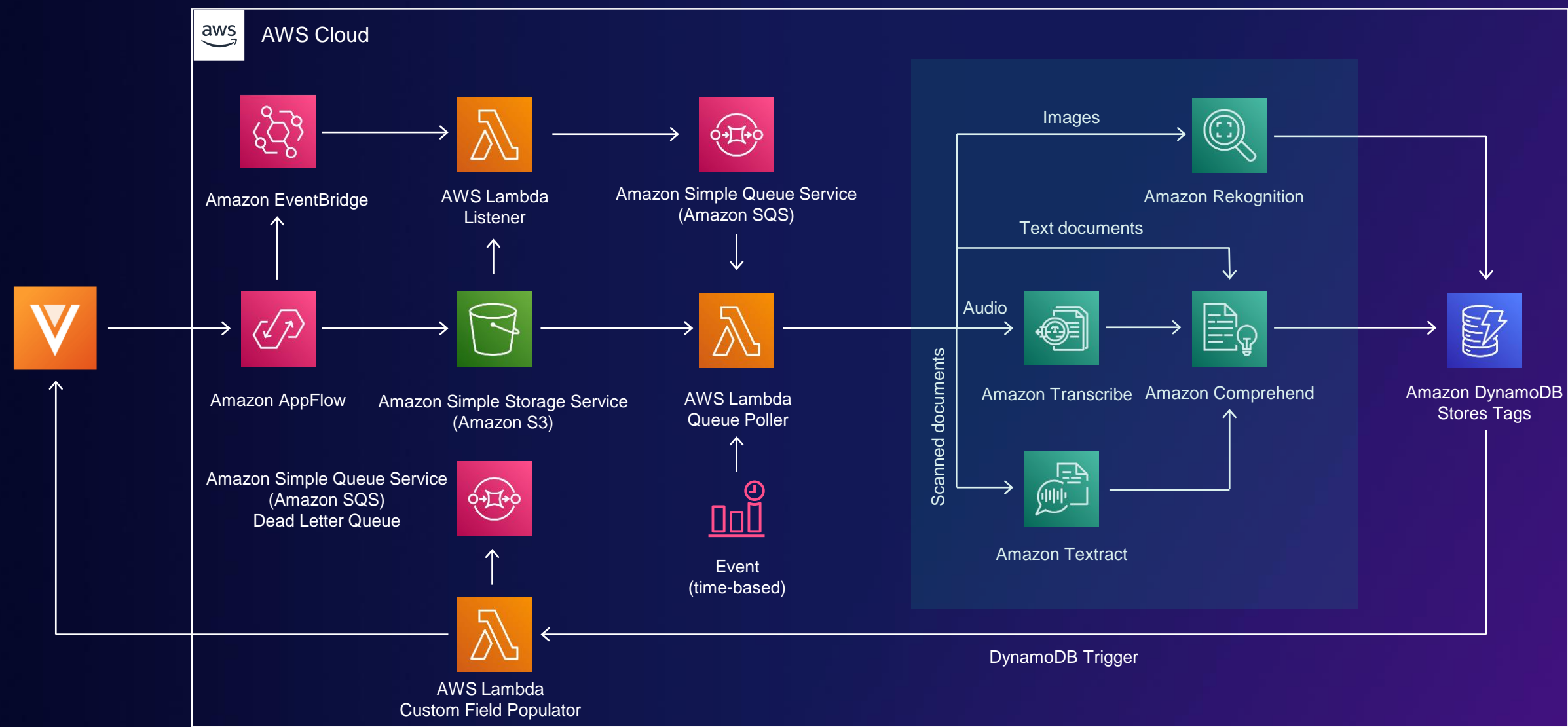
An AWS service that delivers secure bi-directional data flow between SaaS applications and AWS Services at an industrial scale - in minutes, without coding.



