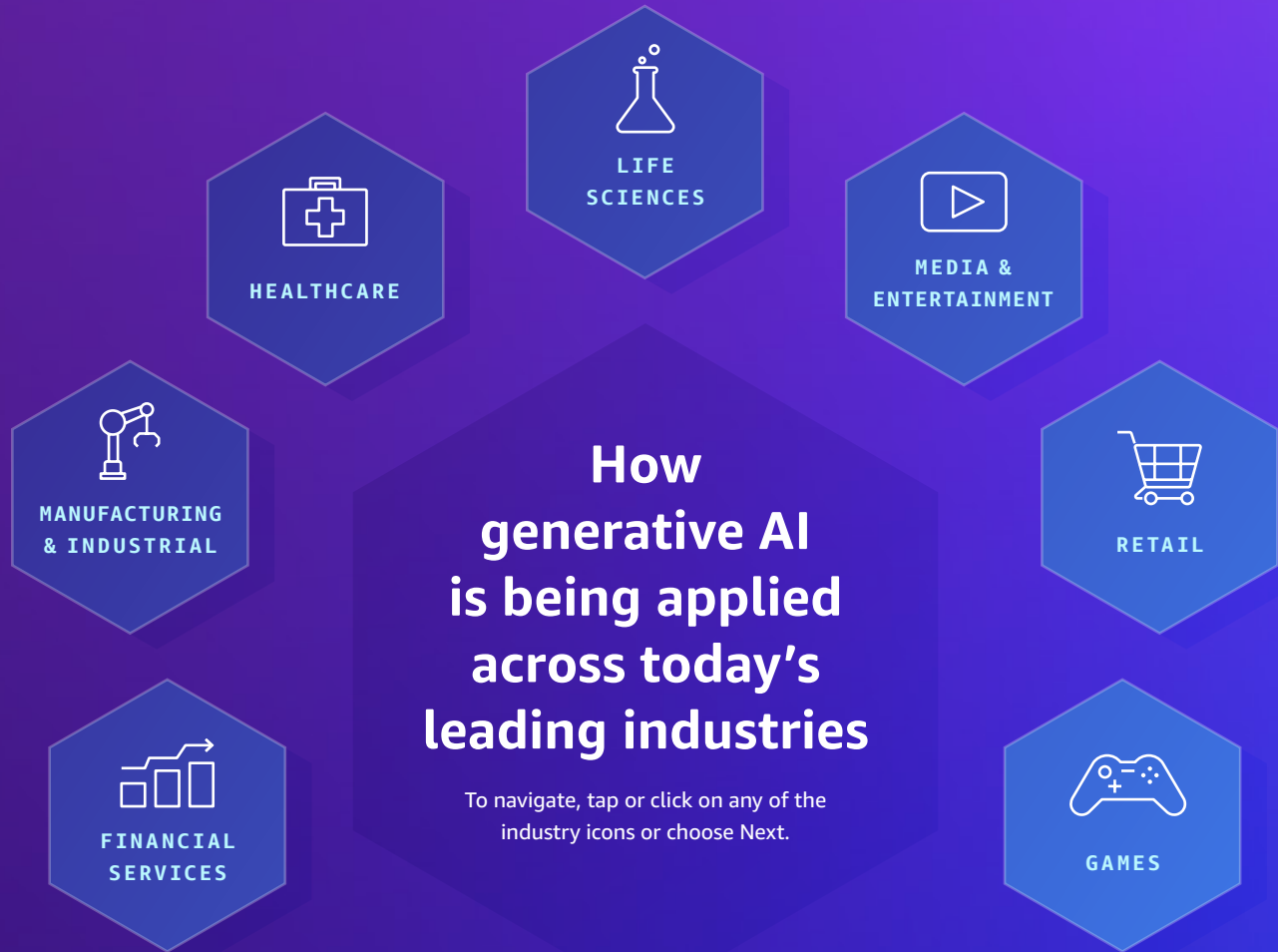




Next



Powered by generative artificial intelligence (AI), organizations across the global economy are rewriting the rules of innovation. Explore how businesses in many of today's leading industries are benefiting from this breakthrough technology.

