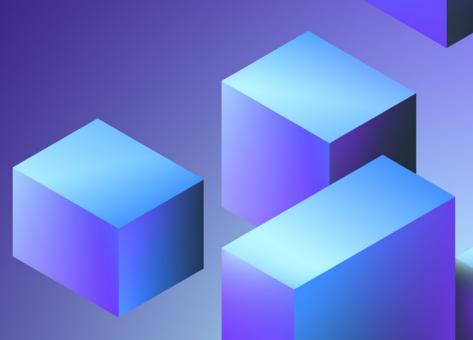


6 steps to driving business value with machine learning and generative Al

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

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

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 Al 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?

athlete safety by applying AI on player injury data as well

The NFL is adding new levels of protection and improving



Upskilling teams

STEP 4

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.

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.



Measuring the results

Analyze results through the lenses of long-term objectives

such as quality, customer satisfaction, and agility.

Al21 Labs (Al21) used Amazon SageMaker to train its

of time compared to Al21's previous training methods.

FM in under 20 days, to Save several weeks

Harness the power of artificial intelligence Download the 6 Steps to Success with

Generative AI eBook >

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