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re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

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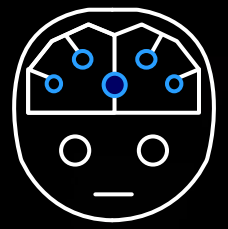
Introduction to AI services

Sama Bali

Sr. Product Marketing Manager, AI Solutions
AWS

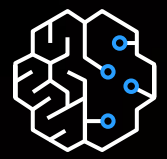
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What is it?



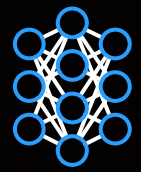
Artificial intelligence (AI)

Any technique that enables computers to mimic human intelligence using logic, if-then statements, and machine learning



Machine learning (ML)

A subset of AI that uses machines to search for patterns in data to build logic models automatically



Deep learning (DL)

A subset of ML composed of deeply multi-layered neural networks that perform tasks like speech and image recognition



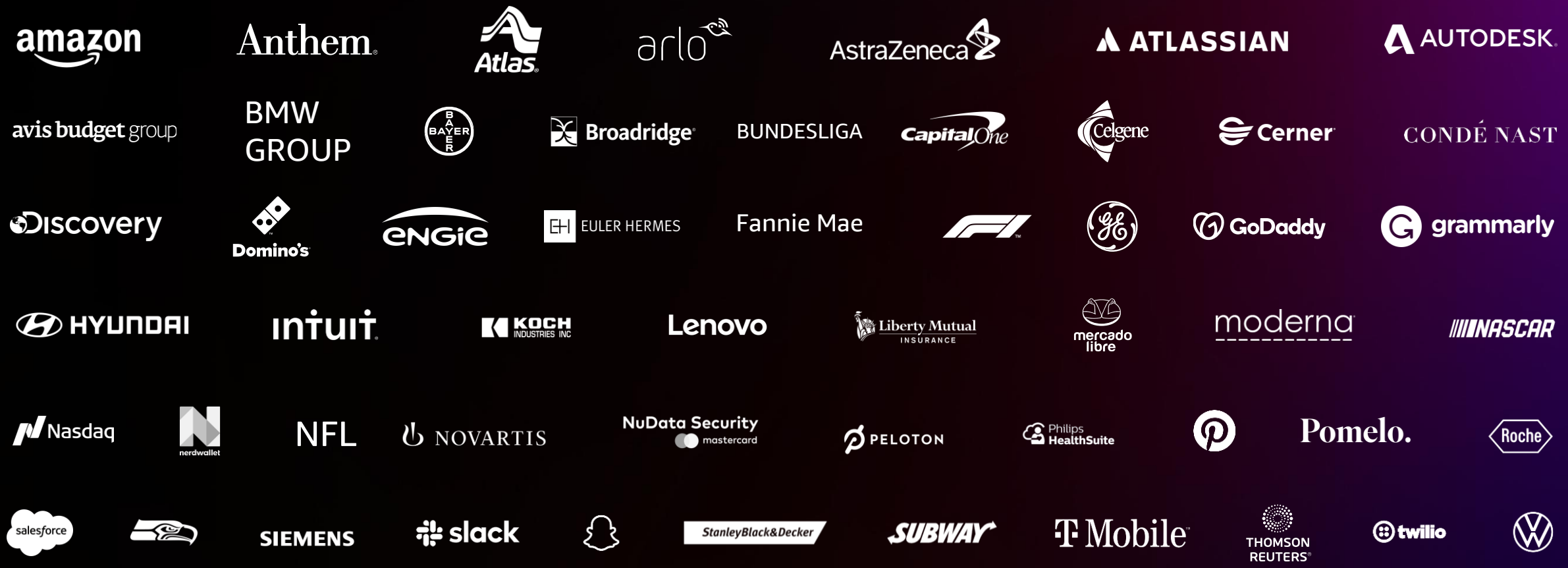
Reinforcement learning (RL)

Reinforcement learning trains models by using a reward function of a desired outcome

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100,000+ customers use AWS for machine learning

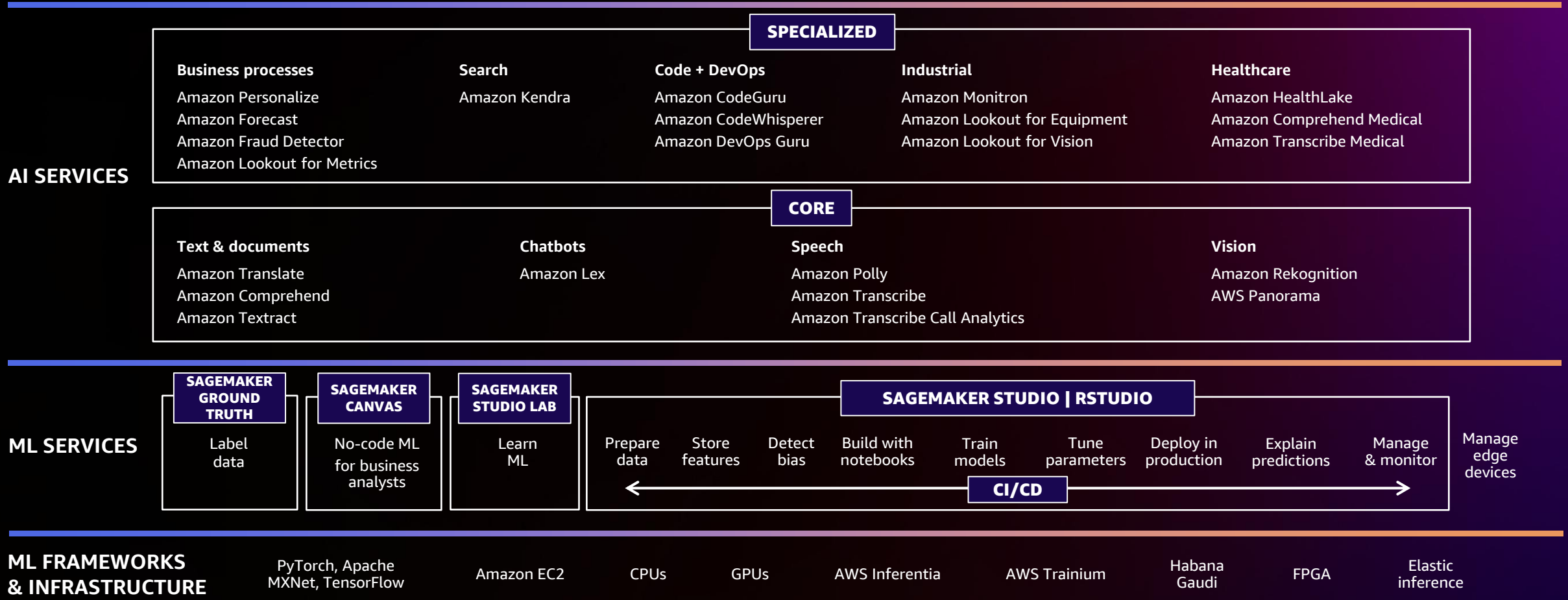


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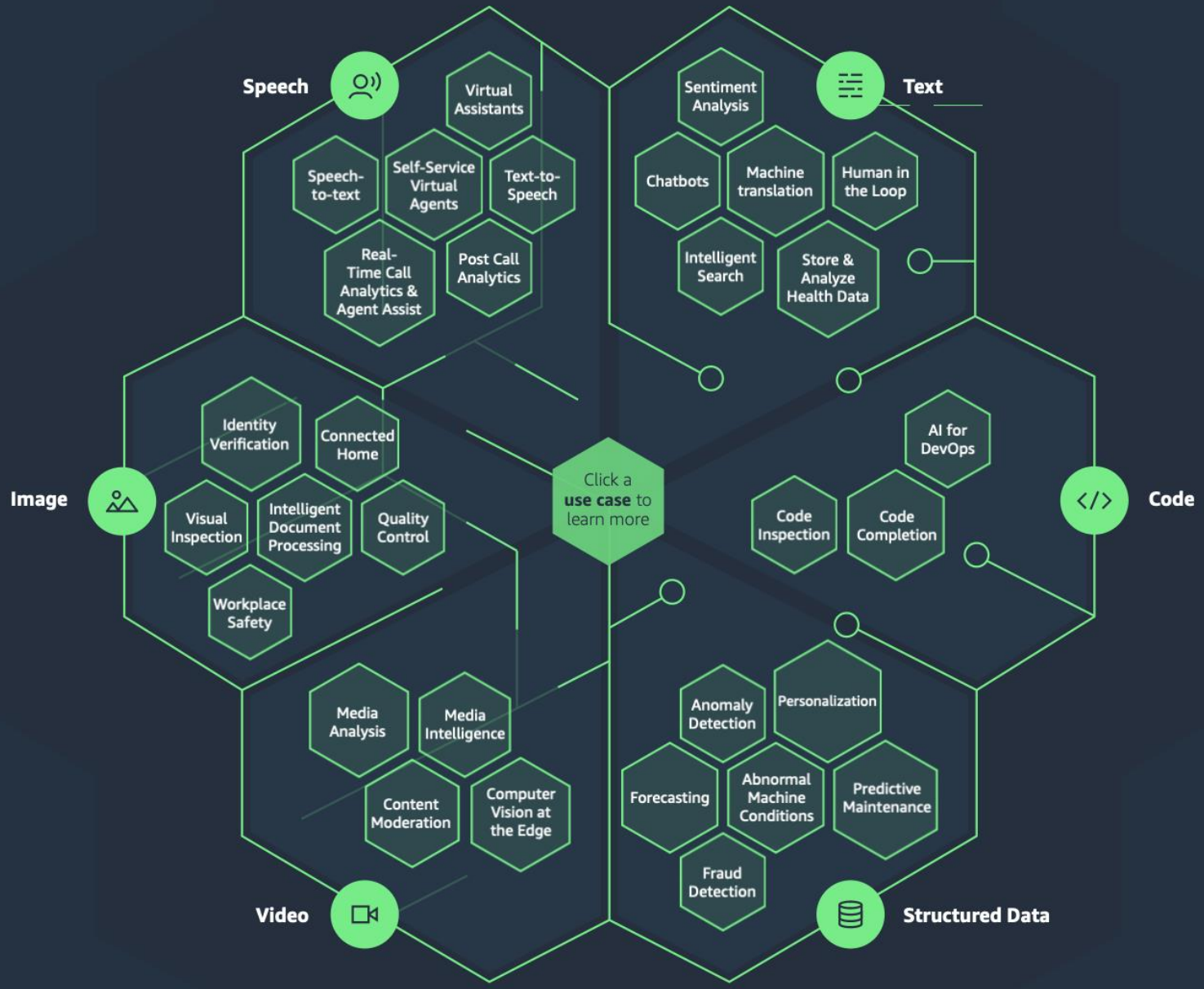
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The AWS AI/ML stack