# The solution – orchestration



# The solution – automatic entity extraction





# The solution – High Level AI/ML Services



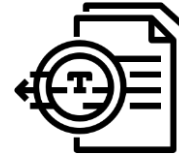
## Amazon Comprehend Medical

Understand medical context with advanced text analytics



## Amazon Transcribe Medical

Automatically convert medical speech to text



## Amazon Textract

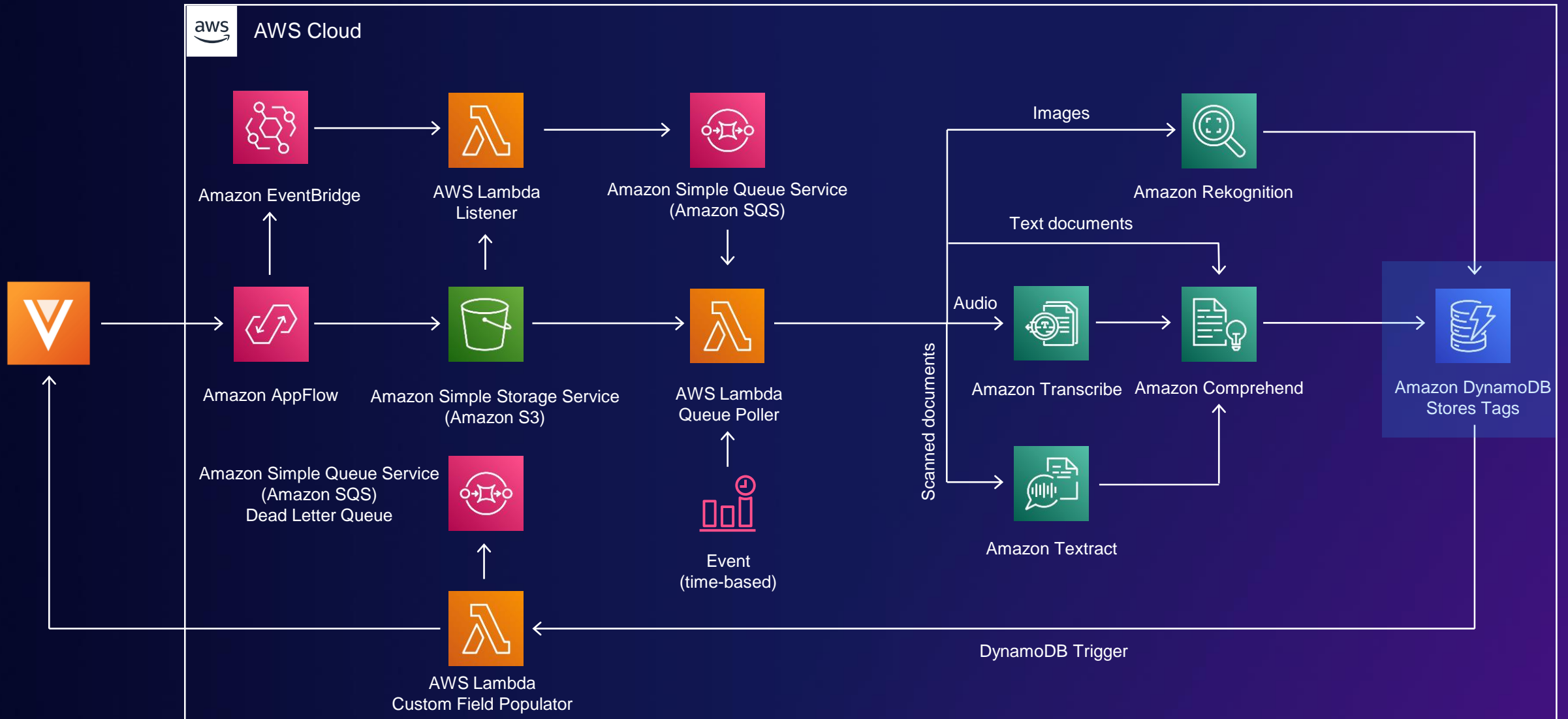
Easily extract text and data from virtually any medical document



