

Modernizing Data Foundations and Data Strategy for Generative AI

Sean Mathieson

Data & AI GTM Specialist
Industries & Solutions
Amazon Web Services

Agenda

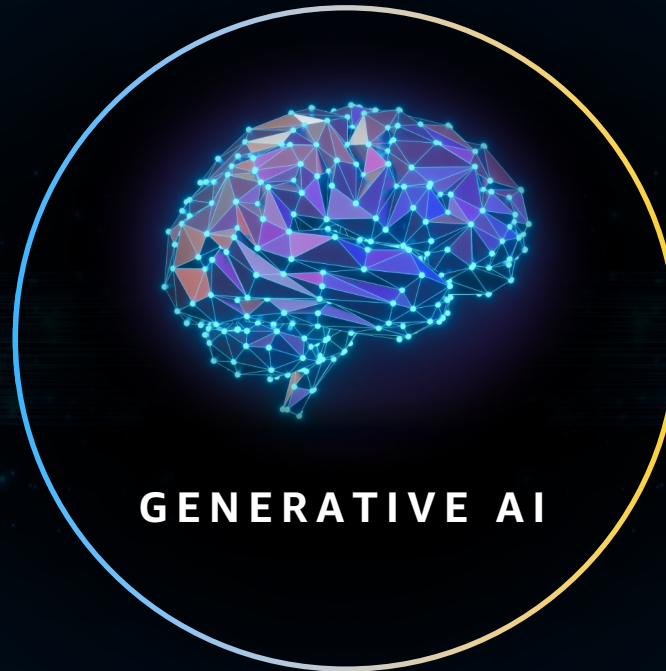
Unlock business value with generative AI

Driving value **with a Modern Data Strategy**

Creating new customer experiences with a
Modern Data Foundation

Call to Action

Innovation can **transform industries**



Generative AI use cases across industries

Enhance customer experiences

Chatbots

Virtual assistants

Conversation analytics

Personalization

Boost employee productivity & creativity

Conversational search

Summarization

Content creation

Code generation

Data to insights

Optimize business processes

Document processing

Data augmentation

Fraud detection

Process optimization

The data-driven organization

Mindset

Align business and technology leaders

People

Build the right organization and talent

Process

Build the right process and operating model

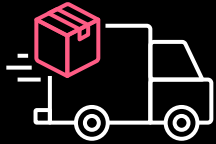
Technology

Empower builders with an end-to-end data strategy

Data-driven business impact



**Customer
360**



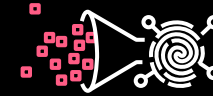
**Supply chain
transformation**



**Modern
applications**



**Data-driven
decision making**



**Fraud and risk
reduction**



**Cost
optimization**



So What is a Modern Data Strategy ?

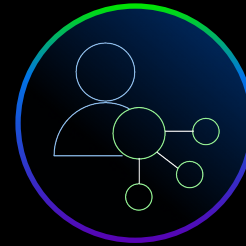
An **agile** plan of **aligned** actions spanning mindset, people, process, and technology that **accelerates** creating value using data in **direct support** of strategic business objectives.