BROADEST AND MOST COMPLETE SET OF MACHINE LEARNING CAPABILITIES



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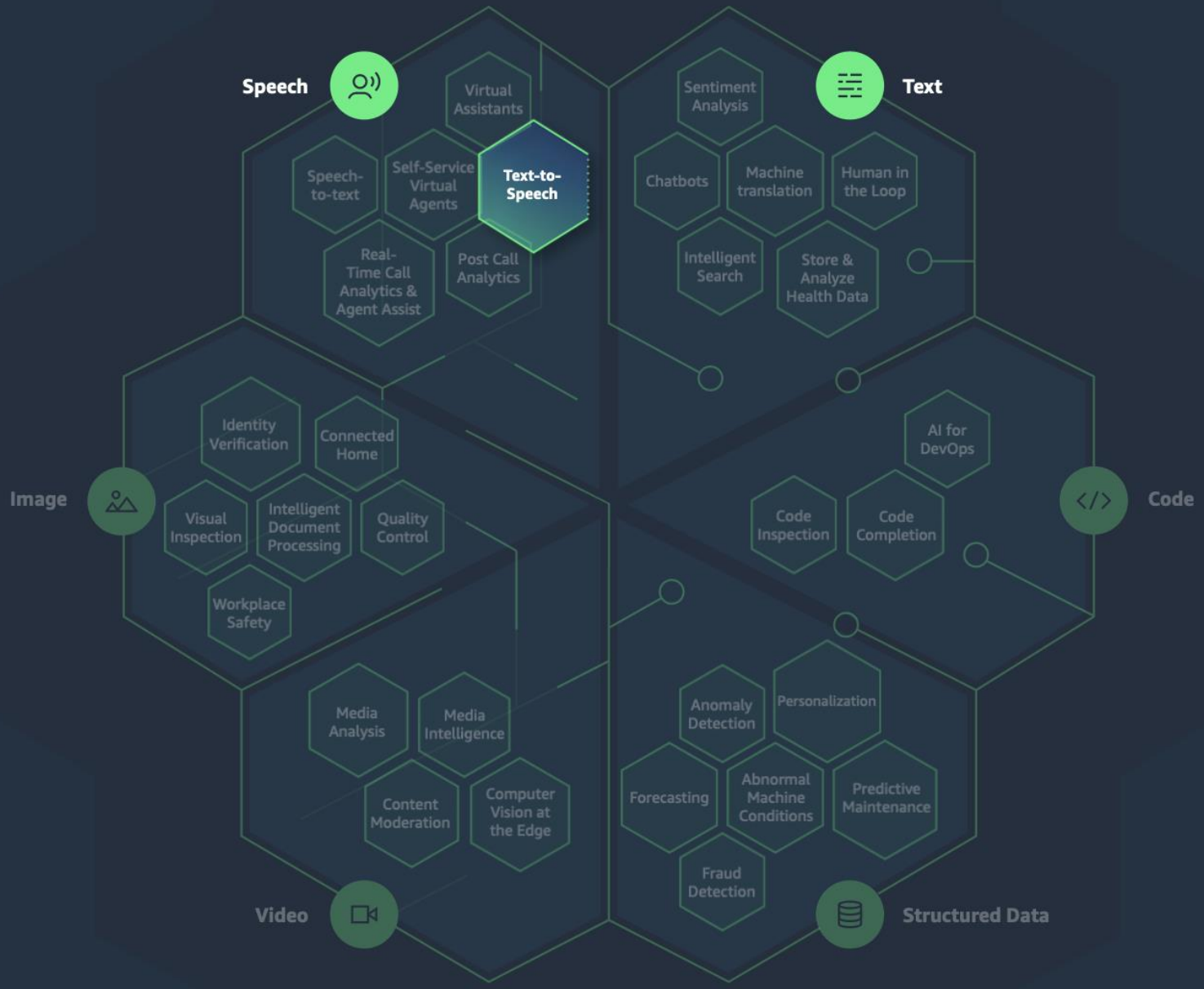


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AI Services

- Amazon Augmented AI
- Amazon CodeGuru
- Amazon CodeWhisperer
- Amazon Comprehend
- Amazon DevOps Guru
- Amazon Forecast
- Amazon Fraud Detector
- Amazon HealthLake
- Amazon Kendra
- Amazon Lex
- Amazon Personalize
- Amazon Polly
- Amazon Rekognition
- Amazon Textract
- Amazon Transcribe
- Amazon Translate
- Amazon Lookout for Equipment
- Amazon Monitron
- AWS Panorama

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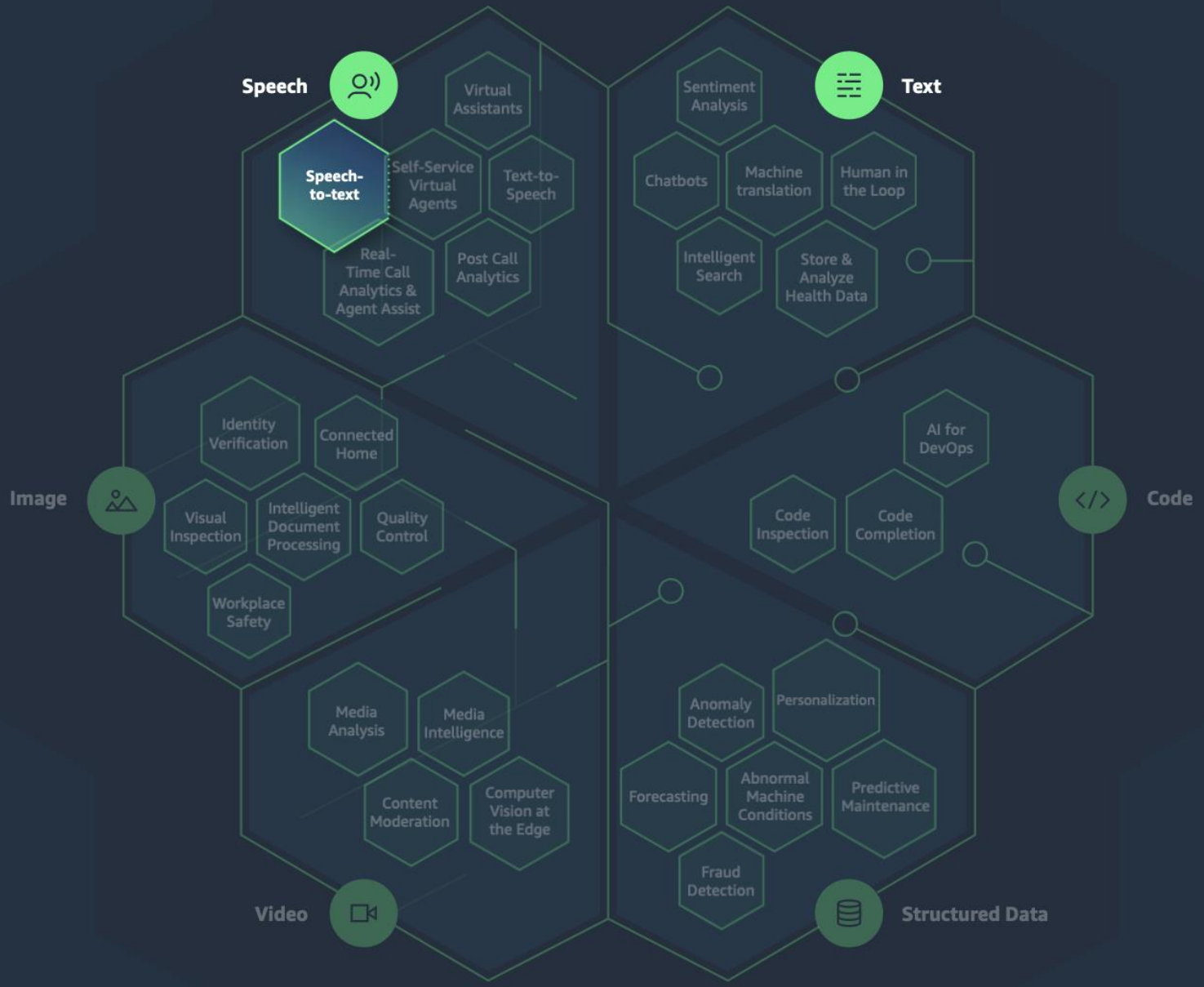
Text-to-Speech

Amazon Polly

Convert text into life-like speech, improving user experience and accessibility.