Financial Services

Explore more ›



Improve customer experiences

Enhance customer and employee satisfaction by providing intuitive, accurate responses to inquiries. Streamline knowledge sharing by easily creating knowledge-base articles from internal documentation.

Enable product innovation

Create on-demand products from unstructured data sources, boost developer productivity through coding automation, and enhance end-user tools with natural language search.

Lift knowledge-worker efficiency

Automate the creation of drafts for investment research, loan documents, and insurance policies.

Surface market commentary and associated sentiment

Generate customized market commentary using sentiment analysis for investment strategies and identify new trends for potential investment opportunities and risks.

[Learn how a global banking leader transformed into an AI-driven business ›](#)

[Discover how a global financial innovator is enhancing customer interactions and conversation flows with AI ›](#)



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CUSTOMER STORY

How BBVA transformed into an AI-driven business

Banco Bilbao Vizcaya Argentaria, S.A. (BBVA) is taking a decisive step in its transformation into a data- and AI-driven business. The global banking leader is partnering with Amazon Web Services (AWS) to harness machine learning (ML) to transform internal processes, improve risk management, drive growth, and deliver innovative solutions for its customers.

[Learn more >](#)

The BBVA logo is displayed in white text on a purple rectangular background. The logo consists of the letters 'BBVA' followed by a stylized upward-pointing triangle.

[Learn how a global banking leader transformed into an AI-driven business >](#)

[Discover how a global financial innovator is enhancing customer interactions and conversation flows with AI >](#)

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CUSTOMER STORY

Principal Financial improves the customer experience with Amazon Bedrock

“As a next step, we are integrating foundation models (Amazon Titan with Amazon Bedrock) to our proprietary solutions. In addition to the use of Amazon Bedrock in customer interaction calls, we are also evaluating its use for the creation of corporate customer taxonomies and the improvement of conversational flows for our virtual assistants.”

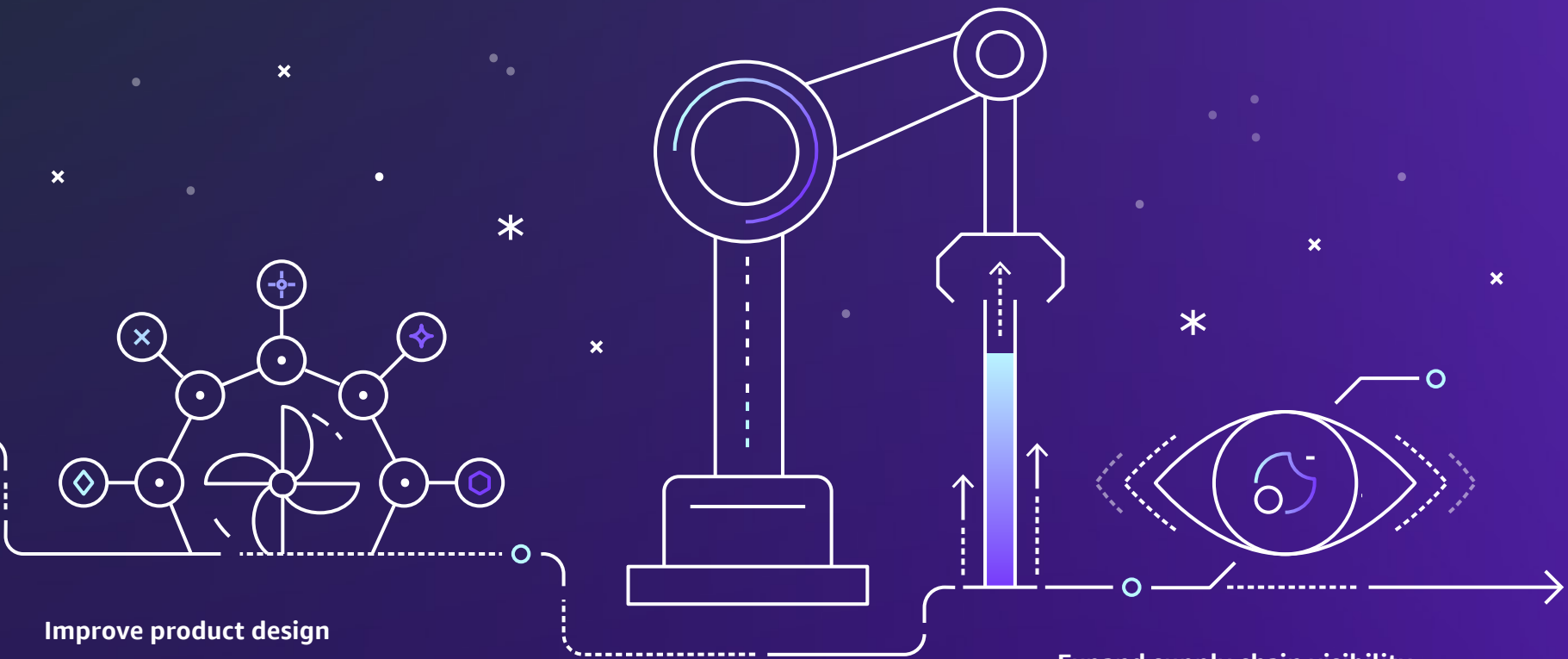
Miguel Antonio Sanchez, Director of Data & Analytics,
Principal Financial Group