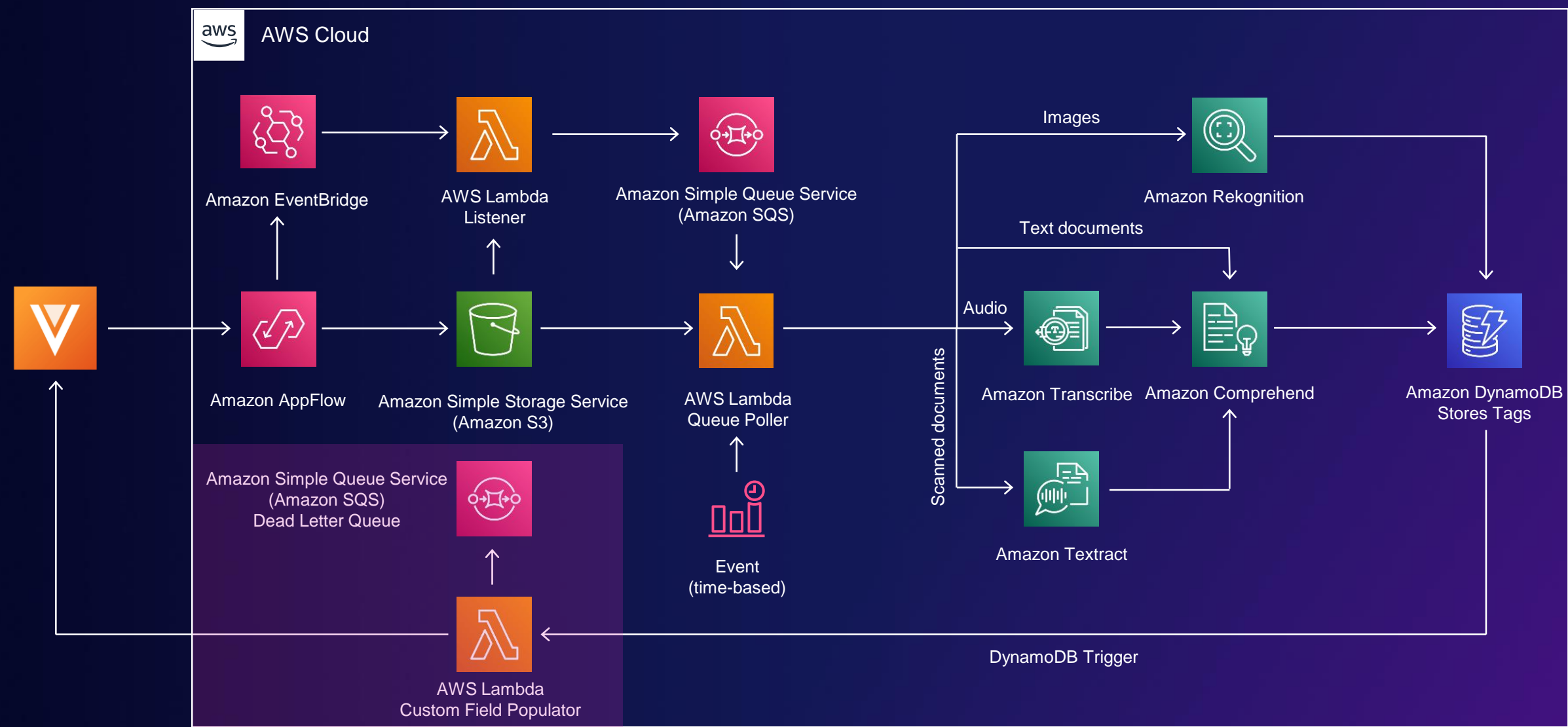
## Amazon Rekognition

Automate medical image and video analysis

# The solution – storing and exploring tags



# The solution – closing the loop

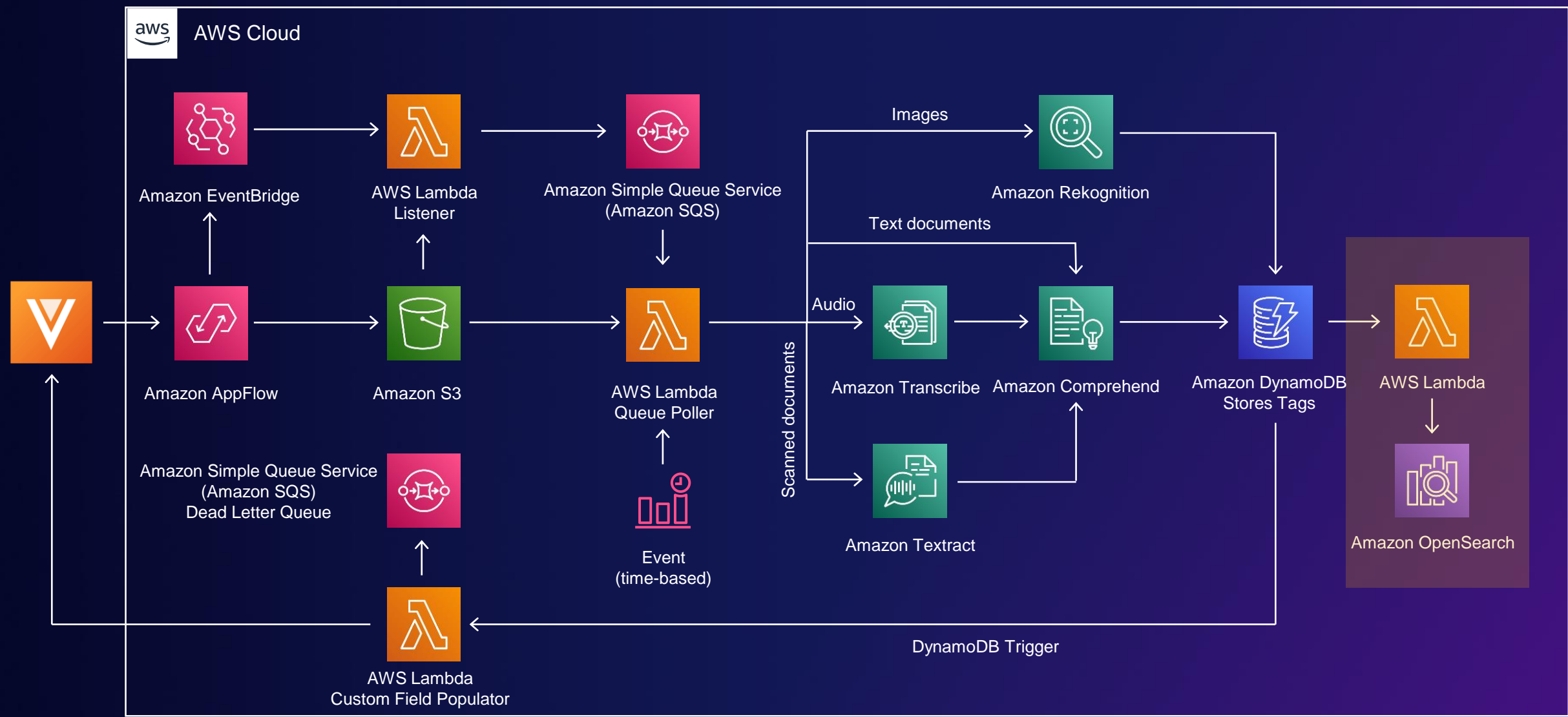




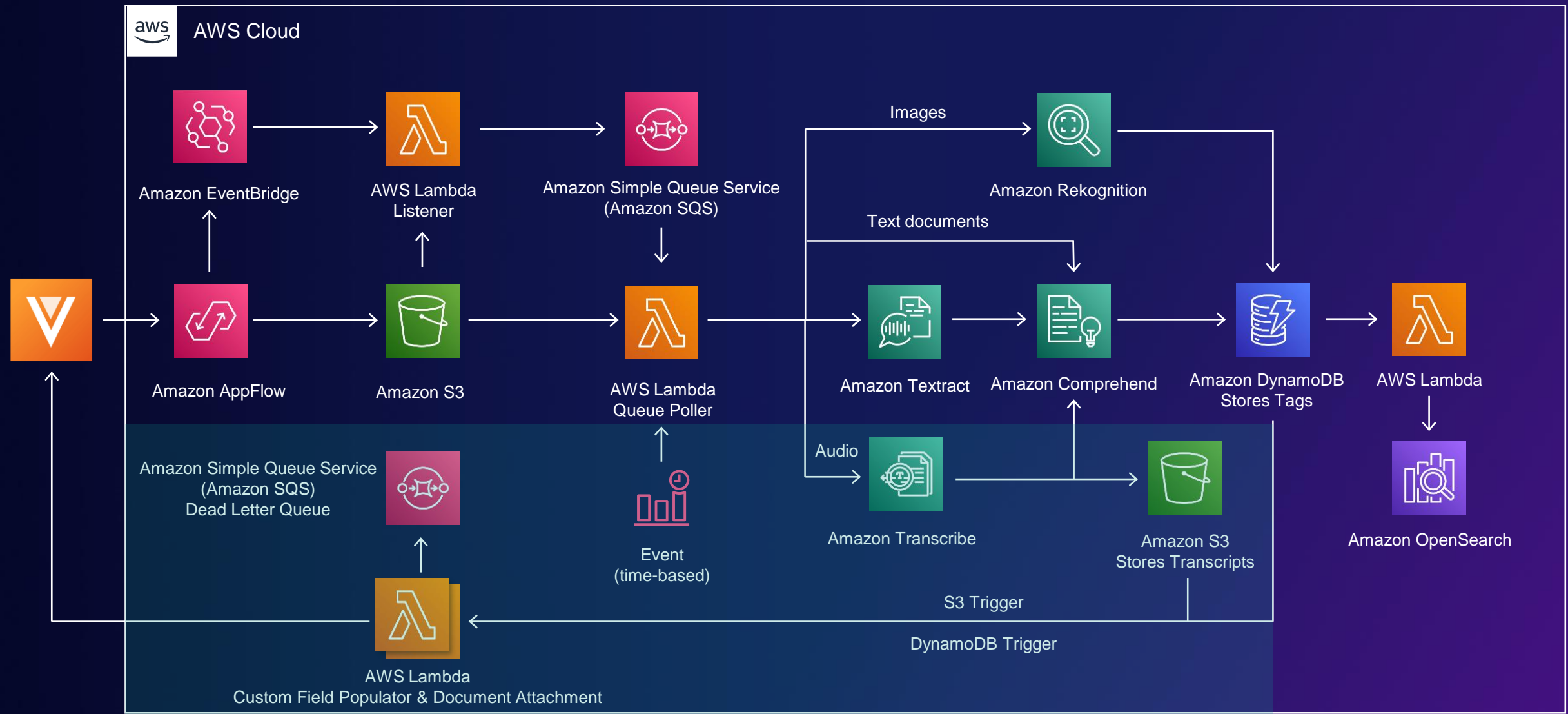
# Demo



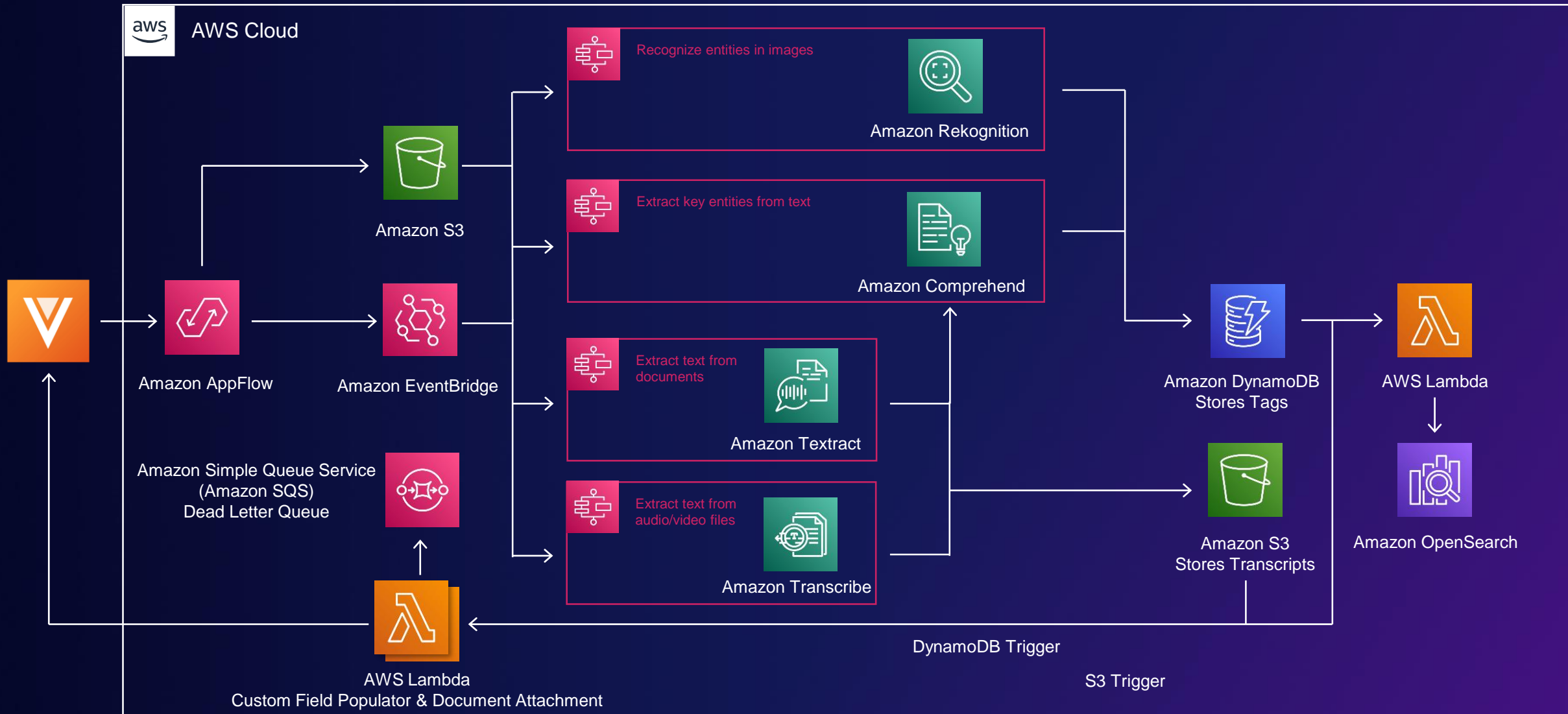
