ADC-A4

GEN AI – MAKING IT REAL IN THE ORGANIZATION

Richie Jones (he/him)

Principal Enterprise Technologist
Amazon Web Services

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FRIENDS DON'T LET FRIENDS
BUILD DATA CENTERS

Charles Phillips, Infor

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FRIENDS DON'T LET FRIENDS
START YOUR DATA & AI JOURNEY ON THEIR OWN

Richie Jones, AWS

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GARTNER PRESS RELEASE:

Gartner Says More Than 50% of Software Engineering Leader Roles Will Explicitly Require Oversight of Generative AI by 2025

August 30 ,2023

RECRUITMENT

PRODUCTIVITY

BUSINESS VALUE

POLICIES

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YOUR DATA, YOUR EXPERIENCE IS **YOUR DIFFERENTIATOR**

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INNOVATION CAN
TRANSFORM AND DISRUPT INDUSTRIES

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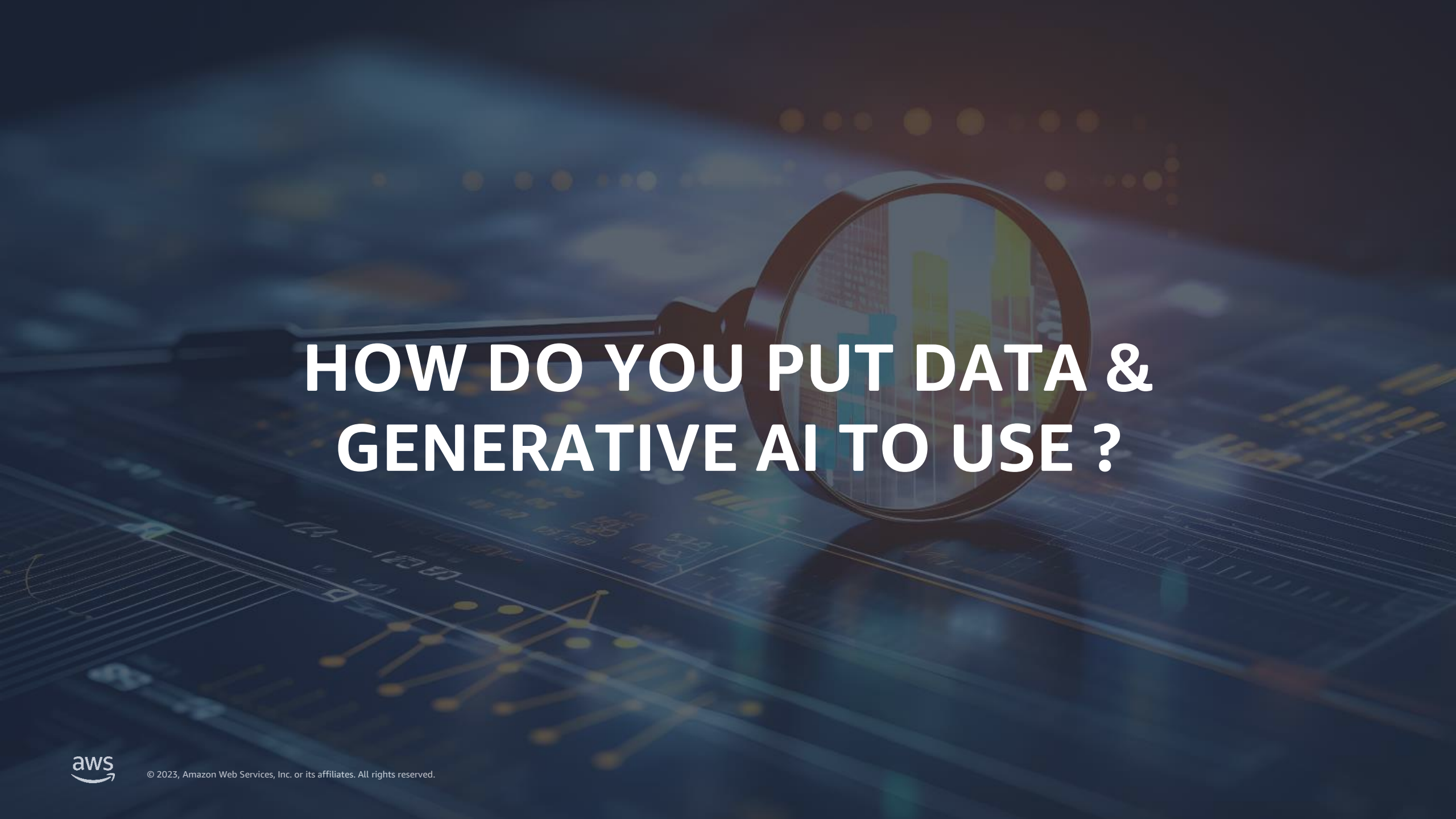

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More than 100,000 customers use AWS for ML

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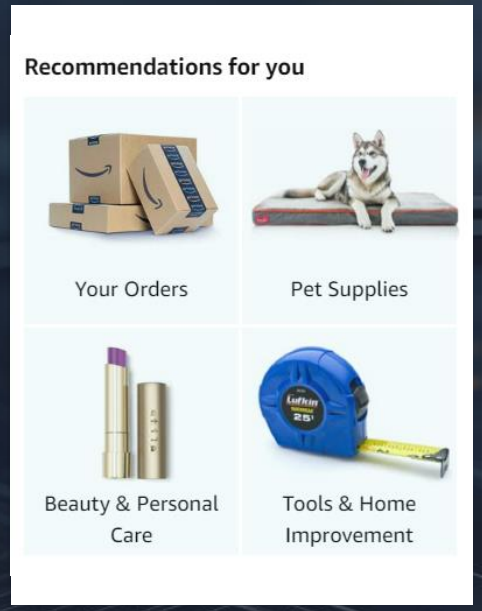
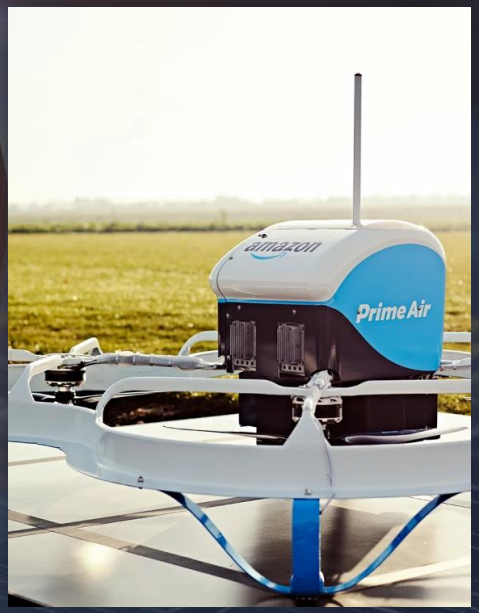
ML INNOVATION IS IN **AMAZON'S DNA**



4,000 products per minute sold on Amazon.com

1.6M packages every day

Billions of Alexa interactions each week



First Prime Air delivery on **December 7, 2016**

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"WITH GREAT POWER COMES GREAT RESPONSIBILITY." Stan Lee