Discover how a global financial innovator is enhancing customer interactions and conversation flows with AI >

Manufacturing & Industrial

Explore more ›



Improve product design

Create more innovative design options to develop better parts and products while reducing costs, mass, materials, and production timelines.

Boost manufacturing productivity

Optimize the effectiveness of your industrial equipment to help deliver greater productivity, quality, and machine availability.

Expand supply chain visibility

Use generative AI in supply chain systems to make faster, more informed decisions that mitigate risks, save costs, and improve customer experiences.

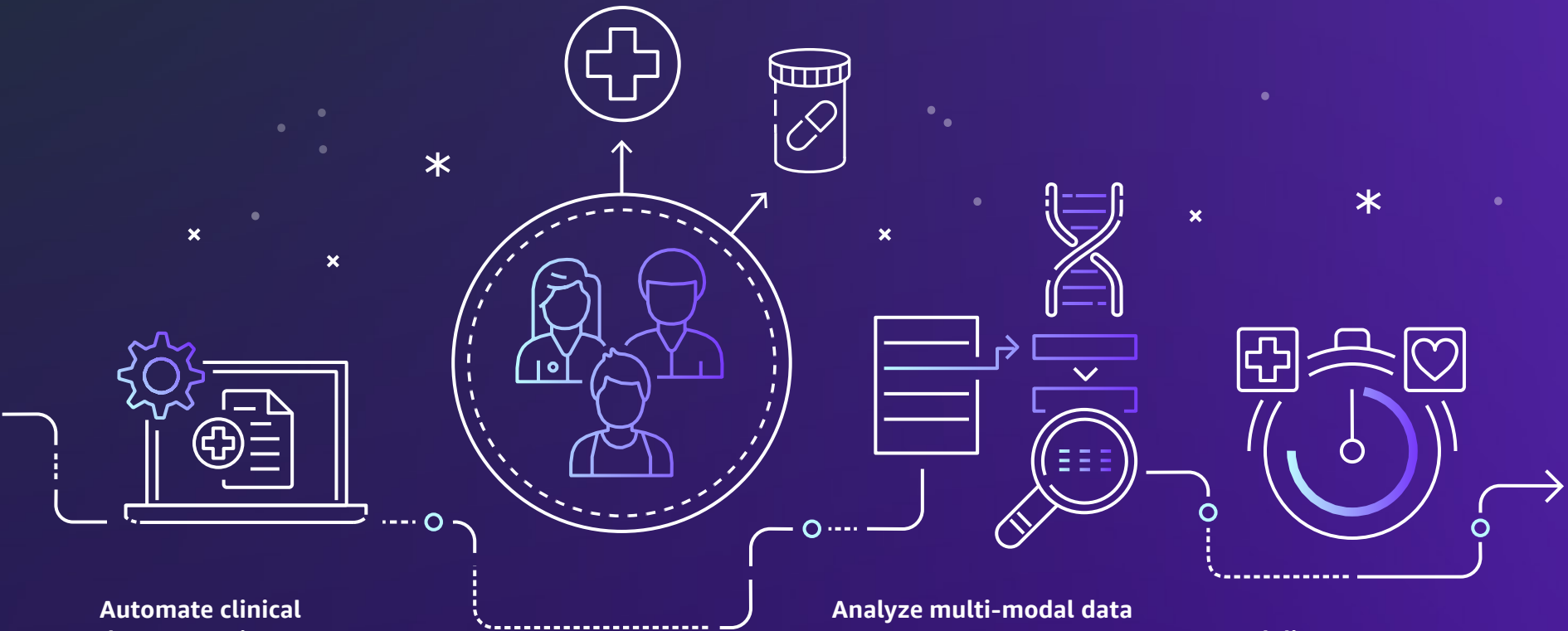
HOME



CONCLUSION

Healthcare

Explore more ›



Automate clinical documentation

Develop clinical apps that automatically generate transcripts, summarized notes, and medical insights from patient-clinician interactions.

Match patients to trials

Identify cohorts of ideal candidates for clinical-trial recruitment and reduce recruitment timelines—without revealing underlying patient data.

Analyze multi-modal data

Transform and extract insights from multi-modal health data to gain a holistic view of patient status and treatment outcomes.

Speed diagnoses

Combine medical histories with multiomic patient data to achieve better, faster diagnoses and more personalized care.

Life Sciences

Explore more ›



Accelerate drug discovery

Leverage AI to design and synthesize protein sequences to guide molecule and functional protein generation.

Enhance clinical trials

Predict the efficacy and side effects of new compounds, identify patient populations for trials, and automate the informed consent process.

Optimize medical manufacturing

Use models to gain insight, predict equipment failures, and improve manufacturing practices.