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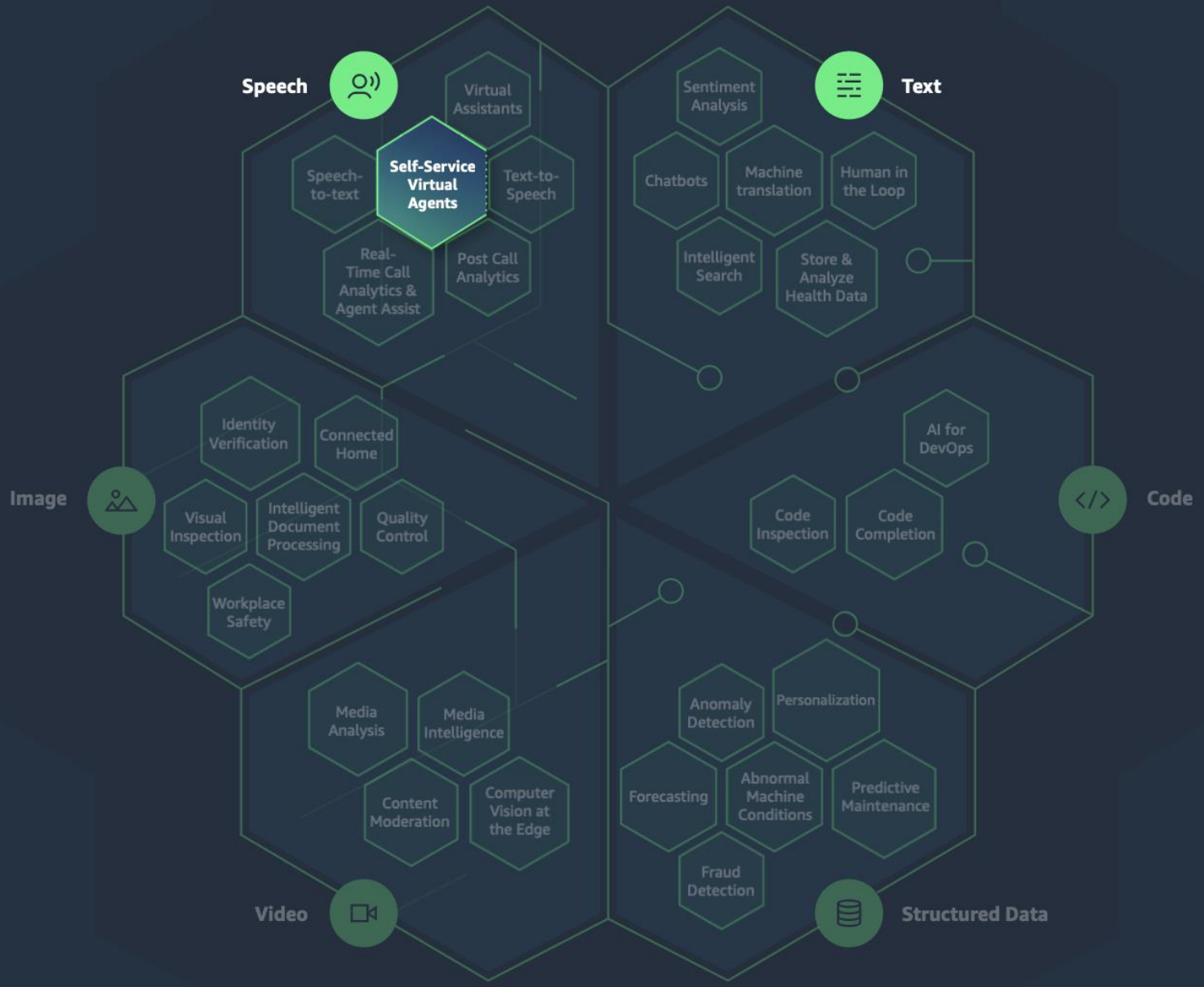
Speech-to-text

Amazon Transcribe

Enhance your applications and workflows with automatic speech recognition.

Learn more

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Self-Service Virtual Agents

Improve customer experience. Derive customer insights and reduce operational costs by adding artificial intelligence and machine learning to the contact center provider of your choice.

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Amazon Polly

Convert text into life-like speech, improving user experience and accessibility.

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Amazon Transcribe

Enhance your applications and workflows with automatic speech recognition.

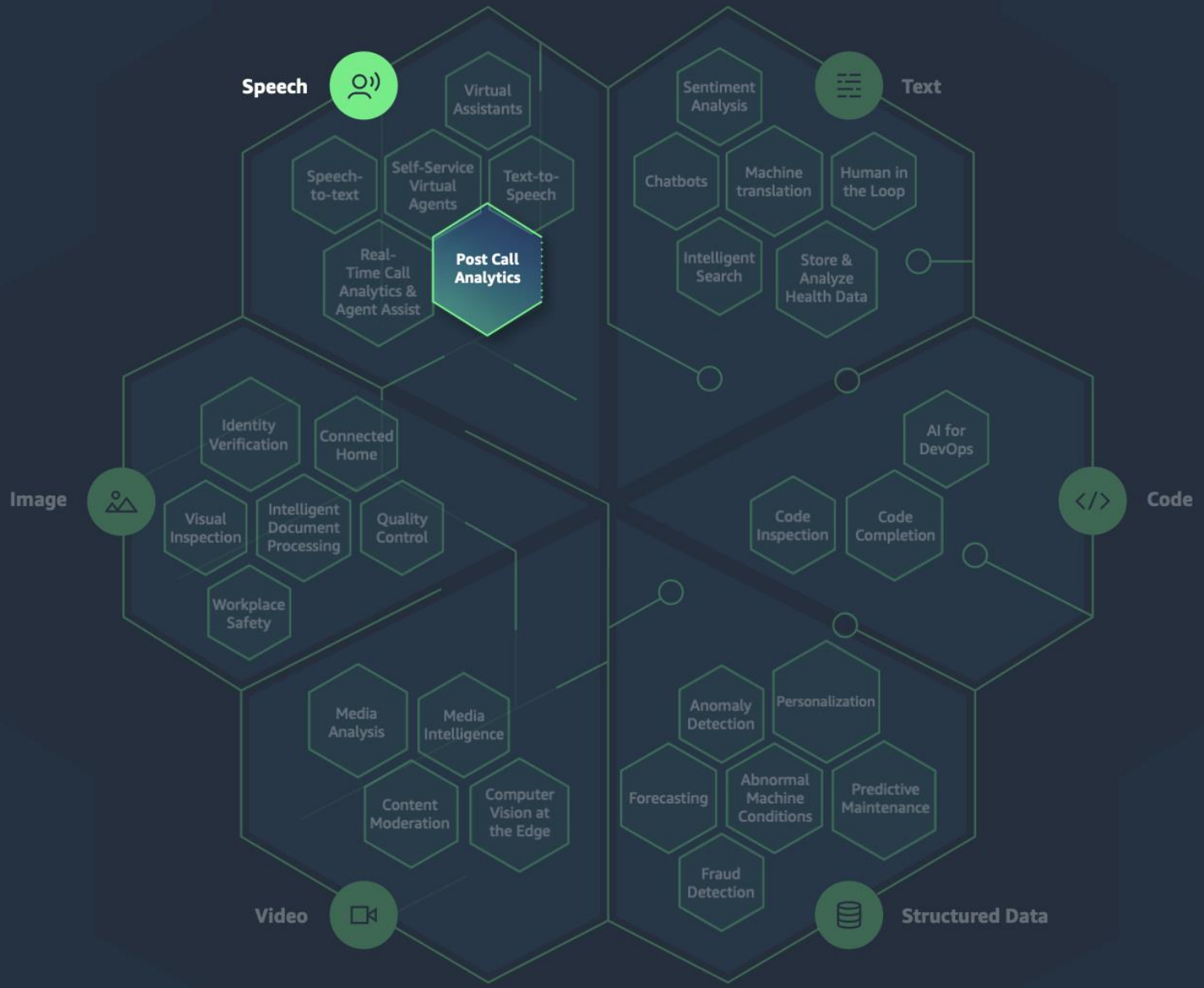
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Amazon Lex

Create automated conversation channels to improve customer service.

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Post Call Analytics

Gain AI-powered contact center insights to improve business outcomes, agent performance, and customer satisfaction.

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Amazon Transcribe

Enhance your applications and workflows with automatic speech recognition.

