



The Top 5 Generative AI questions on every Chief Product Officer's mind

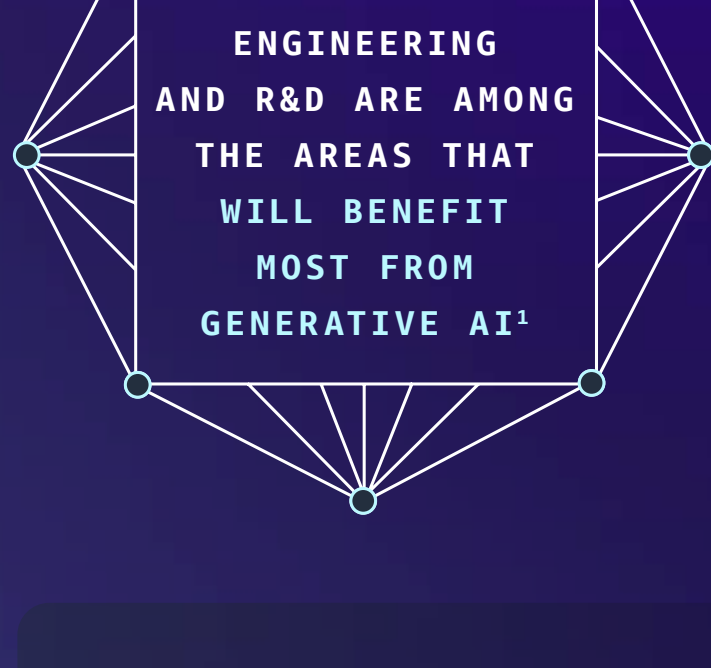
Discover the business value of generative AI

Generative AI is here, and it's already transforming businesses across industries—with new use cases, products, and services emerging daily.

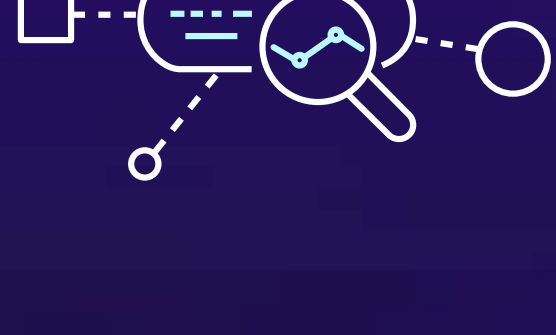
Business and technology leaders are racing to unlock this technology's potential to increase (cost) efficiency, improve customer experiences, boost productivity, and accelerate innovation.

But, for many, the path to realizing these benefits is unclear.

This infographic is designed to help you forge ahead—and start improving business outcomes with generative AI today.