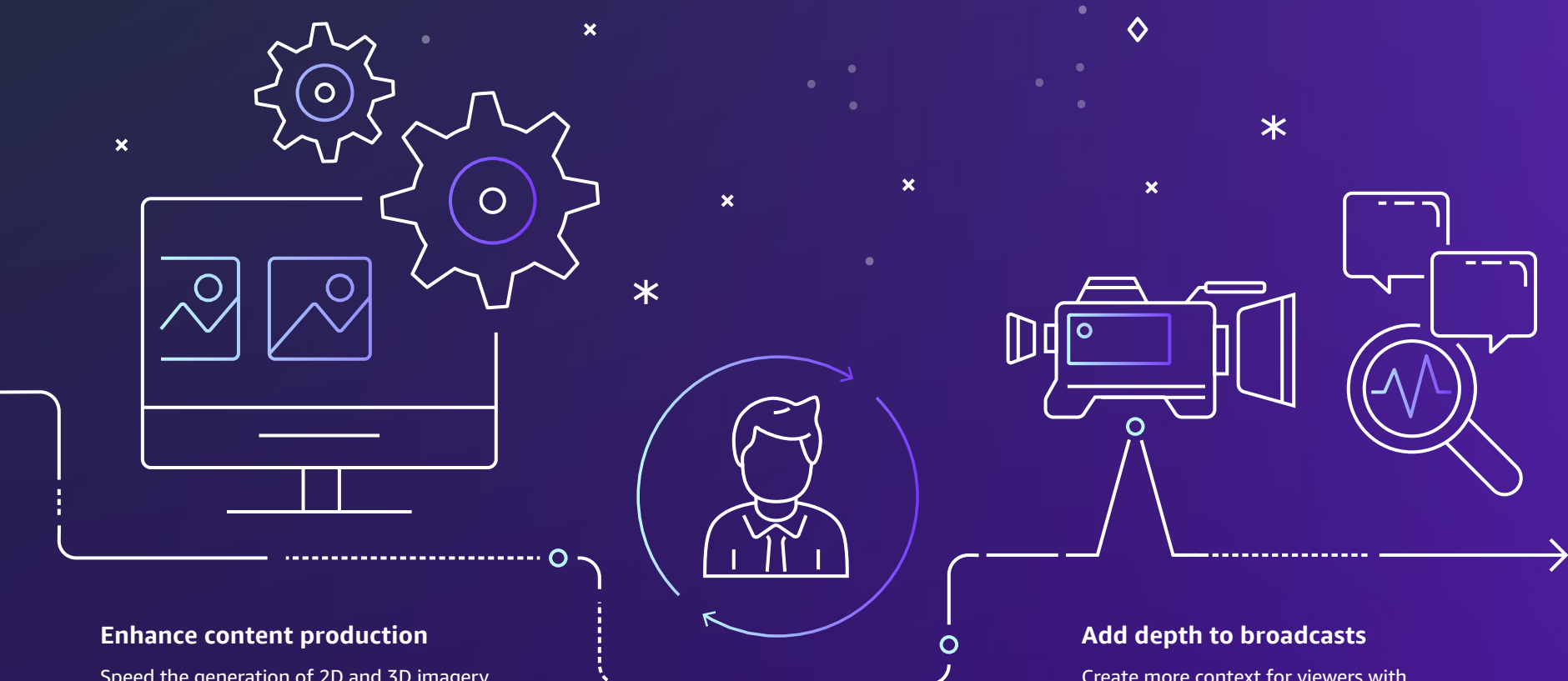
Automate personalized messaging

Automate who to target and when to engage to streamline communications among manufacturers, providers, and patients.



Media & Entertainment

Explore more ›



Enhance content production

Speed the generation of 2D and 3D imagery, character development, detailed storyboards, and fully textured scenes.

Enable text transformation

Summarize Electronic Program Guide (EPG) descriptions to provide spoiler-free show summaries or generate marketing and social media content from digital movie posters or trailers.

Add depth to broadcasts

Create more context for viewers with broadcast commentary informed by data analysis and key metrics.