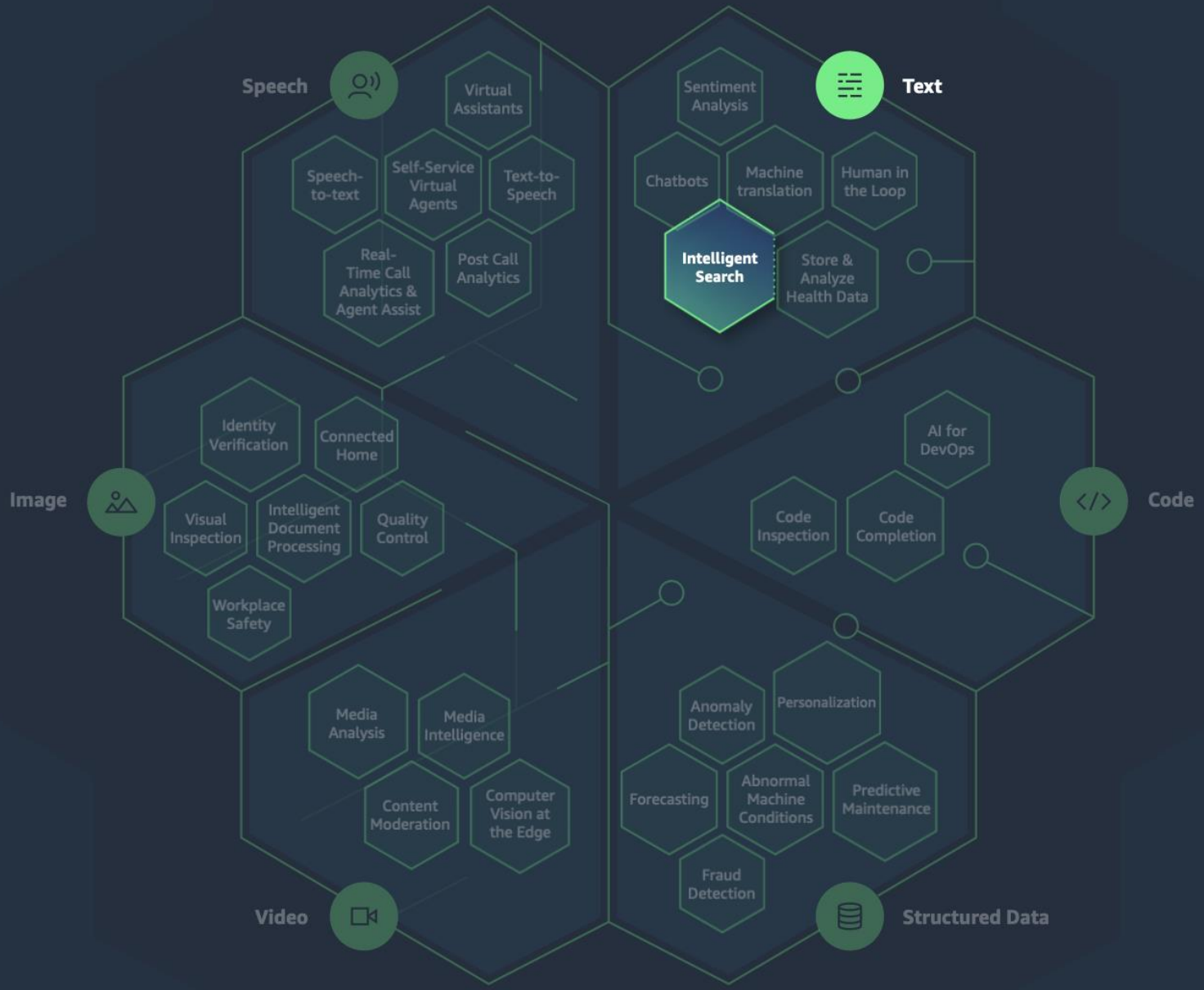
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Amazon Comprehend

Maximize the value of unstructured text with natural language processing (NLP).

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Intelligent Search

Improve customer interactions and boost workforce productivity with intelligent search.

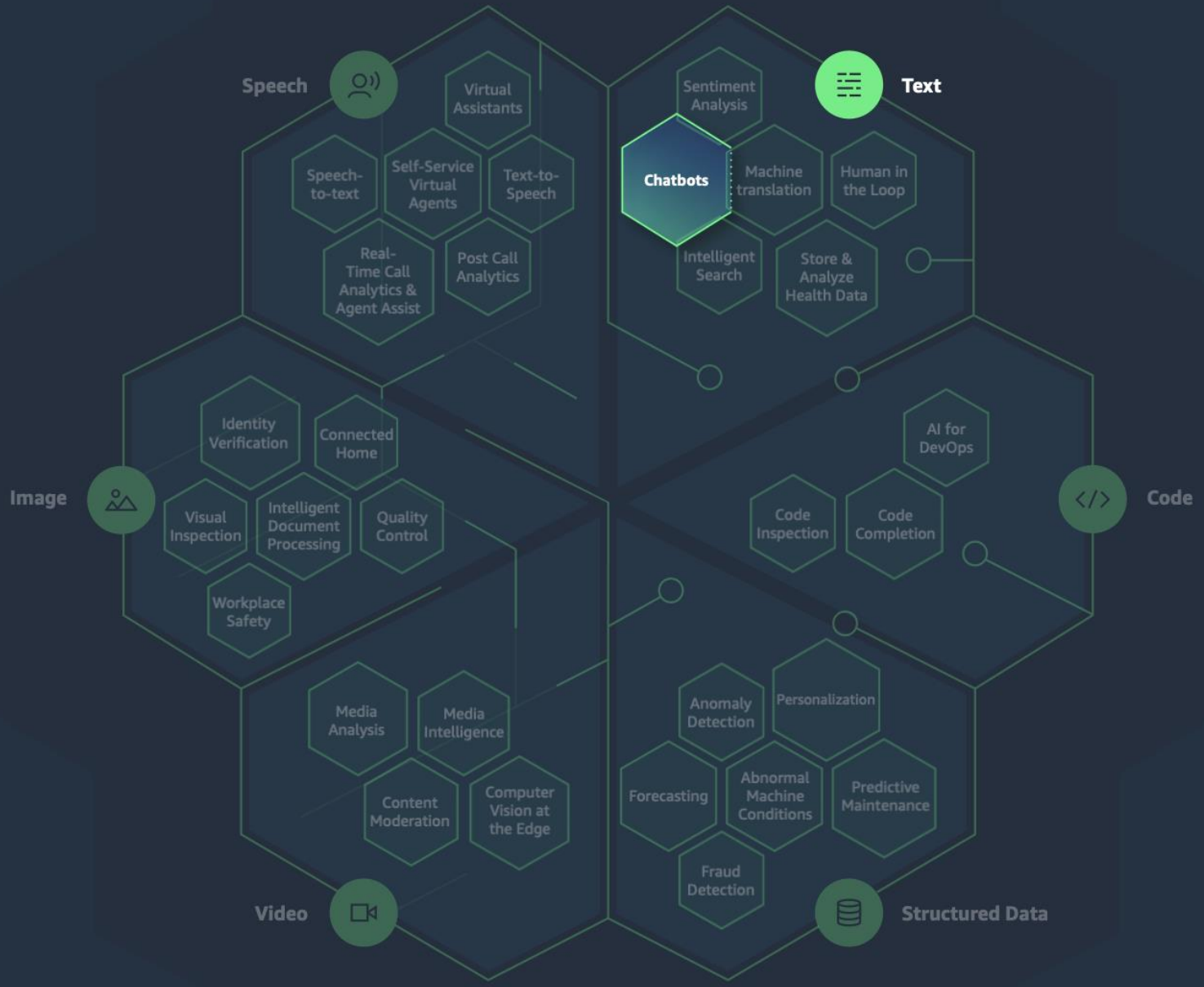
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Amazon Kendra

Enhance websites and applications with natural language speech to help users quickly search for what they need.

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Chatbots

Streamline self-service processes and reduce operational costs through chatbots and virtual assistants.

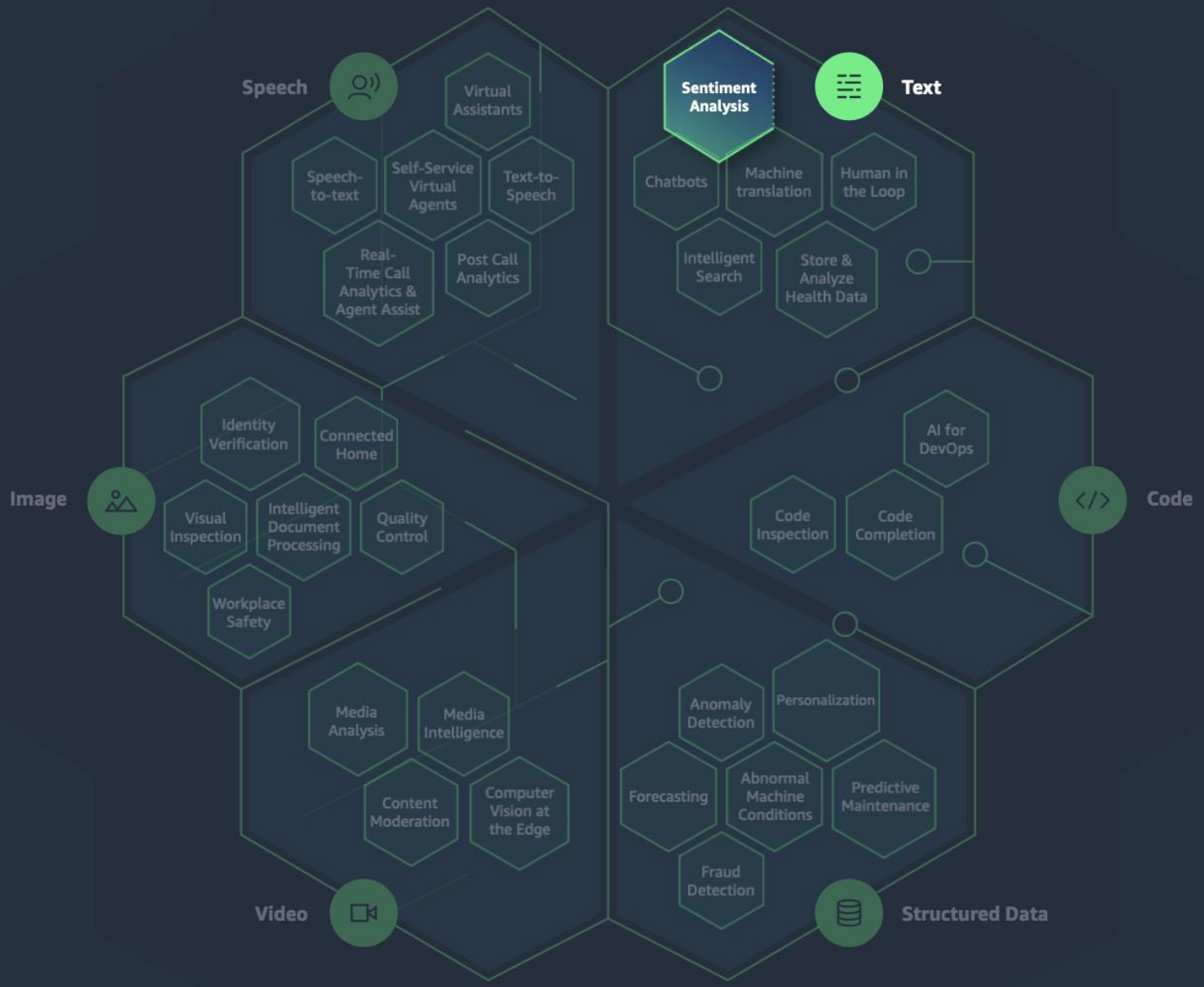
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Amazon Lex

Create automated conversation channels to improve customer service.