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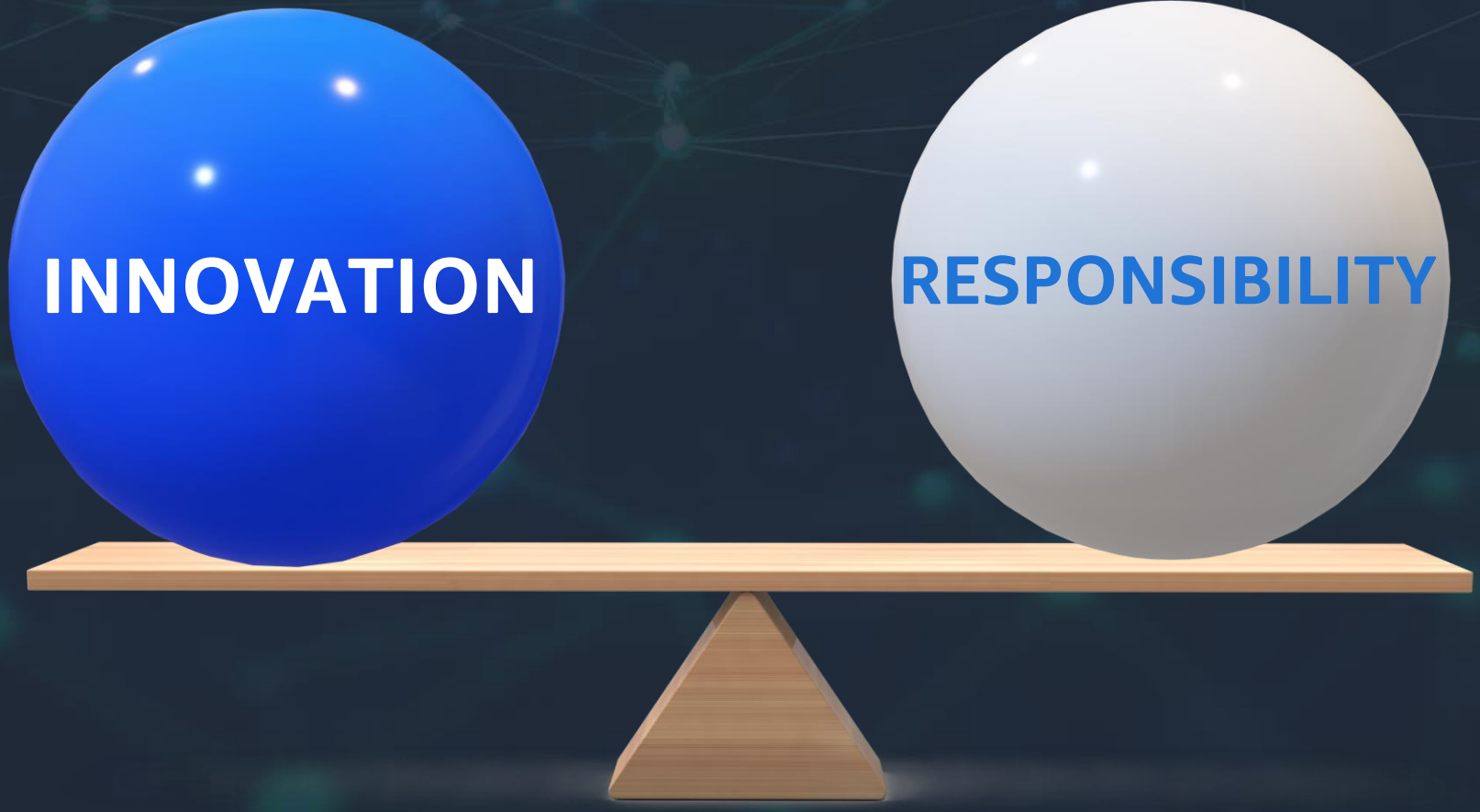

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Responsible AI:

“AI that is innovative and trustworthy and respects human rights and democratic values”

Source: OECD

https://oecd.ai/en/ai-principles

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FAIRNESS

EXPLAINABILITY

ROBUSTNESS

PRIVACY AND SECURITY

GOVERNANCE

TRANSPARENCY

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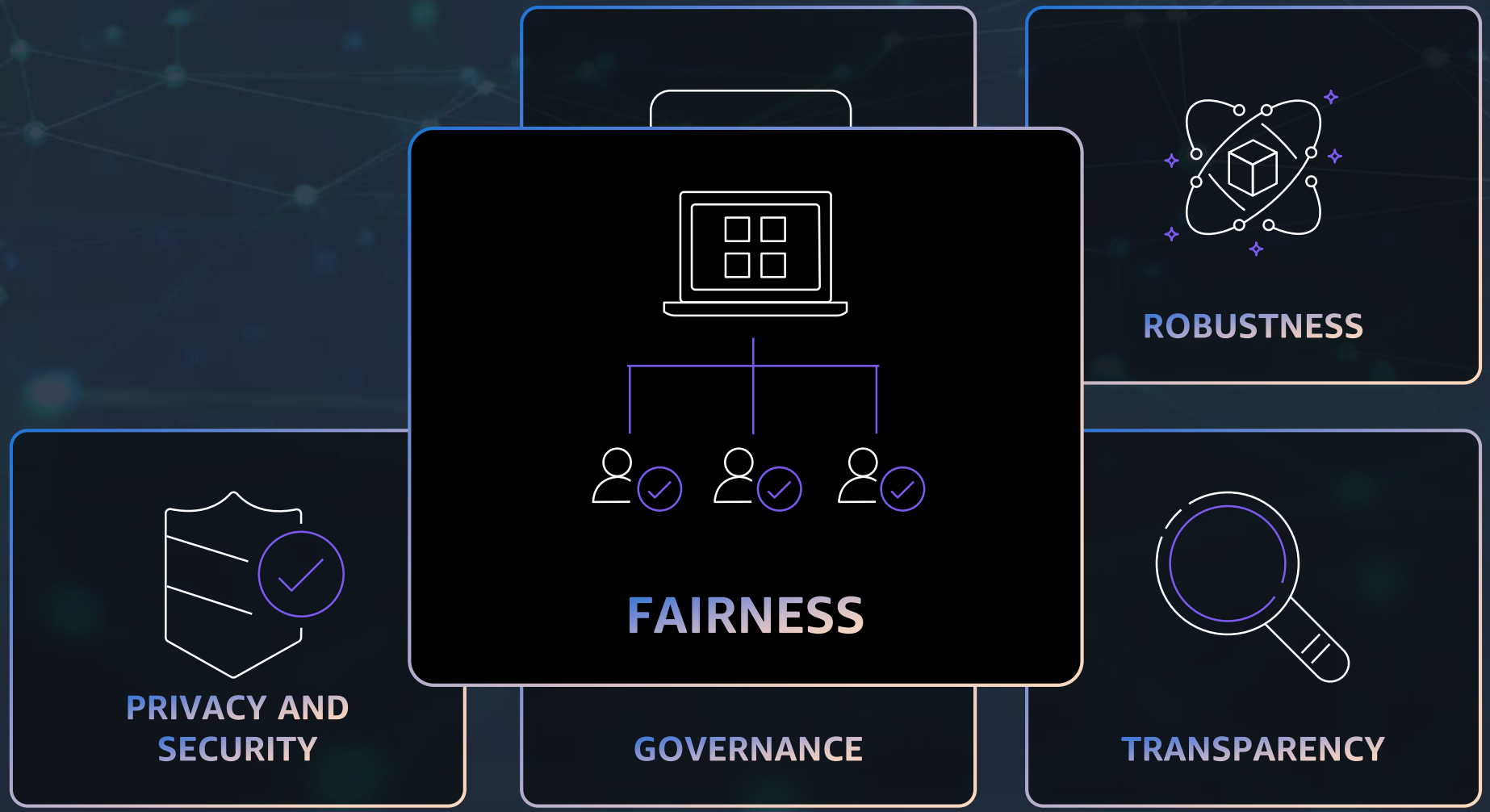