HOME

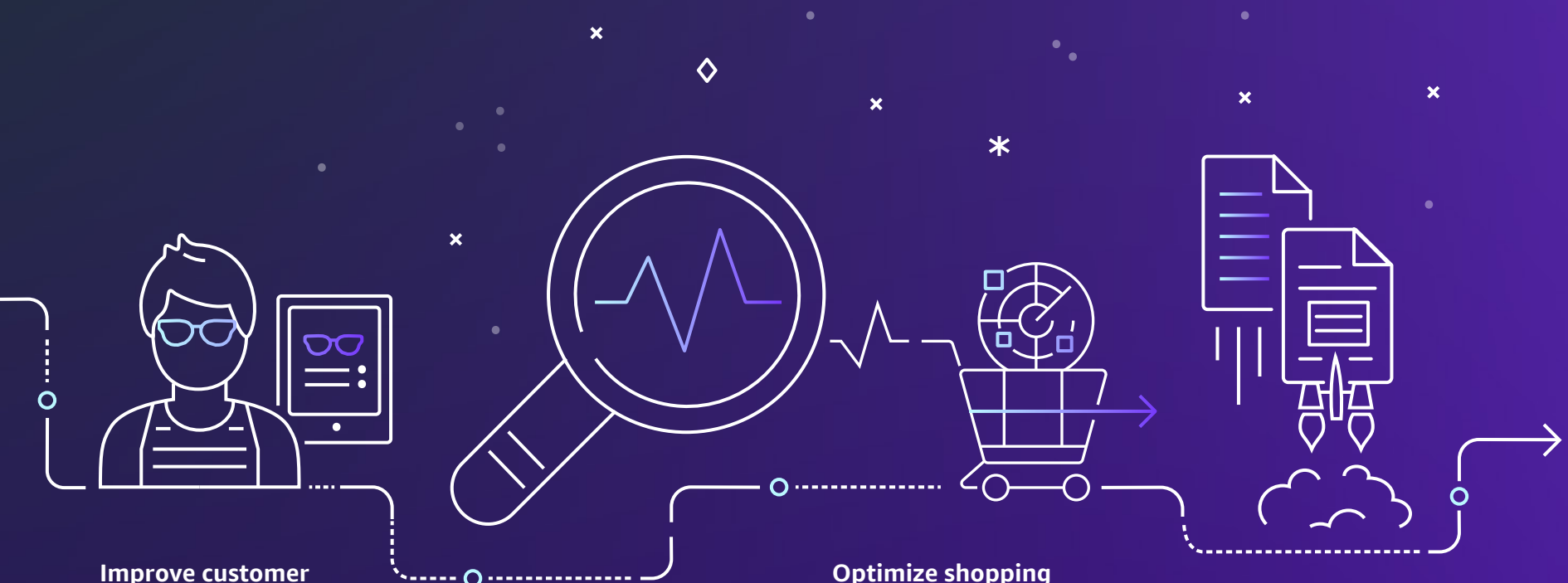


CONCLUSION



Retail

[Explore more >](#)



Improve customer experiences

Leverage generative AI technology to provide shoppers with a personalized retail experience that feels modern and natural.

Uncover data insights

Leverage generative AI technologies to detect and summarize trends that impact short- and long-term shopping demand.

Optimize shopping operations

Make more strategic merchandising and shopper decisions informed by generative AI insights and data-driven intelligence.

Fuel marketing outcomes

Deliver product and marketing content faster and more cost-efficiently by leaning into the language processing capabilities of generative AI.

[Learn more about use cases, solutions, and outcomes to drive continued growth for your retail organization >](#)



Games

[Explore more >](#)



Generate concept art and game assets

Augment content generation to enhance creativity, accelerate production, and uplevel the quality of game content.

Enhance backstories and dialogue

Deepen character motivations by leveraging generative AI to enhance backstories and create dialogue for an infinite number of characters.

Personalize game experiences