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Sentiment Analysis

Amazon Comprehend provides a Sentiment Analysis API that returns the overall sentiment of a text (Positive, Negative, Neutral, or Mixed).

Amazon Comprehend

Maximize the value of unstructured text with natural language processing (NLP).

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Store & Analyze Health Data

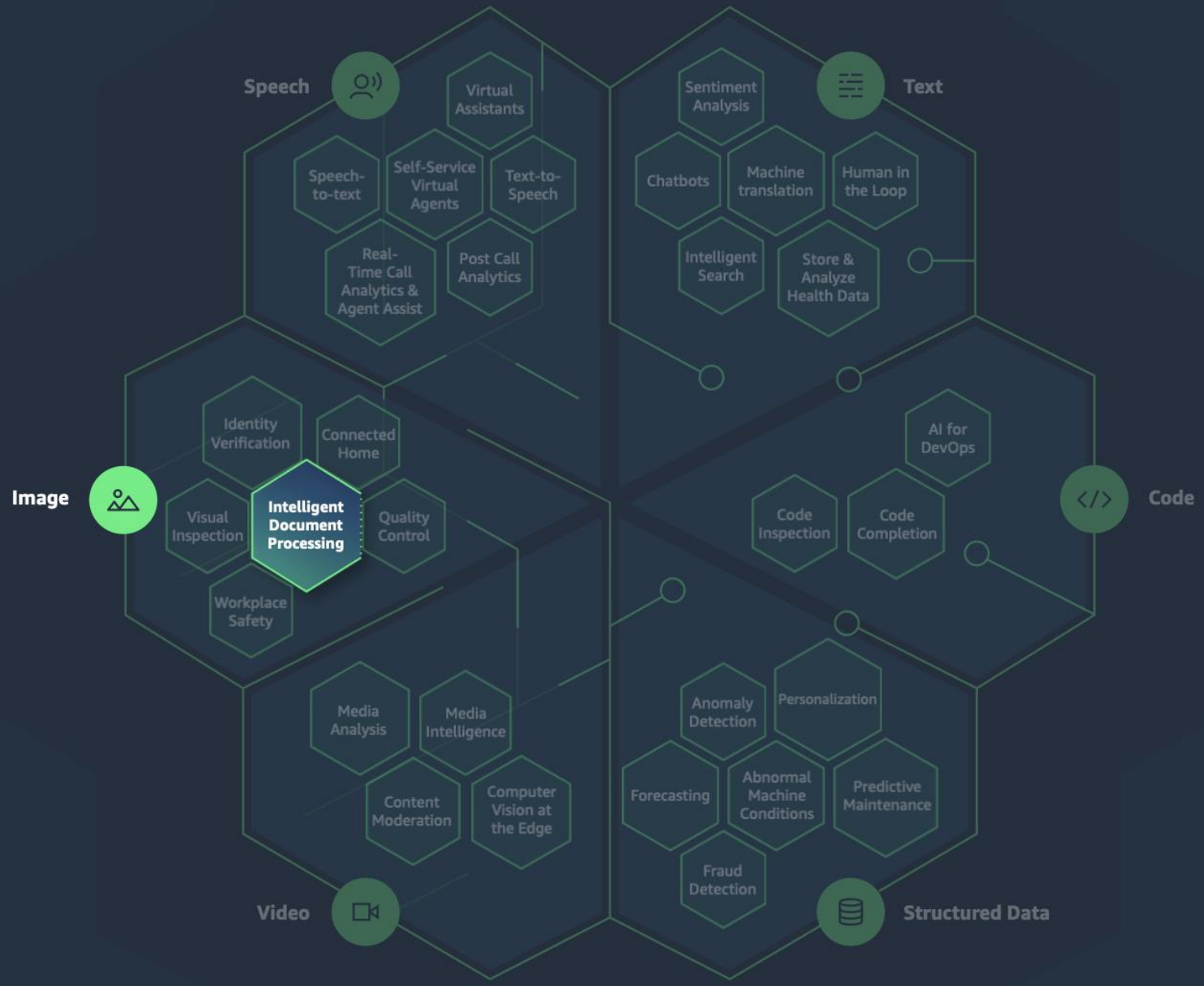
Make sense of health data with purpose-built health AI services and the most comprehensive machine learning platform.

Amazon HealthLake

Securely store, transfer, query, and analyze health data to offer a complete view of a patient's medical history.

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Intelligent Document Processing

Improve employee productivity and make faster decisions with intelligent document processing.

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Amazon Textract

Pull valuable information from millions of documents at speed.

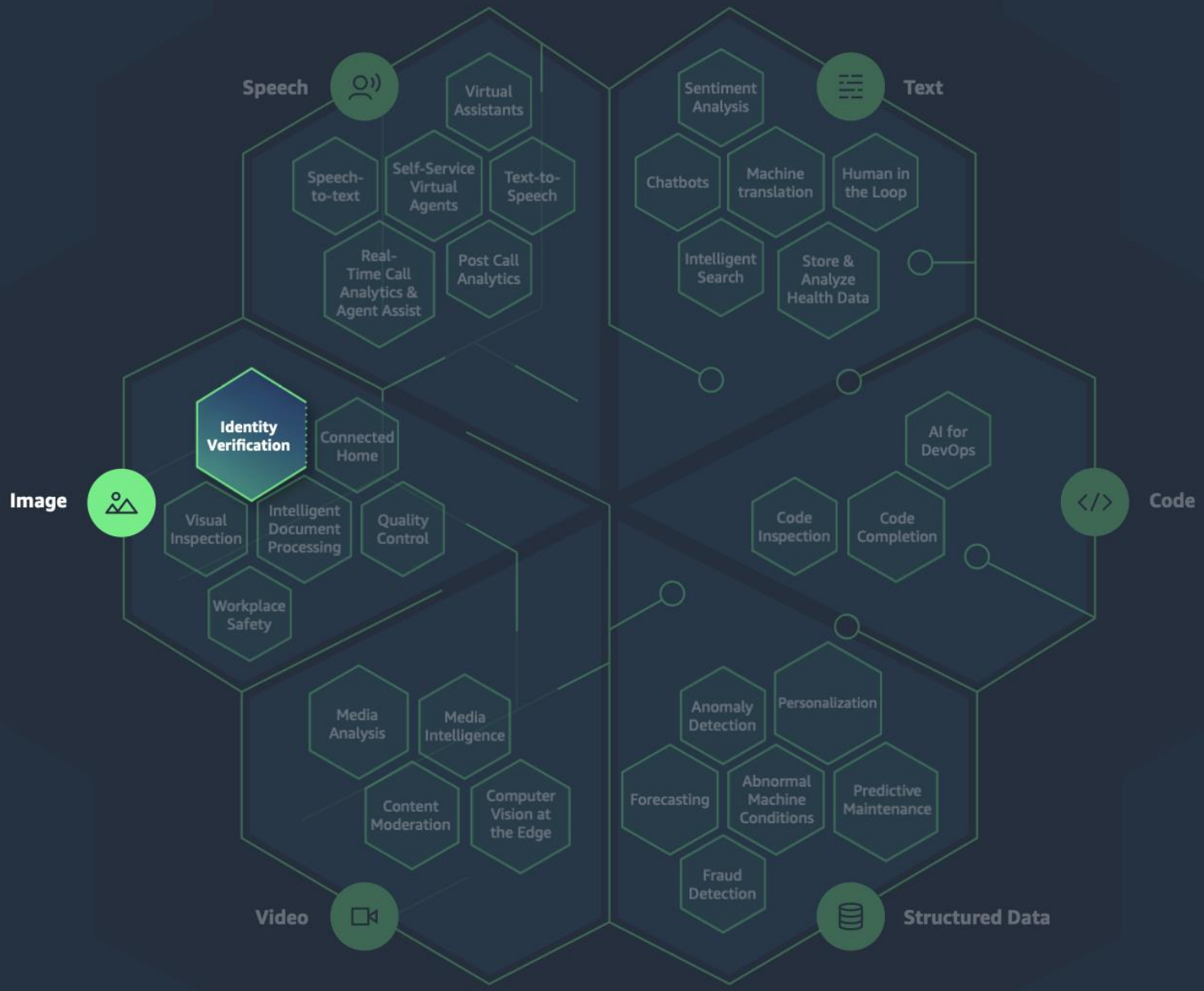
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Amazon Comprehend

Maximize the value of unstructured text with natural language processing (NLP).

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Identity Verification

Verify user identity online using machine learning.

Learn more

Amazon Rekognition

Automate your image and video analysis with machine learning.

