Extend AI and ML Momentum Across Your Business

Explore Generative AI with AWS

- Realize new revenue streams through product innovation
- Improve operational efficiency and customer experience
- Enhance developer productivity with easy-to-use tools

Three things that FSIs can do to get started on generative AI with AWS

1. **Understand market and customer trends**
   - Use generative AI to analyze large unstructured data sources like news articles, research, loan documents, insurance policies, and more
   - Automate creation of drafts of investment strategies, research reports, legal documents, and more
   - Increase the efficiency of knowledge management and document processing

2. **Enable product innovation and business process automation**
   - Improve the ability to manage liquidity, interest rate, and credit risk
   - Automate identifying potential new investment opportunities from large unstructured data sources
   - Offer unique hyper-personalization of products and services

3. **Improve customer experience**
   - Streamline onboarding and KYC
   - Enhance sentiment analysis and fraud detection
   - Enable more intuitive and accurate risk management

Explore generative AI today

**What is generative AI?**

A type of AI that can create new content and ideas, including conversations, stories, images, videos, and music. It is referred to as foundation models (FMs).

**How does AWS empower FSIs?**

- AWS is working with many customers to deploy game-changing generative AI applications like Amazon CodeWhisperer.
- We're making AWS the easiest place to build with FMs.
- We've been investing in the most price-performant infrastructure.
- AWS Partners and engaging with customers to help them deploy generative AI.

**Why should FSIs consider generative AI?**

- Adoption of artificial intelligence (AI), machine learning (ML), and now generative AI has immense power to transform data-driven financial services institutions.
- The availability of cost-effective, easy-to-use, and scalable cloud services is helping to accelerate and expand AI adoption.

**Potential use cases**

- Improving the ability to manage liquidity, interest rate, and credit risk
- Automating identifying potential new investment opportunities from large unstructured data sources
- Offering unique hyper-personalization of products and services
- Enhancing sentiment analysis and fraud detection
- Enable more intuitive and accurate risk management

**Even as they build out use cases with traditional AI and ML technologies, FSIs are looking to the next evolution of AI—generative AI.**

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**Use cases gaining significant traction**

- Fraud prevention
- Underwriting
- Credit decisioning
- Customer service
- Text synthesis
- Image and video creation
- Music and art generation
- Code completion

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**Source:**

- aiinfinancialservices.pdf (economist.com)
- State of AI in Financial Services: 2023 Trends (nvidia.com)
- Mass Adoption Of AI In Financial Services Expected Within Two Years (forbes.com)

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**Future projections**

- Approximately 85% of banking IT leaders say they have a clear strategy for using AI in product/service development.
- Approximately 64% of executive leadership "values and believes in AI."