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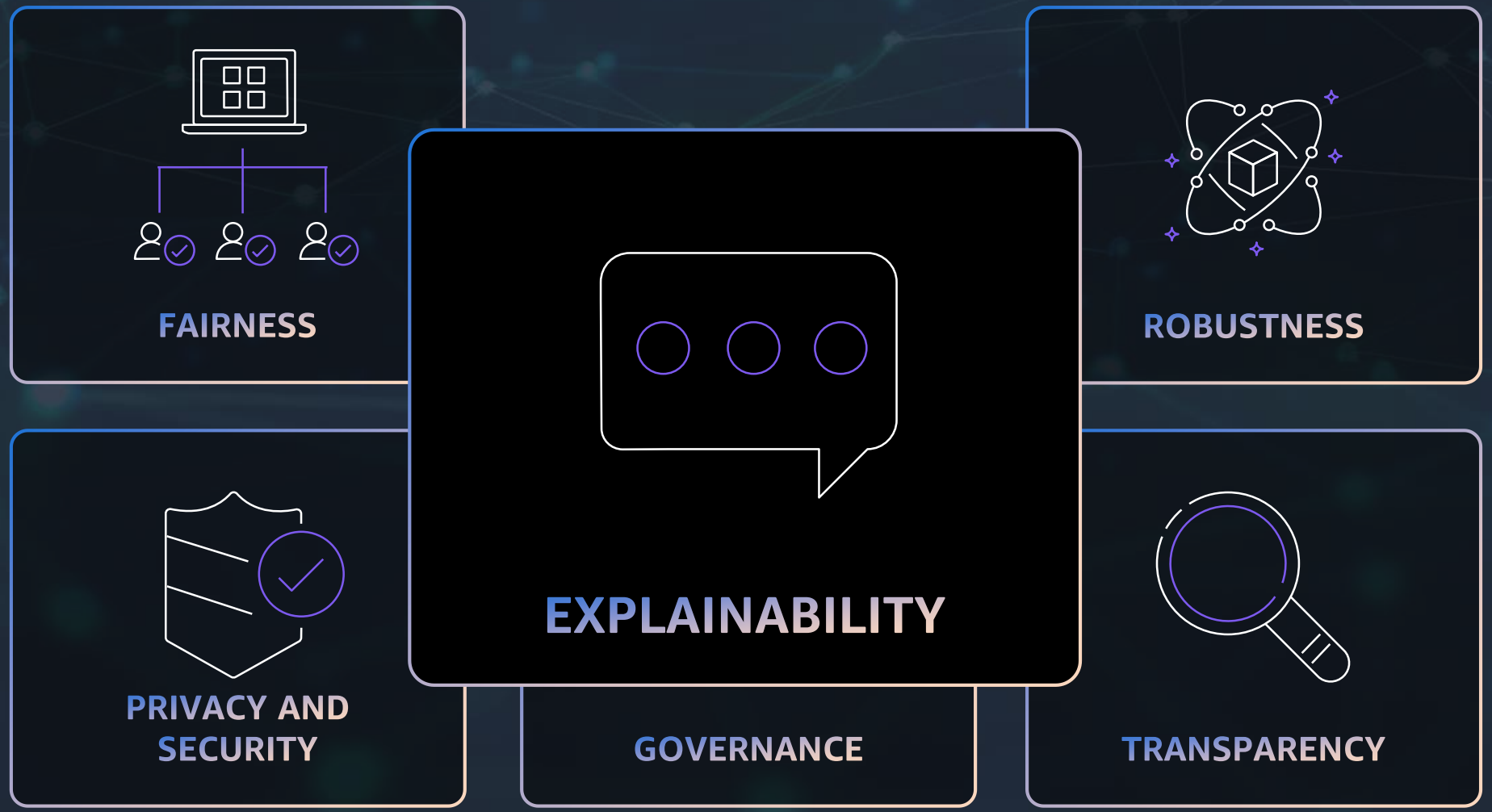

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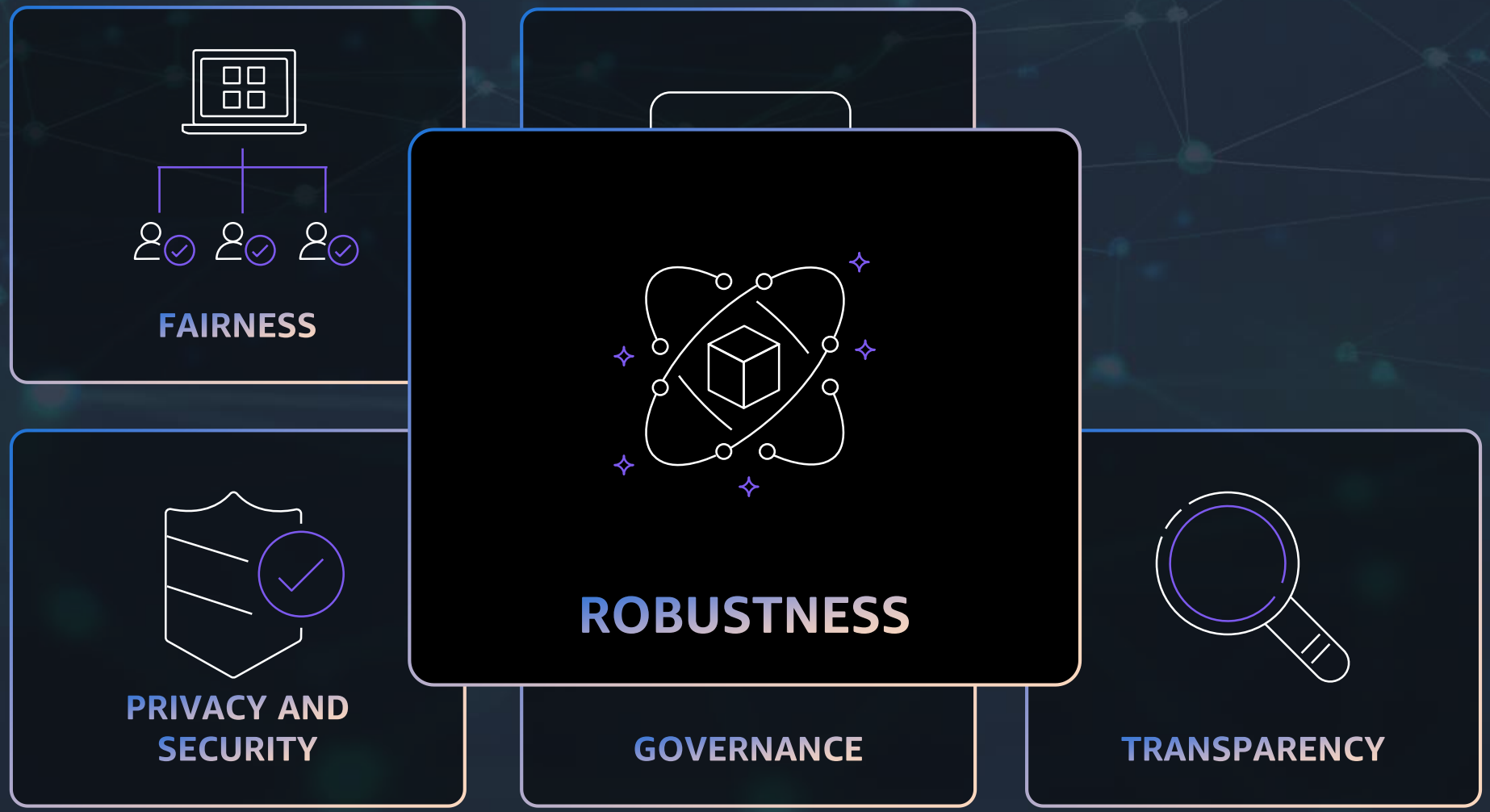