THE EXTRA PRODUCTIVITY GENERATIVE AI COULD DELIVER RANGES FROM 10-15% OF OVERALL R&D COSTS¹



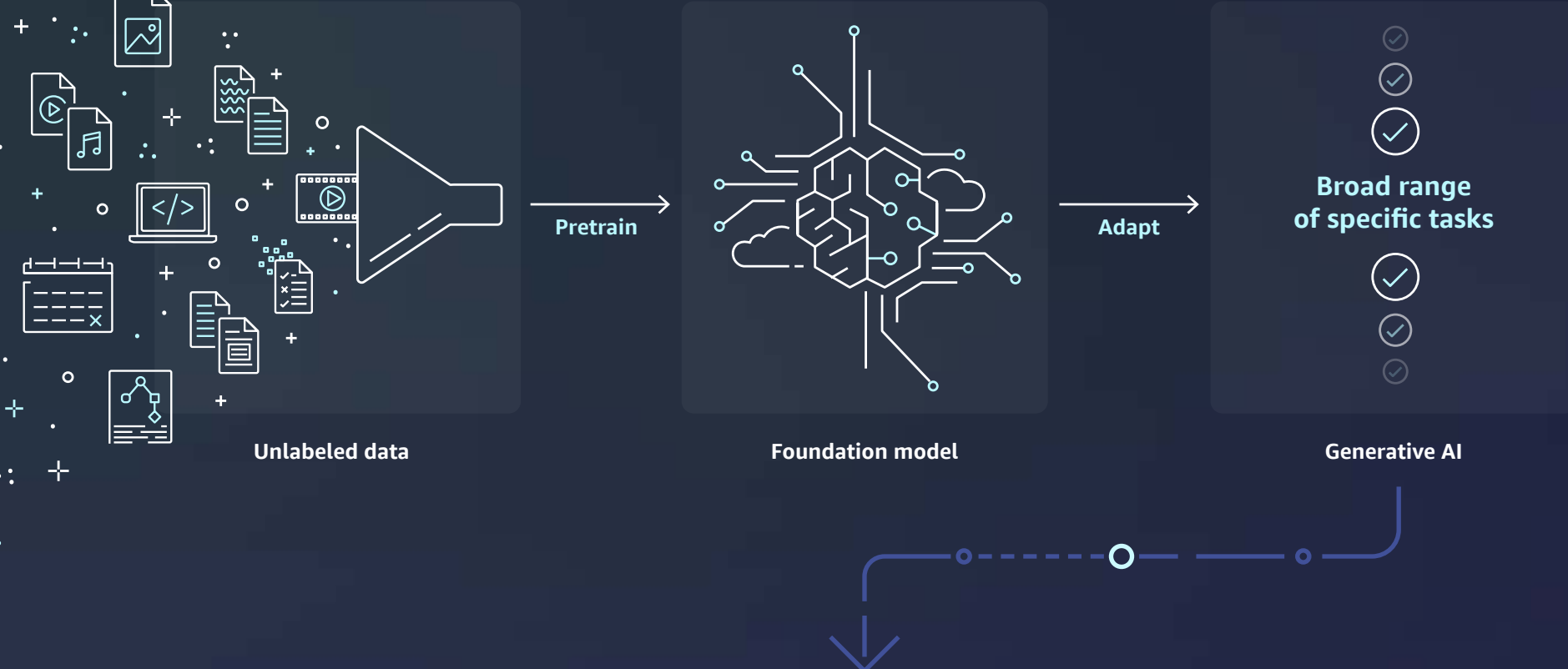
Democratizing artificial intelligence and machine learning

Amazon has a 20+ year history of unlocking the business value of artificial intelligence (AI) to deliver packages faster, personalize experiences, and power billions of Amazon Alexa interactions each week.

Plus, more than 100,000 customers currently use Amazon Web Services (AWS) for AI. No matter where you are in your AI journey, AWS has the experience and expertise to guide you toward reaching your goals.

QUESTION 1 What is generative AI?

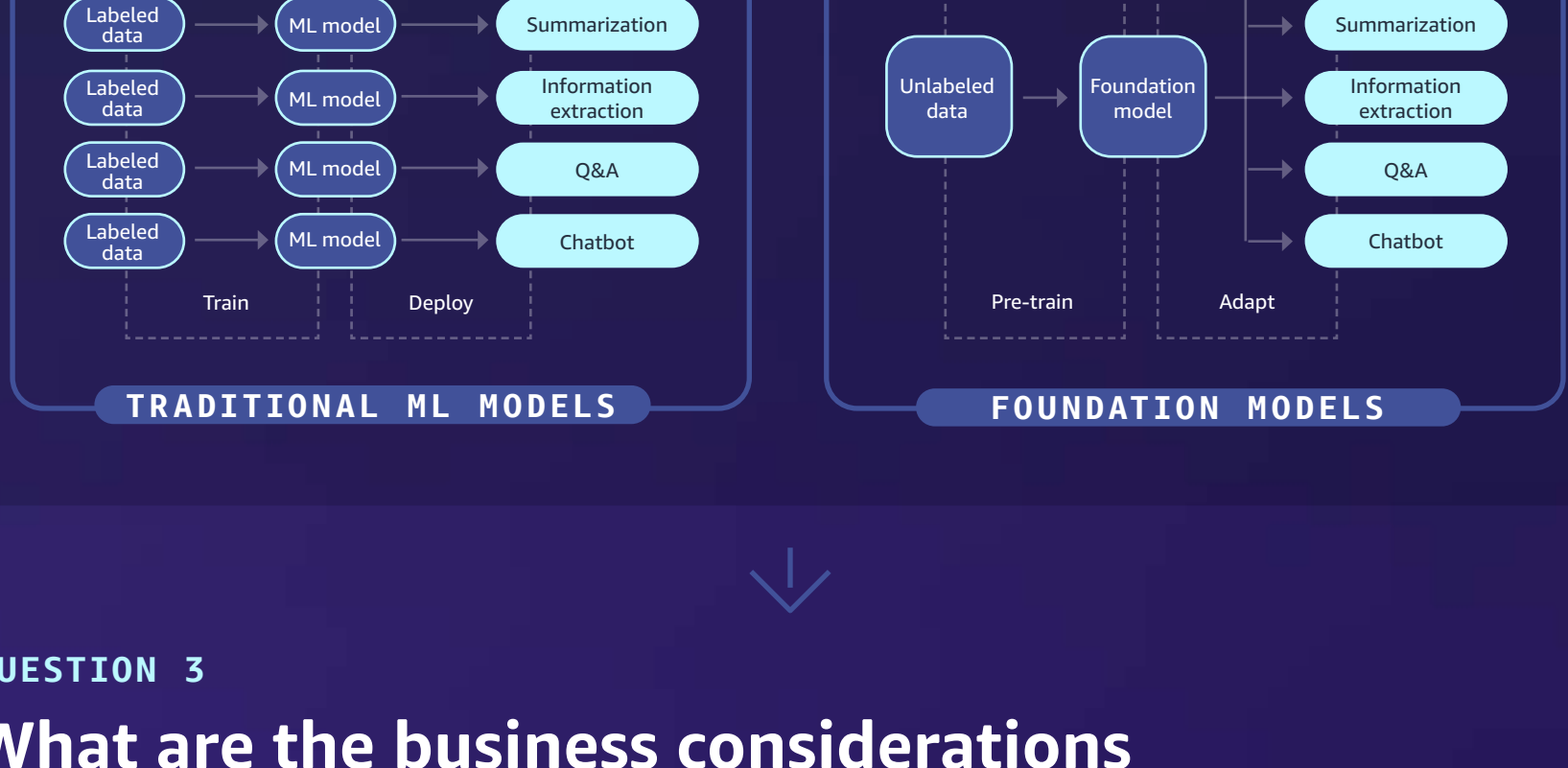
Generative AI uses foundation models (FMs), which are large machine learning (ML) models pretrained on extensive data for adaptability across various tasks. Using them for tasks like building content and producing new ideas, including conversations, stories, images, videos, and music.



