



EXECUTIVE BRIEF

A leader's guide to maximizing the business value of generative AI

THE GEN AI OPPORTUNITY

\$2.6T+

Gen AI could add \$2.6–4.4 trillion to the global economy annually¹

THE GEN AI REALITY

≤30%

Businesses have moved 30% or fewer of their gen AI experiments to production²

¹ "The economic potential of generative AI: The next productivity frontier," McKinsey & Company, June 2023

² "Now decides next: Moving from potential to performance," Deloitte, Q3 Report, August 2024

Are you ready to capitalize on generative AI?

Unlock the business value of generative AI

Generative artificial intelligence (gen AI) is a strategic imperative for businesses, with the potential to drive operational efficiencies, foster innovation, and unlock new growth opportunities. In fact, Gartner predicts that 80 percent of enterprises will deploy gen AI applications by 2026.³ And now, with the emergence of agentic AI, organizations are exploring how autonomous AI systems can independently perform complex tasks and make decisions, opening new frontiers for operational enhancement and business transformation.

However, business leaders also recognize the challenges that come with this fast-evolving technology. Questions around extracting value, managing security and privacy, and the impact on people are top of mind.

This Executive Brief will help you navigate the complexities and drive tangible results quickly and securely. Plus, get inspired by real-world examples of companies fueling innovation with gen AI on Amazon Web Services (AWS).

67%

of organizations say they are increasing investments in gen AI, given the strong value they have seen to date⁴

Gartner predicts more than

33%

of enterprise applications will employ AI agents by 2028⁵

³ "Gartner Says More Than 80% of Enterprises Will Have Used Gen AI APIs or Deployed Generative AI-Enabled Applications by 2026," Gartner, October 2023

⁴ "Now decides next: Moving from potential to performance," Deloitte, Q3 Report, August 2024

⁵ Coshaw, T., "Intelligent Agents in AI Really Can Work Alone. Here's How," Gartner, October 2024

6 steps to success with generative AI

In helping hundreds of thousands of AWS customers use gen AI to enhance customer experiences, boost employee productivity, and accelerate process optimization, we have identified six proven steps that can help organizations drive business value quickly and securely:

- 1 Create a culture of innovation and security**
Unlock the full potential of gen AI by championing a culture that supports experimentation, learning from failures, and responsible development of AI systems.
- 2 Make data your differentiator**
Success with gen AI requires relevant, high-quality data, which means investing in a strong cloud-based data foundation with a comprehensive range of services to store and query data at scale, break down data silos, and ensure data is adequately secured and governed.
- 3 Find the right business problem to address**
The question isn't where you *can* apply [gen AI](#) but where you *should* apply it. Powerful gen AI use cases include customer experience, employee productivity, and process optimization.
- 4 Upskill teams**
Equip your existing workforce with the relevant skills to thrive in the era of gen AI. Provide customized training, promote cross-functional collaboration, and empower teams to embrace the capabilities that can help drive AI initiatives forward.
- 5 Scale beyond pilot projects**
Move past one-off AI experiments and create a framework to scale gen AI across the business sustainably. Leverage managed AI services and pre-trained models to accelerate deployment and focus teams on high-impact use cases.
- 6 Measure the results**
Evolve beyond traditional return on investment (ROI) metrics and instead focus on indicators that demonstrate gen AI's impact on business agility, competitive advantage, and risk tolerance.

How 3 businesses are innovating without constraints on AWS



Ferrari uses gen AI on AWS to enhance its customer experience and increase sales, experimentation, and productivity.

The luxury Italian auto manufacturer is using the broad model selection of [Amazon Bedrock](#) to apply gen AI to several use cases. Using large language models (LLMs) in Amazon Bedrock, Ferrari developed a car configurator to make it easier and faster for customers to personalize their car, which increased sales leads and reduced vehicle configuration times by 20 percent. Ferrari also fine-tuned LLMs on its own internal documentation to create a gen AI chatbot that helped their sales professionals and technicians enhance the after-sales experience.



3M leverages the capabilities of [Amazon Quick Suite](#)

At 3M, sales teams conduct numerous client meetings and spend excessive time piecing together fragmented information scattered across multiple systems. By leveraging Amazon Quick Suite, an AI-powered workspace, sales teams can quickly get insights through natural conversations with AI agents and automate routine tasks using Quick Flows. This approach is helping drive pipeline progression and opportunities. Additionally, other teams have found value with Quick Research, compressing weeks of intensive analysis into expert-level insights delivered the same day.



PGA TOUR uses gen AI on AWS to reinvent the fan experience.

PGA TOUR provides fans with insights, predictive analytics, and immersive experiences—all while securing the brand's hugely valuable intellectual property (IP). The AWS-powered system used by PGA TOUR ingests and translates data at scale, then applies [Amazon Bedrock](#) to provide timely information about events, players, and stats. It can even predict—within 1.5 seconds—where a golf shot will land.

100s of thousands

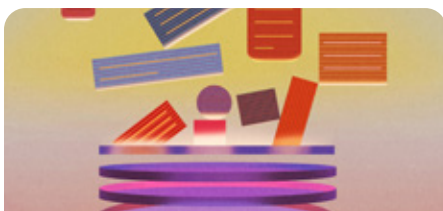
of customers are moving their gen AI experiments into production on AWS to drive real business value

Fuel your generative AI breakthroughs with AWS

The future of business is being shaped by AI, and AWS meets you wherever you are on your journey. Whether you want to build custom AI solutions, deploy pre-built applications, or partner with experts, AWS provides the flexibility to choose your path while maintaining control of your data and costs.

Join the hundreds of thousands of AWS customers using our secure, flexible, and scalable AI services to innovate continuously, deliver exceptional customer experiences, and drive sustained growth—all while maintaining the highest levels of trust, privacy, and security.

AWS makes AI implementation easier and better



Giving you the
freedom to invent



Helping you
maximize value



Providing you with
AI you can trust

Next steps

Be sure to read and share: [3 Leading Generative AI Use Cases for Businesses](#) →

[Learn more about fueling innovation with gen AI](#) →