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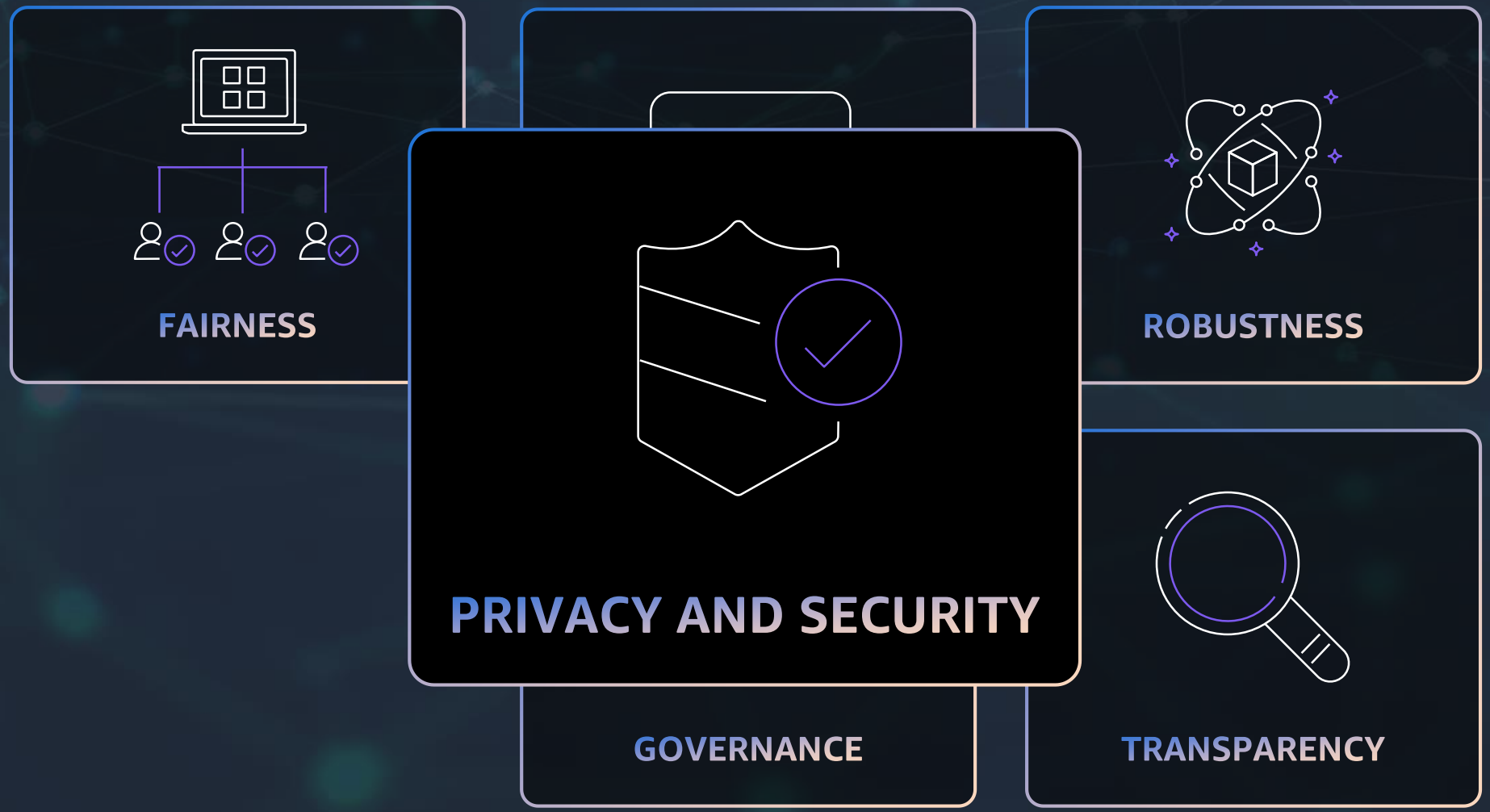

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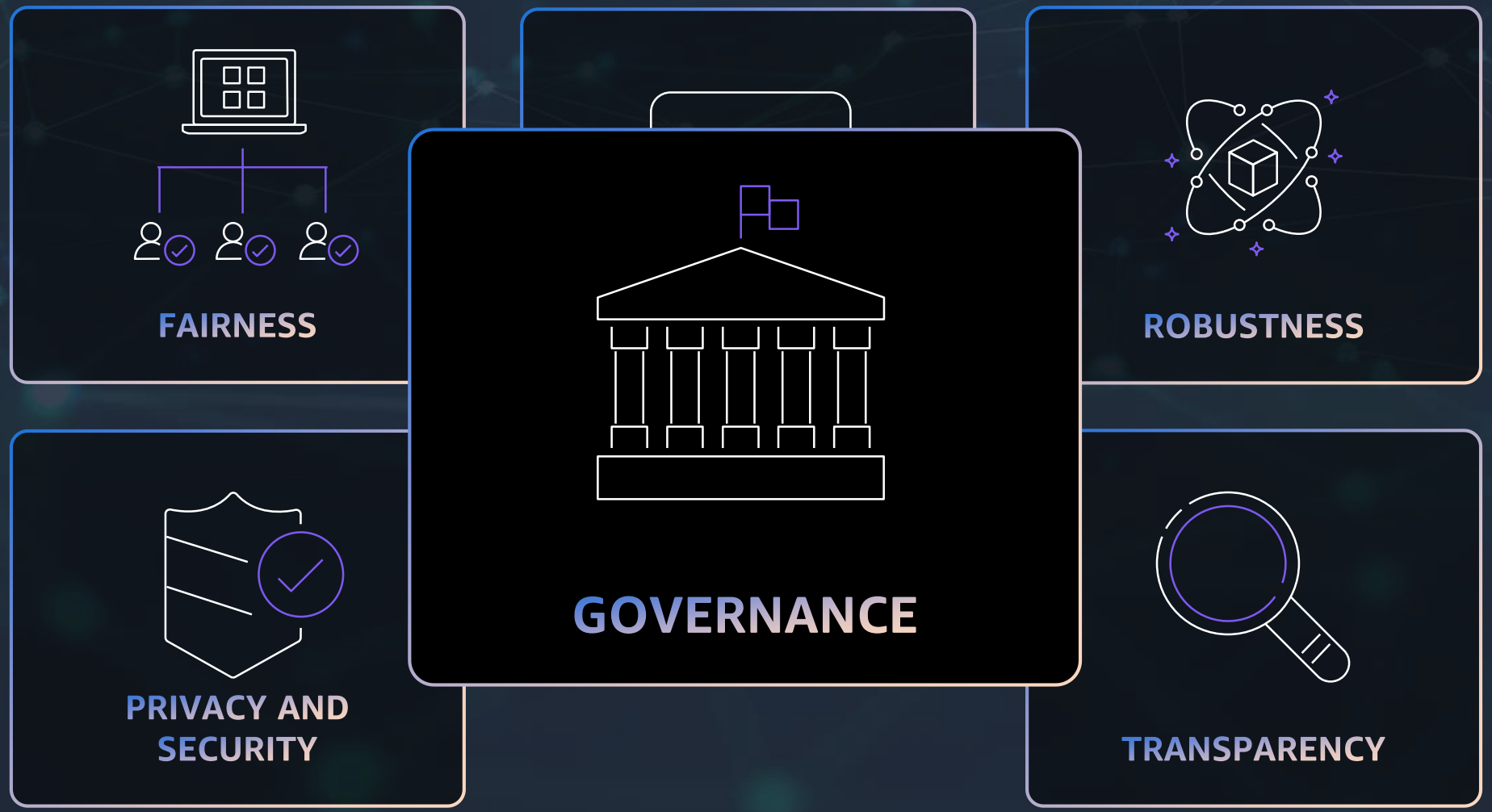