QUESTION 2 How is it different from previous generations of AI?

Recent advancements in ML have given rise to models that contain billions of parameters—a massive increase from the most sophisticated models of just a year ago. Generative AI models are pretrained on internet-scale datasets, which allows them to learn and apply their knowledge across a wide range of contexts.

HOW FOUNDATION MODELS DIFFER FROM OTHER ML MODELS



QUESTION 3 What are the business considerations for generative AI?

When evaluating the growing list of generative AI models, look for options that:



QUESTION 4 Where can you use generative AI?

Generative AI can improve outcomes across many industry-specific use cases. Here are just a few examples:

- Customer engagement**
 - Natural conversation for customer communications
 - Personalized responses and self-service
 - Improve customer-agent interactions
- Product development**
 - Improve and accelerate the product lifecycle
 - Generative design
 - Summarize product telemetry/case summarization
- Buying experience**
 - SEO-optimized copy for landing pages, blogs, and social media posts
 - Product recommendations
 - Targeted awareness/campaigns
- Human resources**
 - Deliver great employee experiences
 - Roll out relevant training options
 - Generate information that uses natural language
- Engineering productivity**
 - Tools to generate, debug, and test code
 - Natural language low-code generation
 - Synthetic test data generation
- Data insights**
 - Extract information from large amounts of data
 - Identify patterns and trends
 - Implement automatic threat classification

QUESTION 5 How can you add business value with generative AI?

- Code generation**: Improve developer productivity by 57 percent with Amazon CodeWhisperer²
 - Design and creativity**: Increase design variety and innovation, rapid prototyping and faster design cycles, optimize processes and workflows
 - Personalization**: Improve personalized recommendations and generate tailored content
 - Virtual assistants**: Enhance customer experience with human-like responses
 - Optimize back-office tasks**: Reduce operational costs, minimize human error and increase overall efficiency
 - Decision-making**: Refine strategies, products and solutions with contextual insights
 - Content generation**: Create text, images, videos, and music
- and more



Put generative AI to work

AWS can help you unlock the business value of generative AI today. Find out about our cost-effective cloud infrastructure, highest levels of cloud security, wide choice of suitable foundation models, efficient energy efficiency and years of responsible AI expertise.

¹ Based on results from a productivity challenge conducted by Amazon during the Amazon CodeWhisperer preview

