6 steps to driving business value with machine learning and generative AI

AWS has helped over 100,000 customers achieve meaningful value from artificial intelligence (AI). Discover our best practices for your AI journey.

Today's artificial intelligence landscape

50%
of all McKinsey Global Survey respondents report AI adoption in at least one business function.[1]

3.8
average number of AI capabilities that organizations used in 2022.[1]

93%
of CDOs agreed that data strategy is crucial for getting value out of generative AI.[2]

STEP 1

Championing an innovative culture

Unlocking the full potential of AI requires cultural shifts in business objectives, outlook, and a commitment to building AI responsibly and safely.

Amazon is using artificial intelligence to minimize packaging waste, **eliminating 915,000 tons** of packaging material worldwide.[3]

70%
of the AI equation is change management.[3]

STEP 2

Make data your differentiator

Success with generative AI requires relevant, high-quality data, which means that you need a strong data strategy in the cloud. The right data strategy for generative AI includes a comprehensive set of services to store and query data at scale, breaks down silos to access all your data to leverage generative AI applications, and makes sure your data is secured and governed throughout the lifecycle of building generative AI applications.

Ricoh USA is using Amazon Bedrock to confidently create synthetic images and data to train their models in a responsible way that **protects sensitive customer data** and keeps them compliant with their highest standards, such as HIPAA, PII, and Hightrust.

STEP 3

Finding the right business problem to address

Organizations should ask some important questions before embarking on an AI journey. For instance, is the project important enough to get attention and adoption? Does it solve a real business problem? Do we have the right data to solve the problem, and will the project benefit from AI?

The **NFL** is adding new levels of protection and **improving athlete safety** by applying AI on player injury data as well as positional and environmental factors.

STEP 4

Upskilling teams

Invest in training and programs to grow AI skills in-house for business and technical roles.

At **Morningstar**, over a third of the company's technology workers **leveled-up machine learning skills** with AWS DeepRacer.

STEP 5

Scaling beyond pilot projects

Get started quickly to customize foundation models (FMs) with your own data and easily integrate and deploy them into your applications with Amazon Bedrock.

Allen Institute deploys artificial intelligence to power the Brain Knowledge Platform, a project to **accelerate progress** in treating brain diseases such as Alzheimer's and Parkinson's.

STEP 6

Measuring the results

Analyze results through the lenses of long-term objectives such as quality, customer satisfaction, and agility.

AI21 Labs (AI21) used Amazon SageMaker to train its FM in under 20 days, to **save several weeks of time** compared to AI21's previous training methods.

Harness the power of artificial intelligence

Download the *6 Steps to Success with Generative AI* eBook ›

[1] McKinsey: The State of AI in 2022
[2] AWS/MIT CDOIQ: 2024 CDO Report
[3] VentureBeat: How Amazon is using machine learning to eliminate 915,000 tons of packaging