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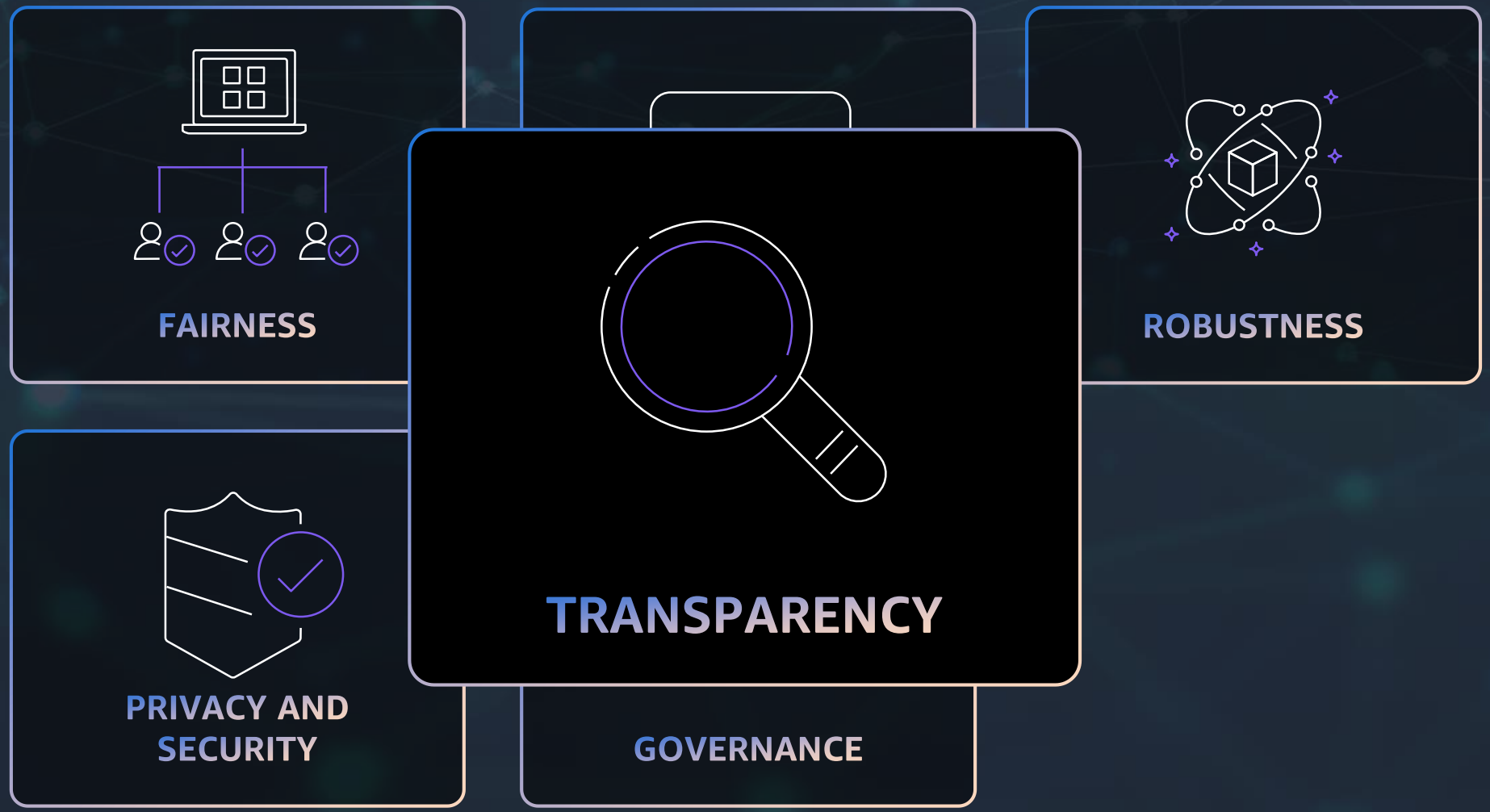

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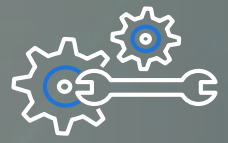
AWS COMMITMENT

Our commitment to develop AI and machine learning in a responsible way is integral to our approach



Teach practical code implementations and best practices

Nurture and educate a more diverse generation of leaders in ML

Integrate responsible AI into the end-to-end ML lifecycle

Advance the science behind responsible AI

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GET READY TO BE SUCCESSFUL

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LETS TALK ABOUT PRODUCT DEVELOPMENT

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PRODUCT DEVELOPMENT LIFECYCLE

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PRODUCT DEVELOPMENT LIFECYCLE

Customer first

START WITH THE **CUSTOMER**

and **work backwards**

Focus on the Problem, Not the Solution

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PRODUCT DEVELOPMENT LIFECYCLE