(Mindset + People + Process)
x Technology

Driving value creation requires a Modern Data Strategy



MINDSET



PEOPLE & PROCESS



TECHNOLOGY

Modern

Product
centric

Customer
focused

Cross
functional

Autonomous

Federated and
agile

Purpose built,
flexible,
scalable

Traditional

Platform
centric

Solution
first

Technology
only

Monolithic
departments

Centralized
control

Monolithic
platforms



Generative AI
Application

Data Foundation

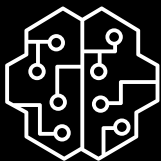
STORAGE

GOVERNANCE
& COMPLIANCE

DATABASES,
ANALYTICS,
& DATA LAKES

DATA
INTEGRATION

A Modern Data Foundation – the fundamentals matter



Enhanced and simplified with
Generative AI

Experience



Reporting



Applications



Analytics

Act



Integration



Query



Machine Learning



Generative AI

Govern



Security and Access



Compliance



Lineage



Cataloging



Quality

Store & Manage



Object Storage



Databases



Logs



Web



Devices



Social



Sensors



Cloud



On-Premises



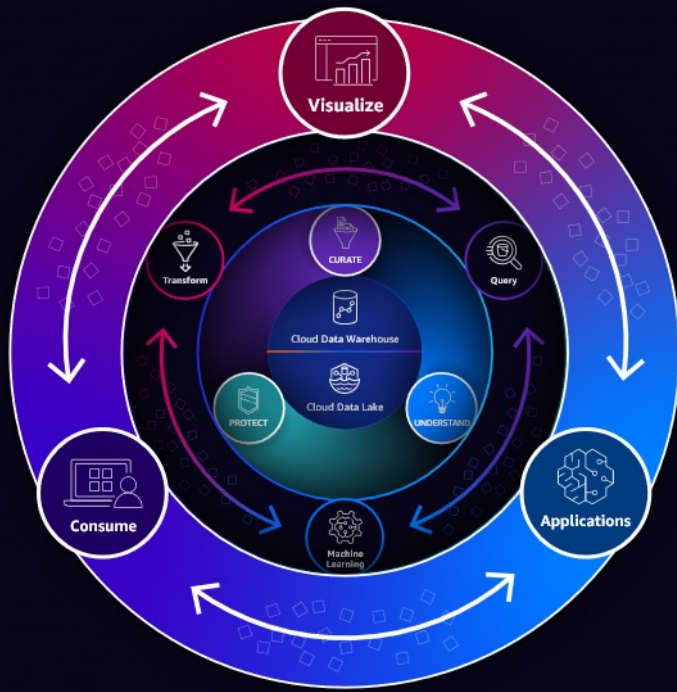
SaaS



3rd Party



Building business outcomes



Tailored user experiences

Visualize
interactive dashboards

Consume services with simplified authoring interface

Automate app deployment with GenAI

Experience

Agile data transformation

Transform
your data with batch, real-time, and Zero-ETL

Query data at scale

Train ML models on your data

Act

Unified data governance



PROTECT



CURATE



UNDERSTAND

Govern

Optimized cloud datastores

Remove data silos
ingest and store all your data in one place

Scale at performance
with 'Unlimited' capacity in cloud at reduced costs

Reduce development overhead with automated and repeatable data pipelines

Store & manage



Bring together widely adopted and comprehensive ML, AI,
and analytics capabilities from AWS