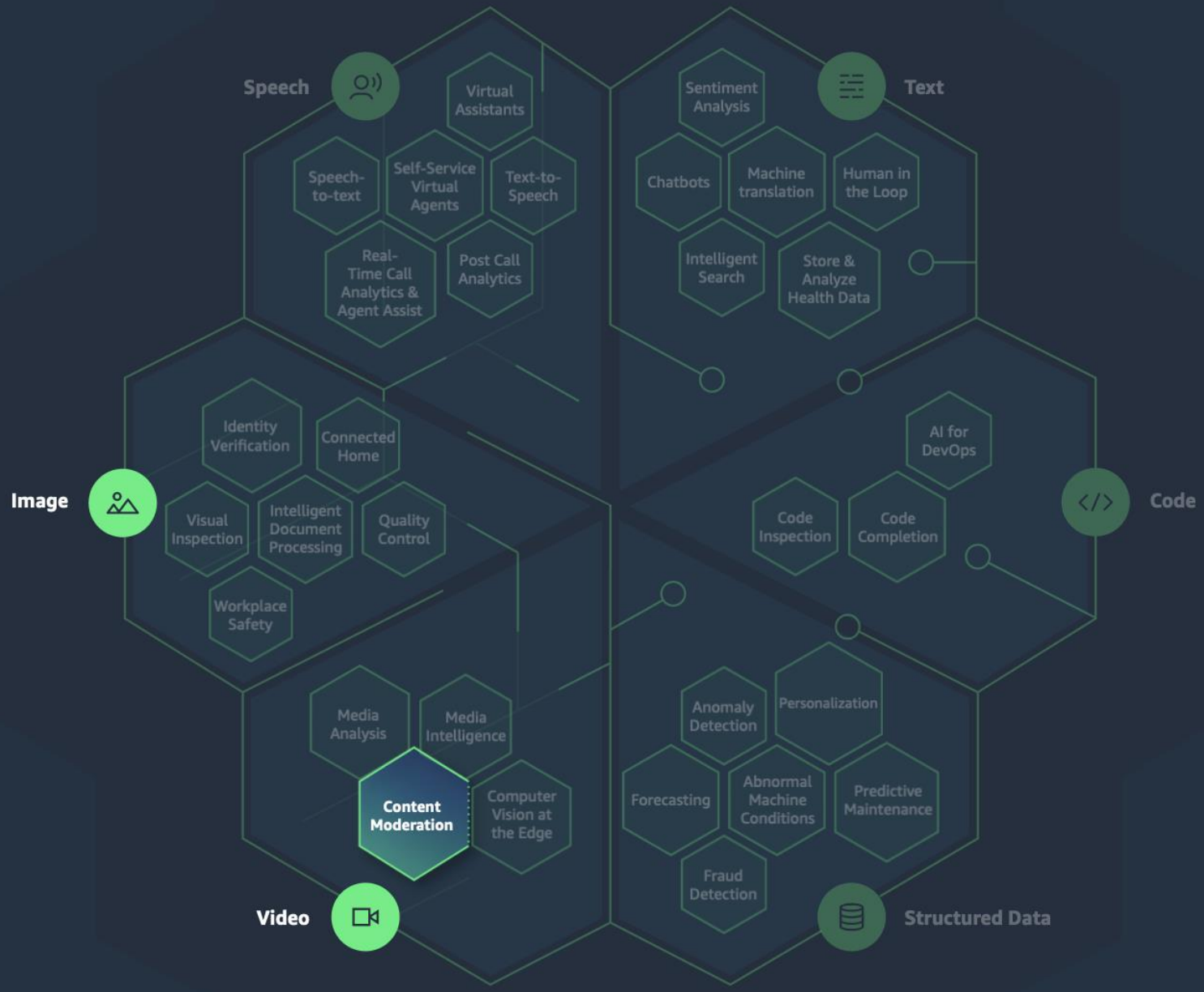
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Amazon Textract

Pull valuable information from millions of documents at speed.

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Content Moderation

Create safe online environments, protect your brand, and minimize moderation costs.

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Amazon Rekognition

Automate your image and video analysis with machine learning.

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Amazon Transcribe

Enhance your applications and workflows with automatic speech recognition.

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Amazon Comprehend

Maximize the value of unstructured text with natural language processing (NLP).

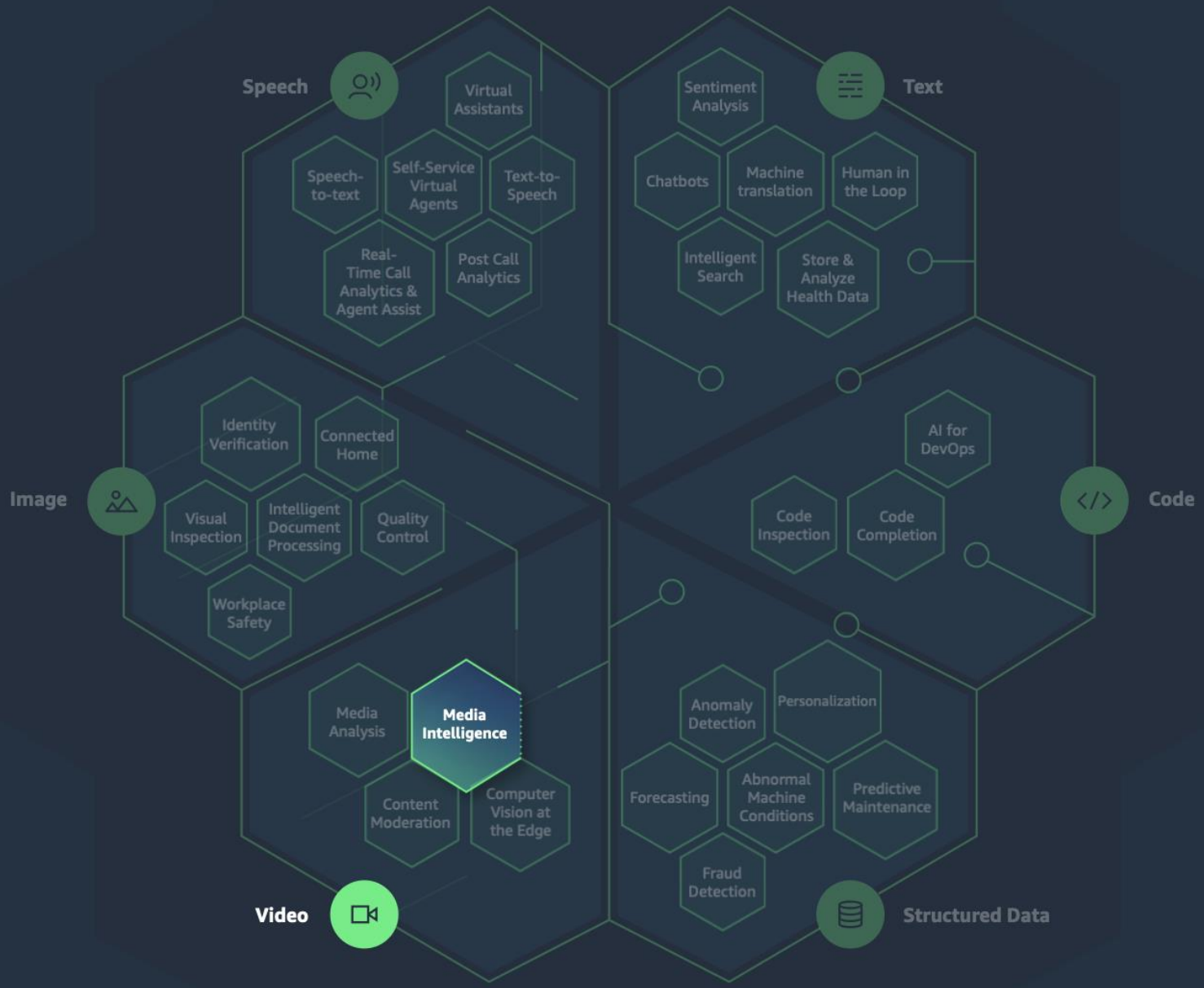
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Amazon Augmented AI

Easily implement human review of machine learning predictions.

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Media Intelligence

Increase the lifetime value of your media content while reducing operational costs.

Learn more

Amazon Rekognition

Automate your image and video analysis with machine learning.

Learn more



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Personalization

Personalize your customer experiences with machine learning to grow engagement, conversion, and revenue.

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Amazon Personalize

Use ML to customize applications and websites to each individual user.

Learn more | Try Interactive Demo

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Predictive Maintenance

Bring intelligent insights to your industrial operations with machine learning.

Amazon Lookout for Equipment

Automatically detect abnormal machine conditions by analyzing sensor data.