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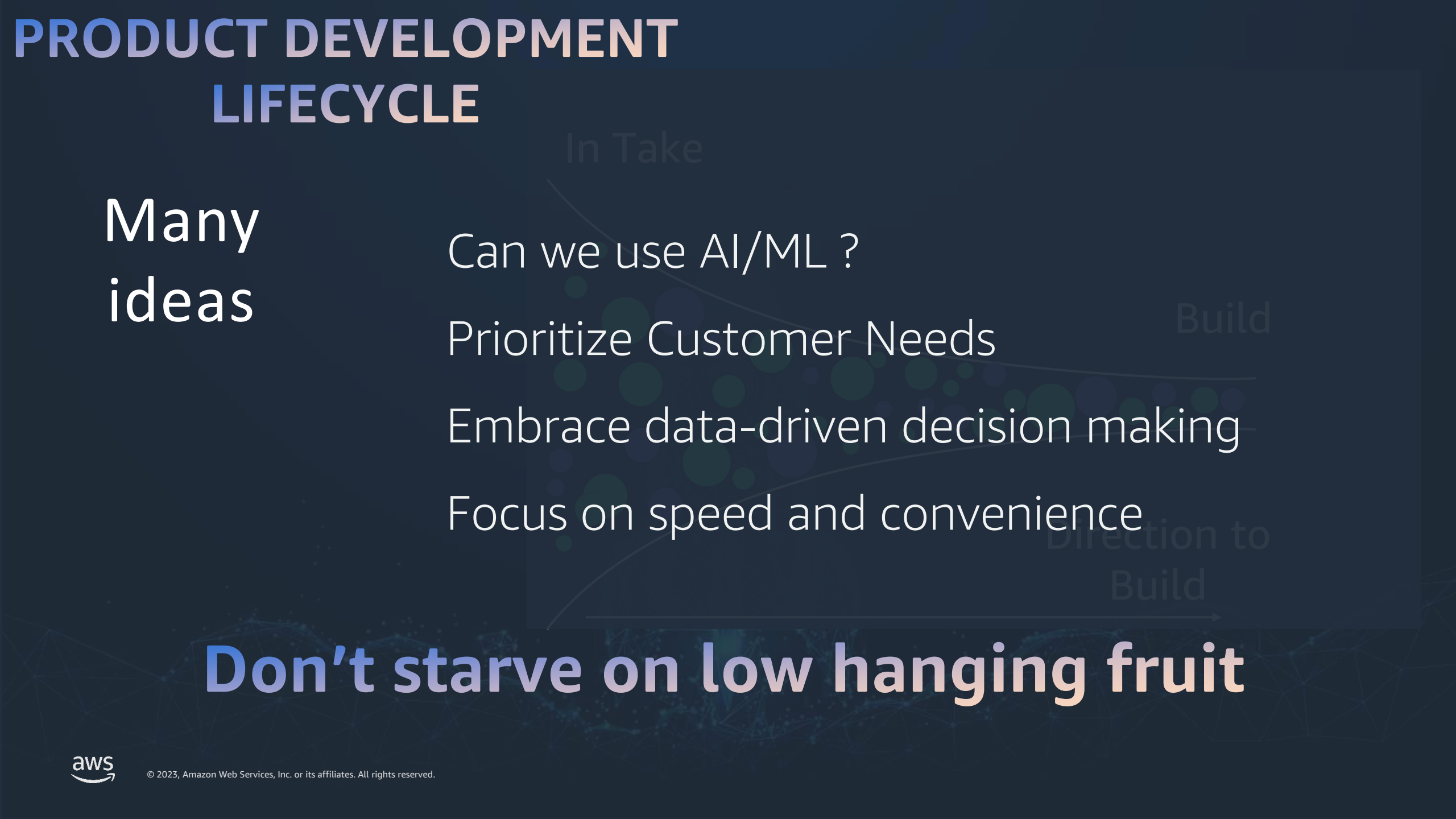

Many ideas

Can we use AI/ML ?

Prioritize Customer Needs

Embrace data-driven decision making

Focus on speed and convenience

Don’t starve on low hanging fruit

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PRODUCT DEVELOPMENT LIFECYCLE

Experiment

Don’t let perfect be the enemy of the good

Availability of key stakeholders

Data Platform with Governance built in

Our success at Amazon is a function of how many experiments we do per year, per month, per week, per day

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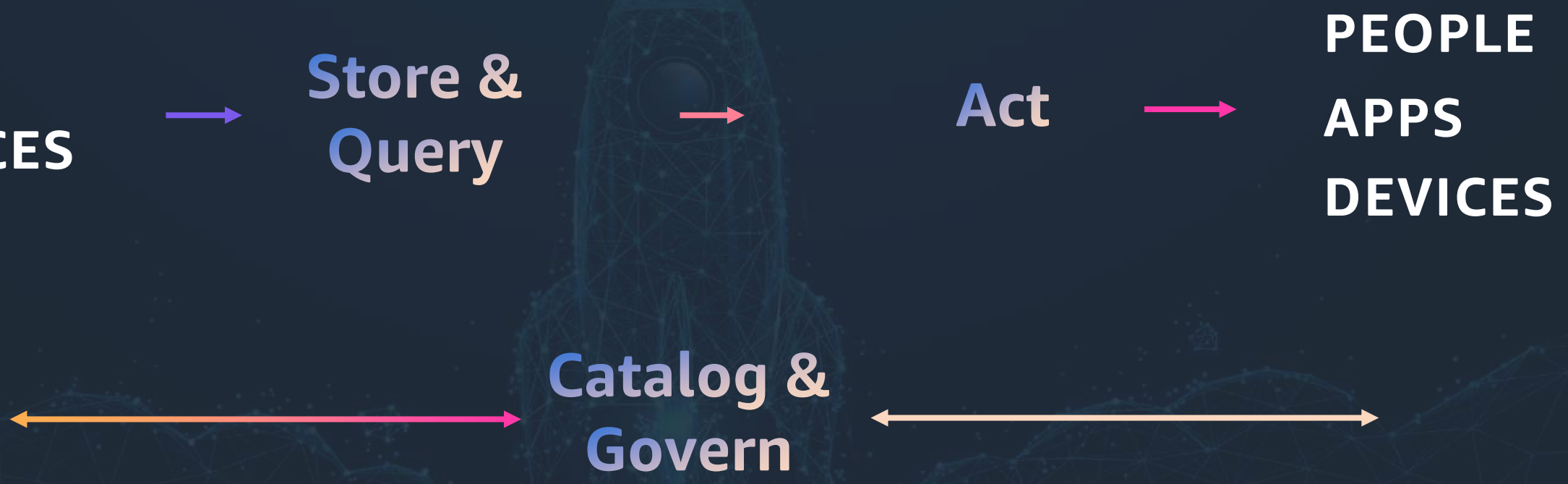
Experiment