Empower players to create and customize their own in-game experiences with the interactive capabilities enabled by generative AI.

[Learn how an AI innovator creates 100,000+ game assets daily with AWS >](#)

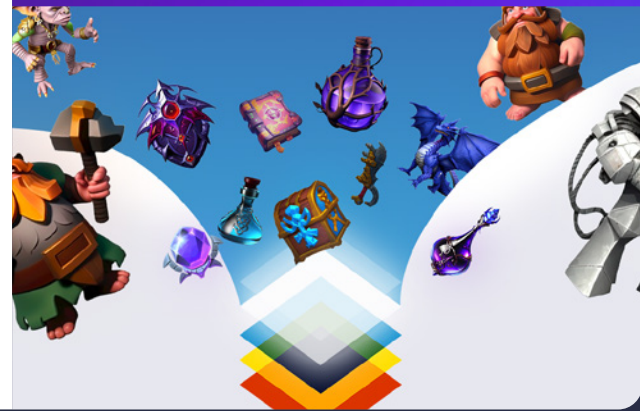


CUSTOMER STORY

How Scenario creates 100,000+ game assets daily

Scenario Incorporated is a fast-emerging AI company accelerating time to market for game developers by freeing them from repetitive tasks related to asset generation. The company utilizes generative AI to create over 100,000 style-consistent game images and variations daily based on its customers' artwork.

[Learn more >](#)



Generate conc
game assets

Augment content g
creativity, accelerat
uplevel the quality

Learn how an AI innovator creates 100,000+ game assets daily with AWS >

Evaluate generative AI models in 3 easy steps



1. Align

models to your use cases, requirements, and goals



2. Run

them cost-effectively on a scalable, performant infrastructure



3. Uphold

regulatory compliance and responsible AI practices

Now's the time to get real with AI

Learn how AWS can help you overcome industry and business challenges by leveraging the power of generative AI.

[Start here](#)