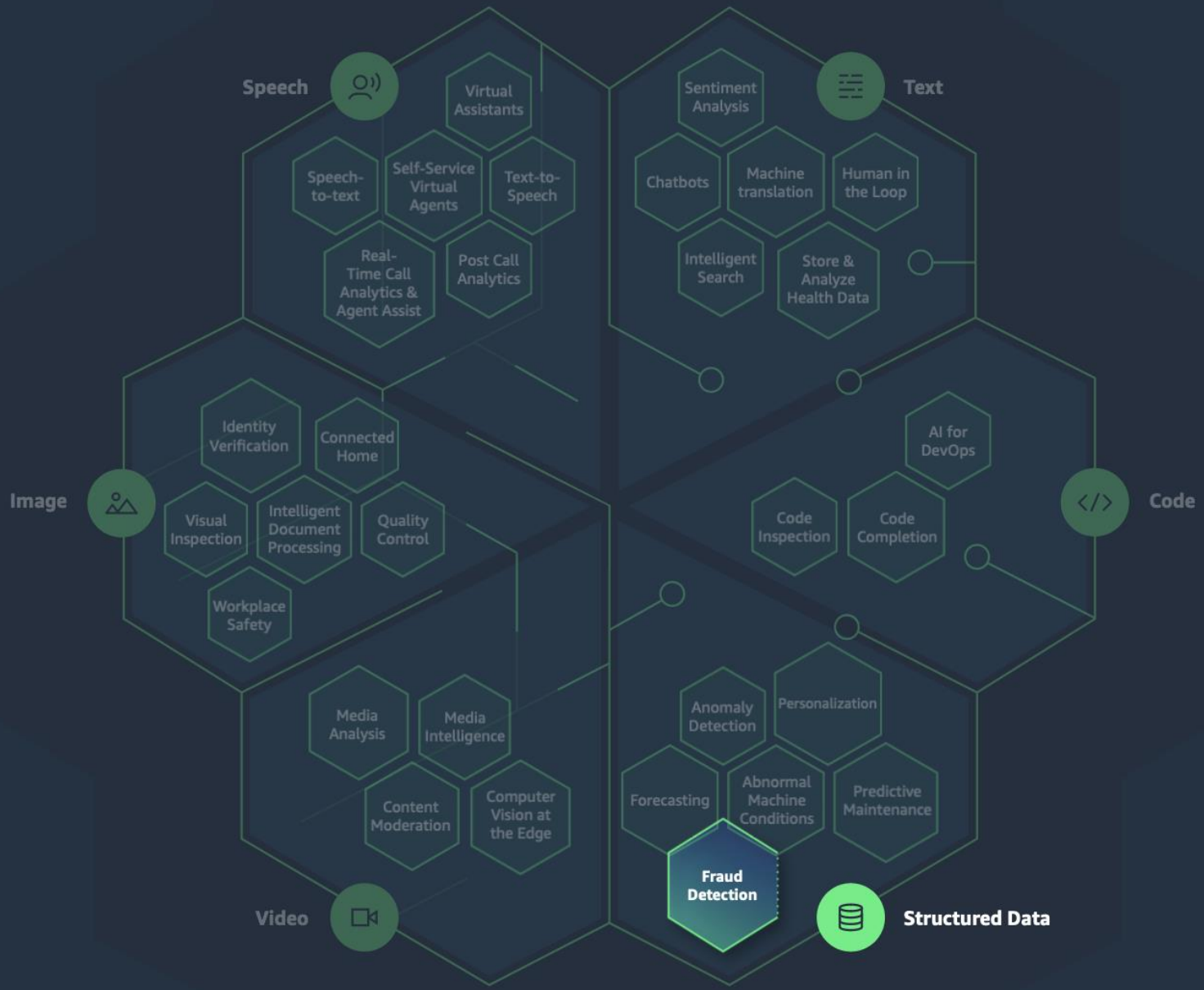
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Amazon Monitron

End-to-end predictive maintenance system that includes sensors, gateway, anomaly detection service, and end-user application.

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Fraud Detection

Identify and prevent online fraud while ensuring a frictionless customer experience.

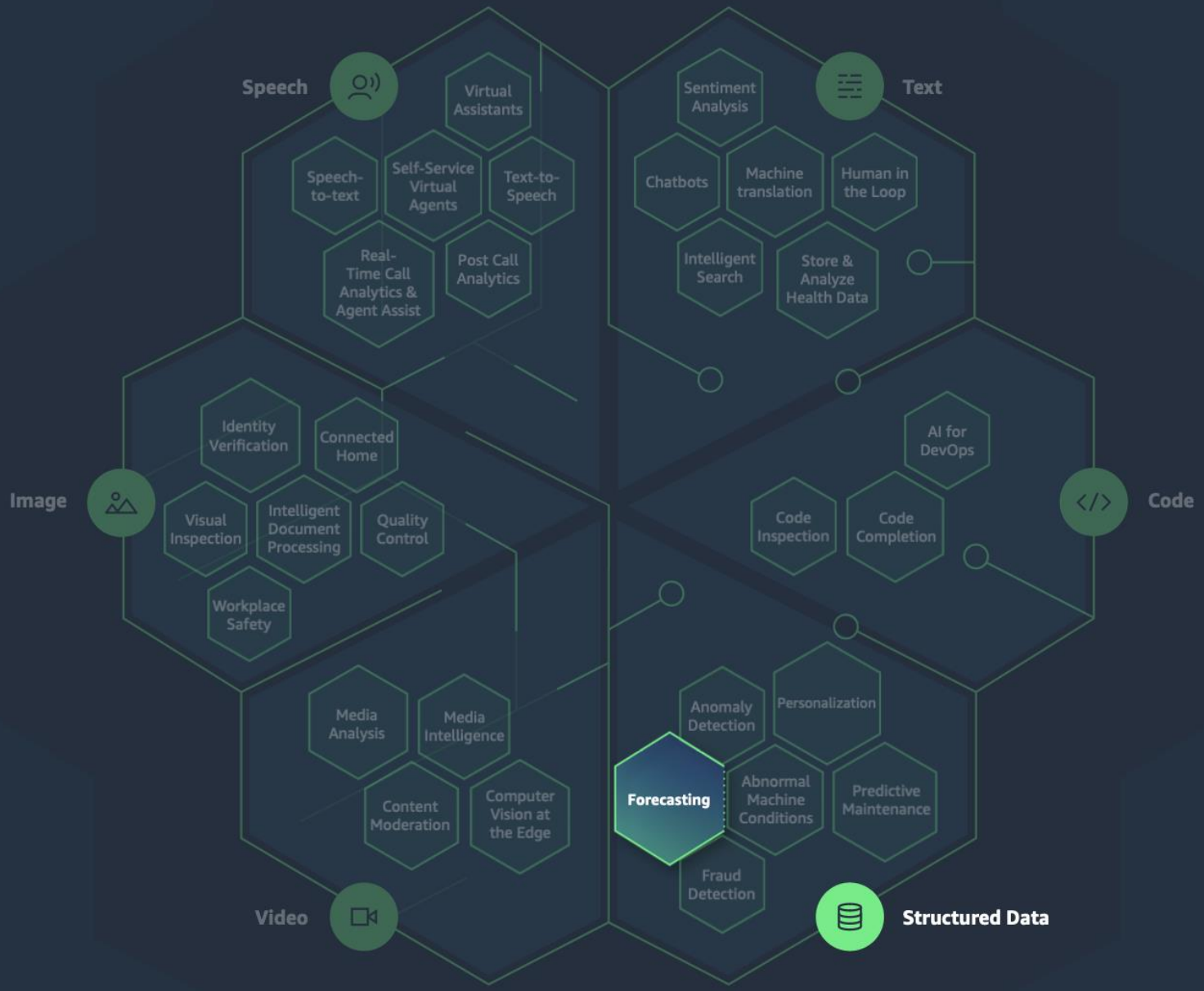
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Amazon Fraud Detector

Stop adversaries and identify potential attacks with technology honed through years of use on Amazon.com.

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Forecasting

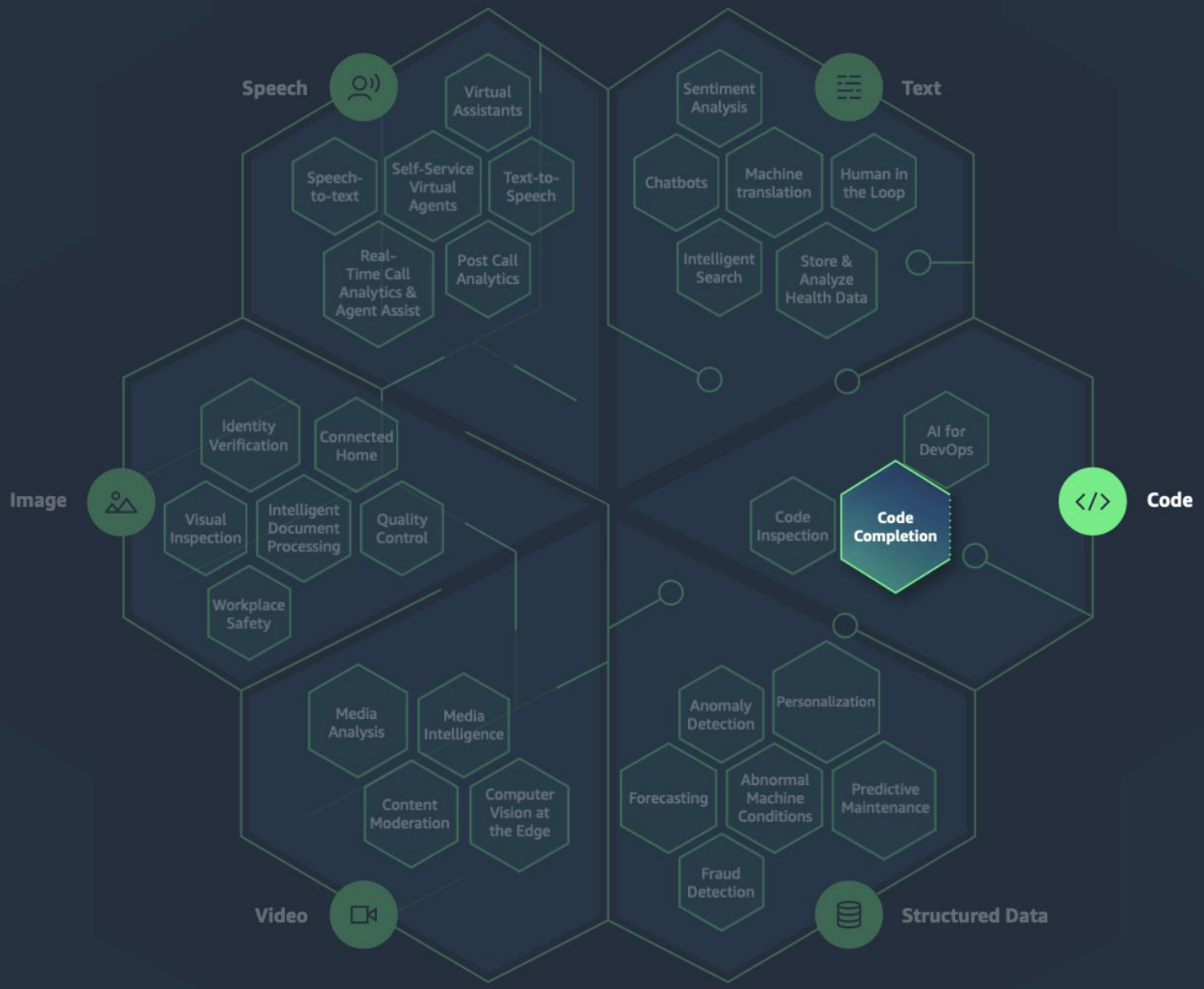
Accurately forecast sales, financial, and demand data to streamline decision making, and automatically identify anomalies in key business metrics.