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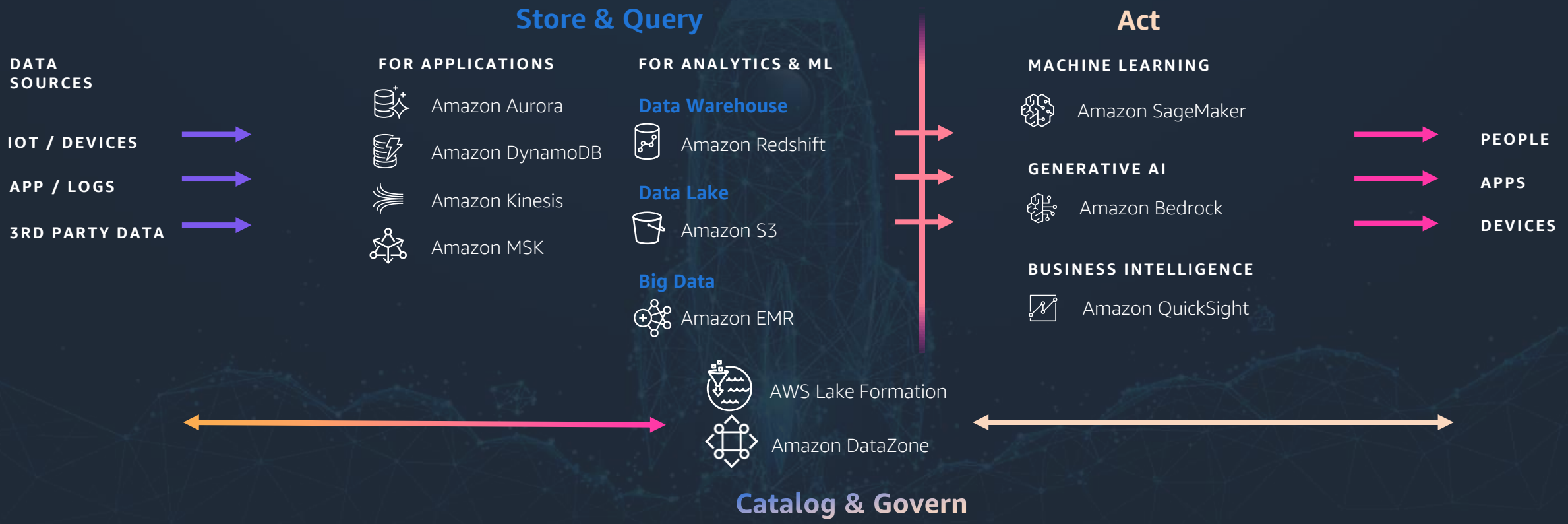
Experiment



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Experiment

Act

MACHINE LEARNING

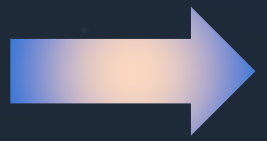
Amazon SageMaker

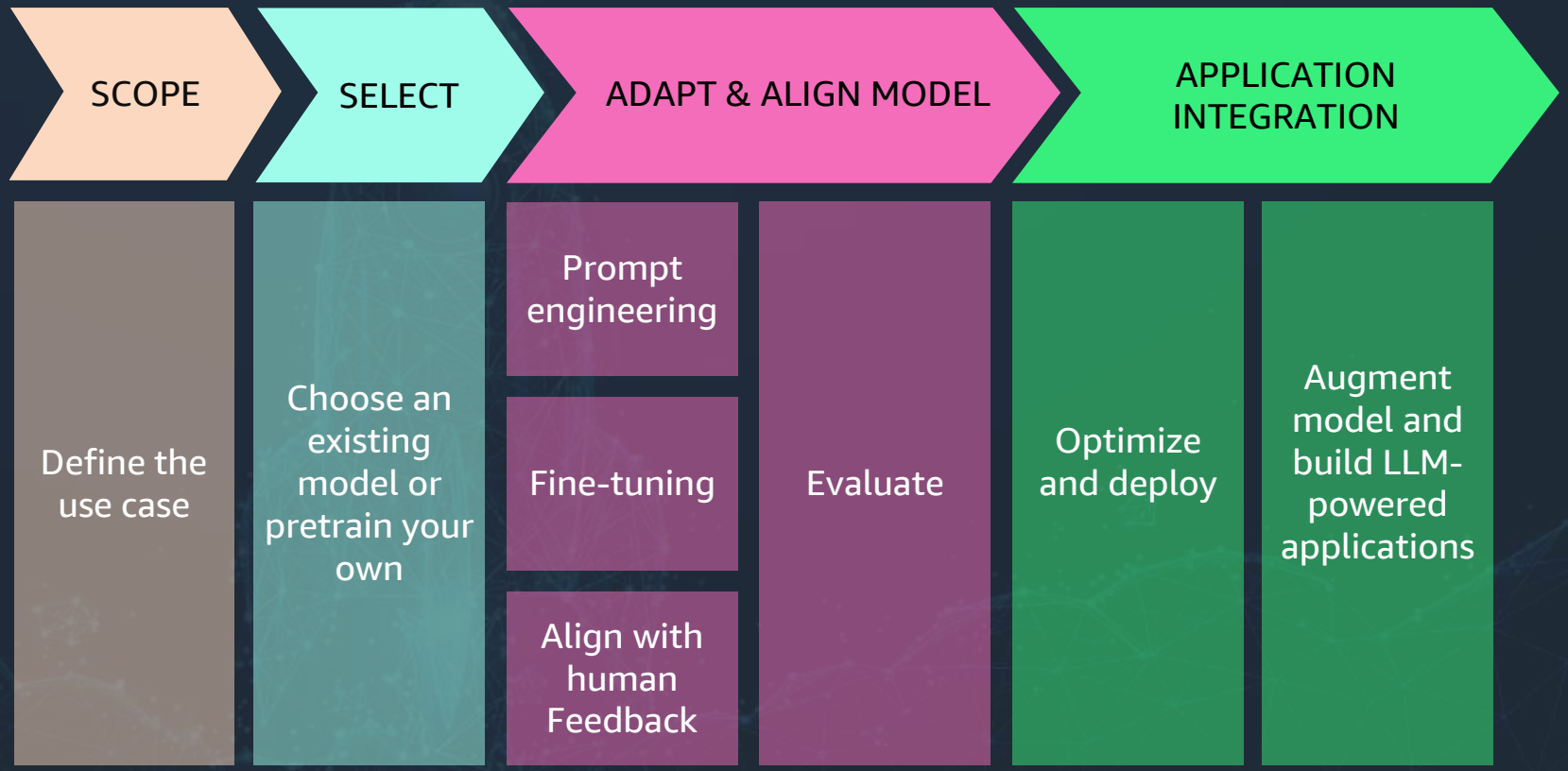
GENERATIVE AI

Amazon Bedrock

BUSINESS INTELLIGENCE

Amazon QuickSight





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PRODUCT DEVELOPMENT LIFECYCLE

Decide

Prove out concepts

Empowered to continue to iterate

Be data-driven

Without data you are just another person with an opinion

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PRODUCT DEVELOPMENT LIFECYCLE

Learn

Embrace failure

Avoid repeating mistakes

Continuous learning

We learn more from our failures than from our successes

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PRODUCT DEVELOPMENT LIFECYCLE