# Improvements – faster discovery



# Improvements – transcription

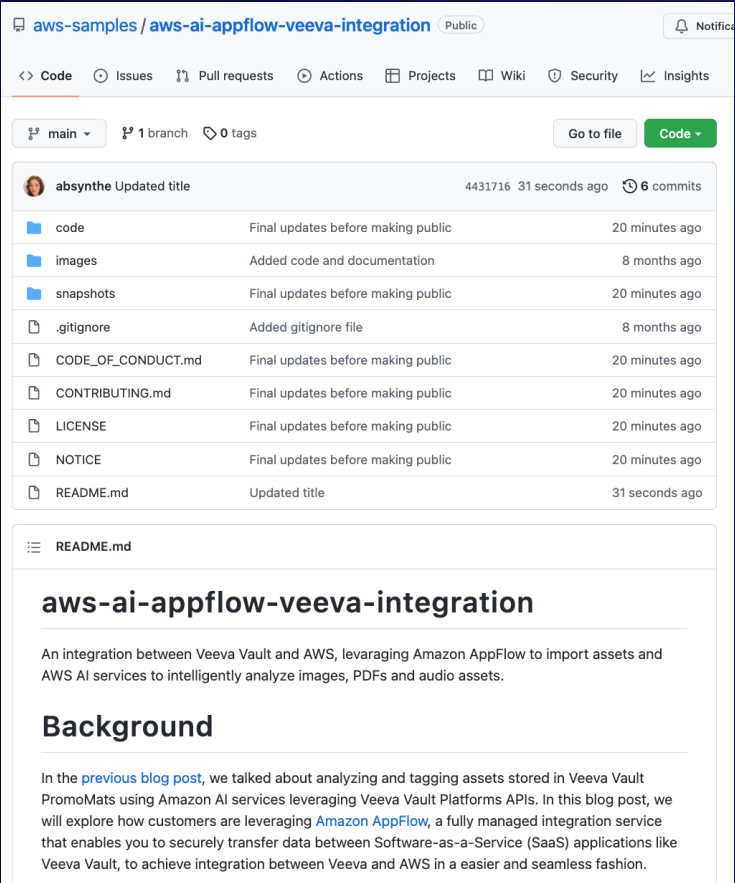


# Improvements – AWS Step Functions SDK support





# Interact with the solution



<https://github.com/aws-samples/aws-ai-appflow-veeva-integration>



# Making it to production

**AWS**

## **AWS Professional Services**

A global team of experts that can help you realize your desired business outcomes for the AWS Cloud

## **Amazon ML Solutions Lab**

Identify and build ML solutions to address your organization's highest return-on-investment ML opportunities

**AWS Partner**

## **Find an AWS Partner**

AWS Partners are uniquely positioned to help you accelerate your journey to the AWS Cloud

**Do it yourself**

## **AWS Artificial Intelligence Services**

Easily add intelligence to applications, no ML skills required

## **Amazon SageMaker**

Build, train, and deploy ML models for any use case with fully managed infrastructure, tools, and workflows

# Learn in-demand AWS Cloud skills



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Train now



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# Thank you!

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