Amazon Forecast

Harness unique data types and time series data to create accurate end-to-end prediction models.

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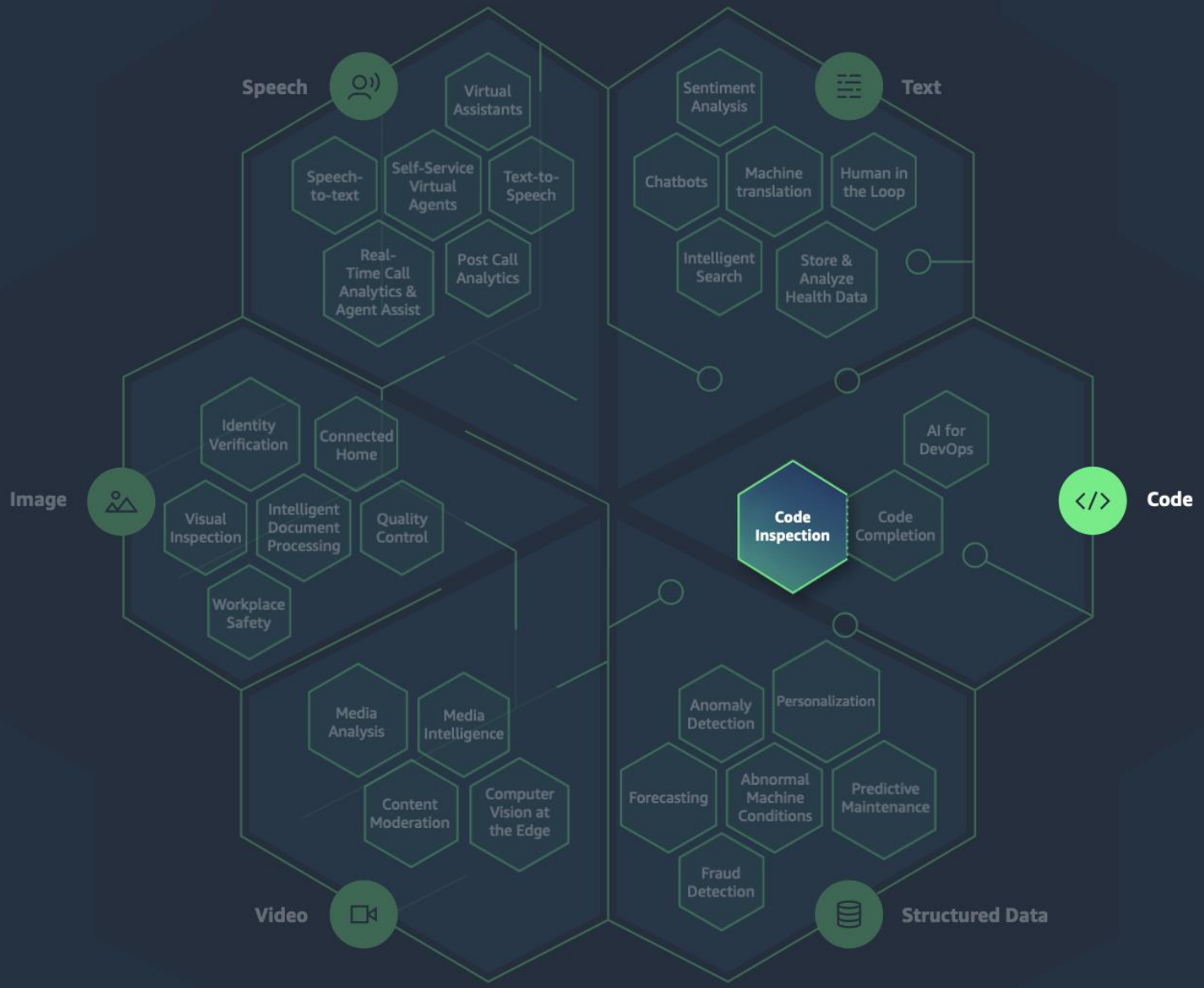
Code Completion

Amazon CodeWhisperer

Build applications faster with the ML-powered coding companion.

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Code Inspection

Add intelligence and augment your developer expertise with AI for DevOps.

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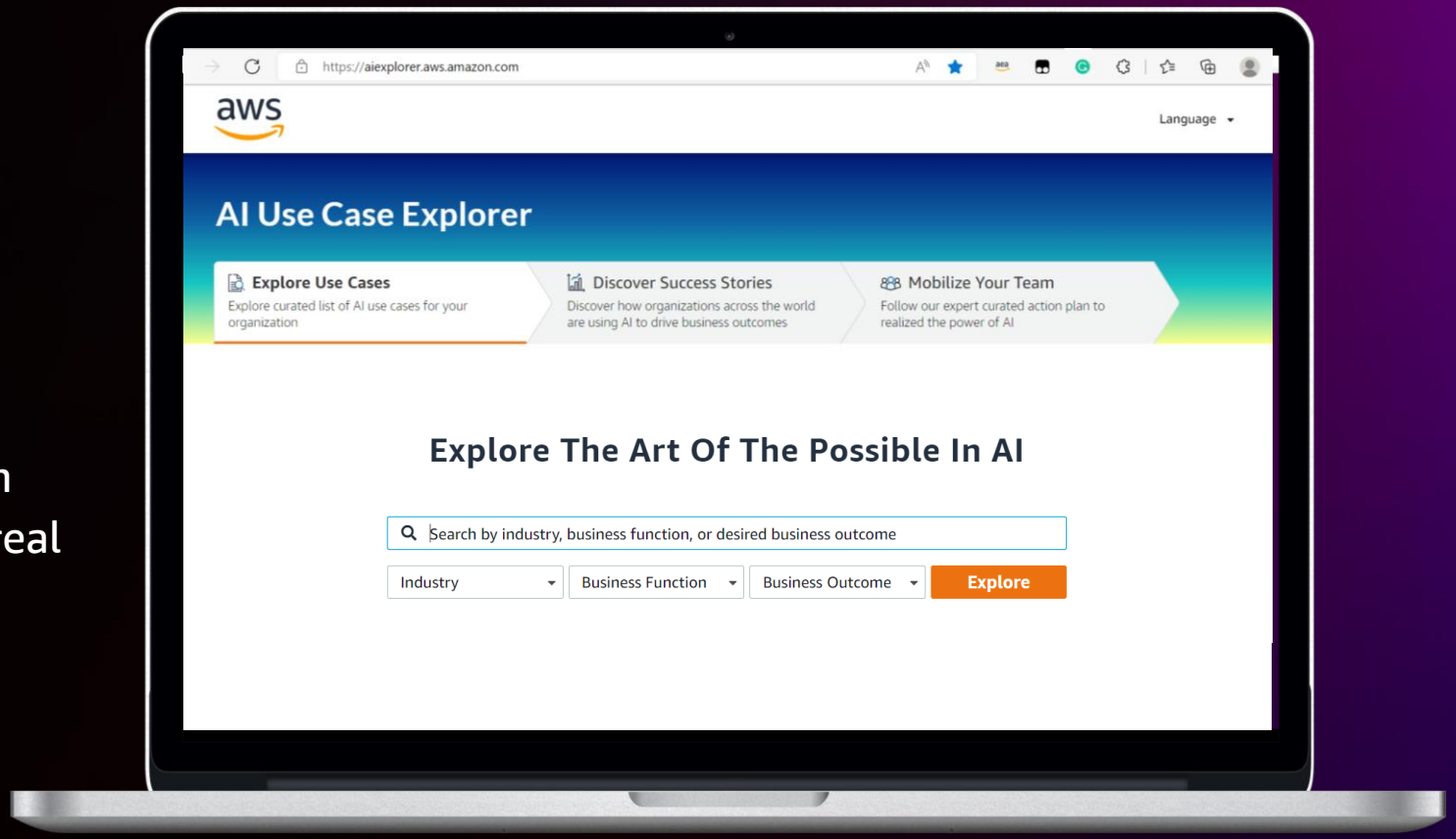
Amazon CodeGuru

Automate code reviews and optimize application performance with ML-powered recommendations.

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AI Use Case Explorer

Easily find the most relevant AI use cases with related content and guidance to make them real



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Our tool offers 3 main features



Explore use cases

Explore curated list of AI use cases for your organization

100+ use cases and sub use cases



Discover success stories

Discover how organizations across the world are using AI to drive business outcomes

400+ customer success stories



Mobilize your team

Follow our expert-curated action plan to realize the power of AI

50+ resources (eBooks, videos, demos)

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