Scale

Infrastructure that scales with demand

Easy, repeatable deployments

Listen to your Customers

Success and Scale Bring Broad Responsibility

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PUTTING IT ALL TOGETHER

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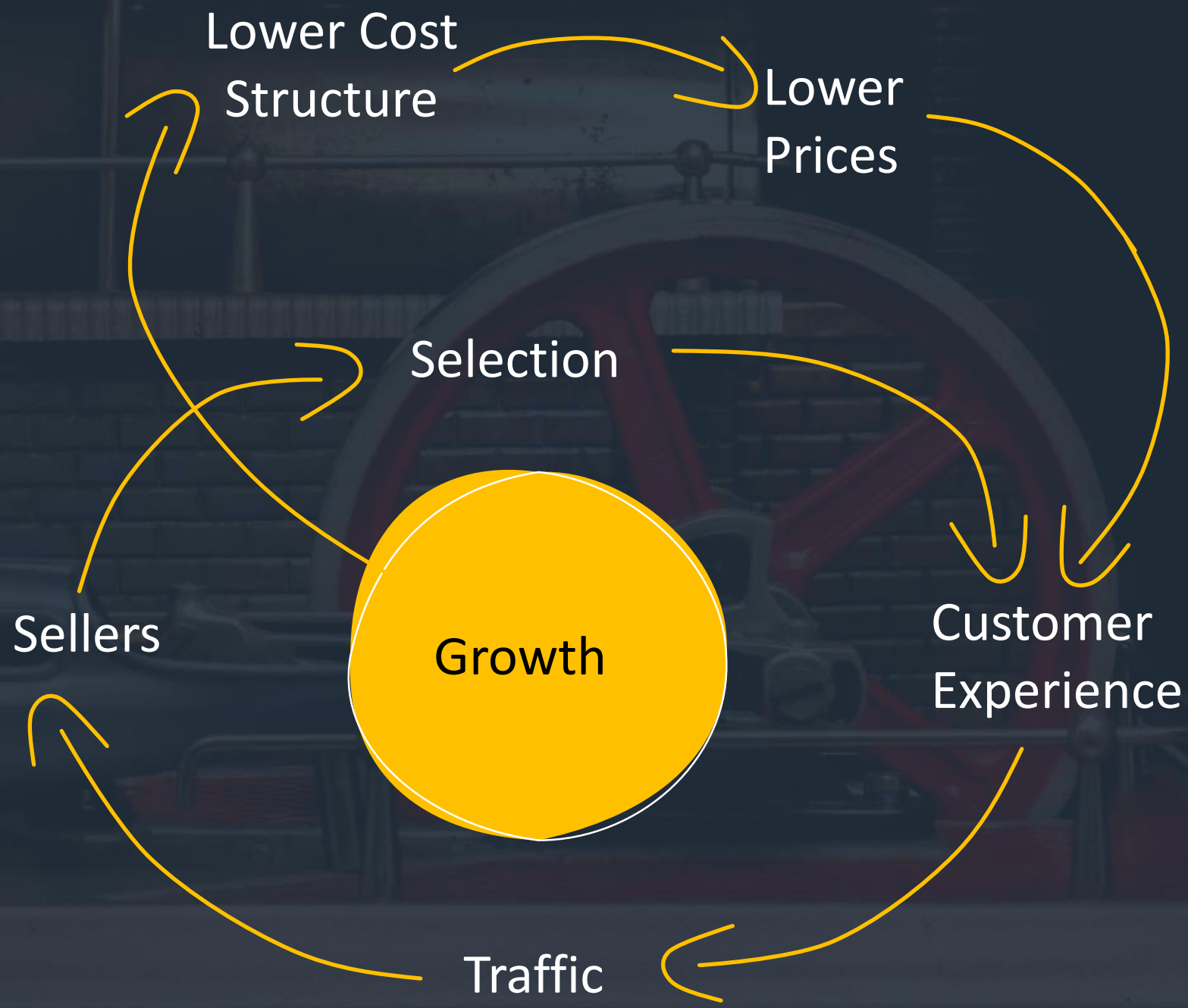
Amazons Flywheel



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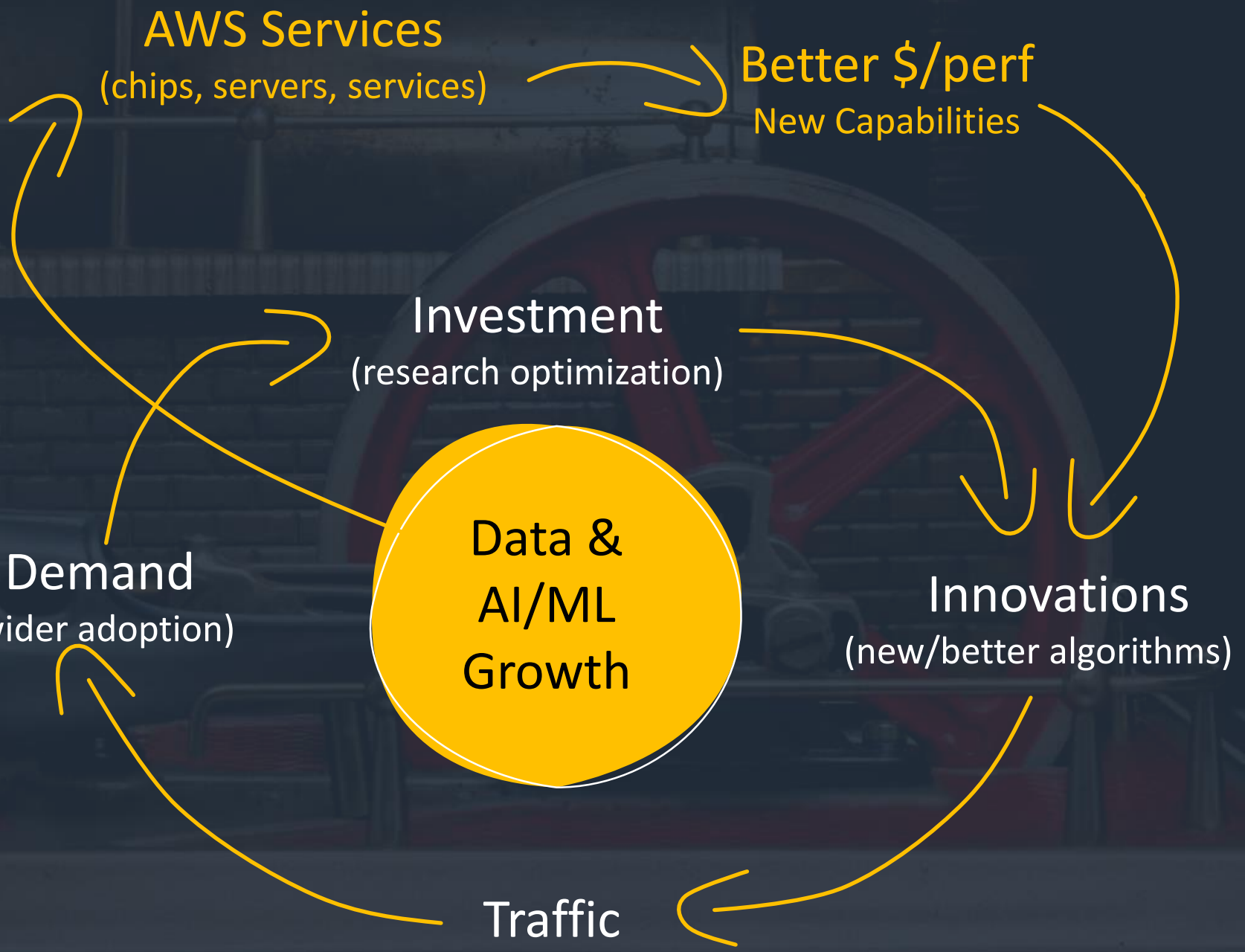
Amazons Data & Gen AI Flywheel



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Thank You !

Richie Jones (he/him)

Principal Enterprise Technologist
Amazon Web Services

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