Amazon SageMaker

Unified Studio

Data
Processing

SQL
Analytics

Model
Development

Gen AI App
Development

Streaming

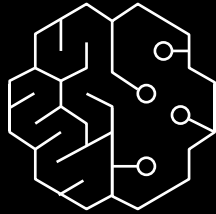
Search

Business
Intelligence

Data & AI Governance

Lakehouse

Data is the differentiator

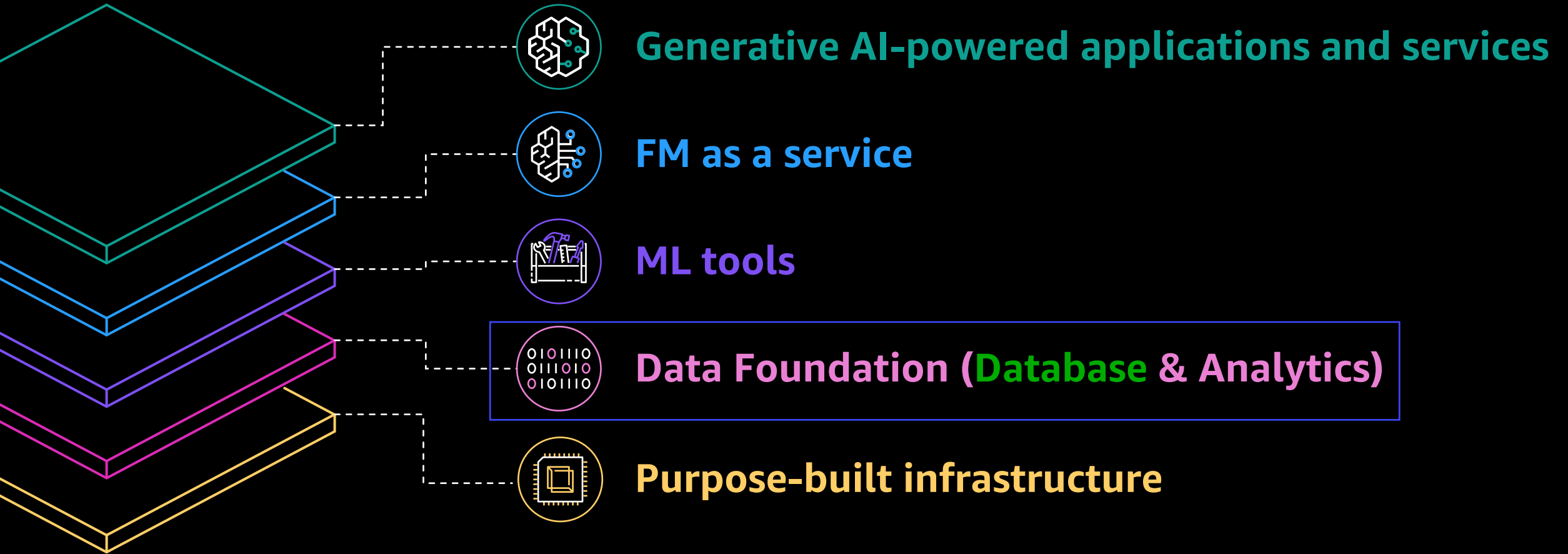


**Generic
generative AI**



**Generative AI that
knows your business and
your customer**

Generative AI Stack



Generative AI use cases across industries

Enhance customer experiences

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Virtual assistants

Conversation analytics

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Boost employee productivity & creativity

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Top strategic industry use cases from AWS



Financial services

- Customer experience
- Efficient knowledge and decisioning
- Market commentary
- Product Innovation



Healthcare and life sciences

- Data-driven critical insights
- Personalizing the healthcare experience
- Therapeutics value chain: development, trials, GTM
- Compliant, accelerated scientific discovery



Media and entertainment

- Creative workstations
- Content monetization
- Interactive streaming
- Advertising and customer 360



Telco

- Intelligent operations
- Personalization of media, gaming, and sports
- Connected Customer Journey (CCJ)
- Streaming media



Retail/CG

- Connected homes and smart products
- Intelligent forecasting and planning
- Supply chain control tower
- Reimagining consumer products



Auto manufacturing

- Product engineering
- Smart manufacturing
- Autonomous mobility
- Digital customer engagement
- Supply chain
- Software-defined vehicle

5 Just Do It Use cases



**Customer
Experience**



**Business
Intelligence**



**Employee
Productivity**



**Intelligent
Document
Processing**



**Code
Transformation**



GenAI for Customer Experience (CX)

What is it?

- GenAI for Customer Experience (CX) uses creates personalized human-like interactions across all customer touchpoints.
- Combines conversational AI personalization engines and predictive analytics to deliver intelligent customer engagement.

How does it benefit customers ?

- Transforms customer interactions by providing 24/7 personalized support reducing response times from hours to seconds and ensuring consistent service quality.
- Organizations implementing CX GenAI typically see **40-60% reduction in response times 30% improvement in customer satisfaction scores** and significant cost savings in customer service operations. The technology
- Enables businesses to scale their customer support operations while maintaining or improving service quality.

How does this compare to traditional approaches ?

- Unlike traditional customer service approaches GenAI CX provides instant consistent responses across all channels.
- Learns from each interaction and scales infinitely.
- Augments human agents rather than replacing them handling routine queries while enabling staff to focus on complex customer needs.

Aligning solutions to customer challenges

Core banking modernization



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- Use case 1: Core banking system modernization
 - Use case 2: Digital bank launch
 - Use case 3: High-resiliency core banking platform
 - Use case 4: Migration from legacy core to modern core

Risk and compliance



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- Use case 1: Fraud detection
 - Use case 2: Anti-money laundering and KYC

Sustainability/ ESG in banking



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- Use case 2: Financed emissions calculation
 - Use case 3: Credit risk assessment

Aligning solutions to customer challenges



**Industry-specific
channels and events**



**Industry thought
leadership**



**Industry initiatives
and memberships**

AWS Generative AI Partner Playbook




Generative AI Centre of Excellence


GENERATIVE AI

CENTER of
EXCELLENCE
for AWS Partners


Come to the Generative AI CoE to:



Learn



Specialize



Grow

Sign up for the
generative AI Sales
Course



AWS can accelerate your industry-specific data and AI journey




Curate your sales
learning path

 **Pathfinder**



Develop industry-
specific Solution
Offerings

 **Solutions**



Build generative
AI use cases

 **Generative AI
Center of
Excellence**



Focus on the GenAI
Competency



Accelerate
customer reach
AWS Marketplace

 **Marketplace**

Thank you!

Sean Mathieson

seanjm@amazon.com