

# BOOSTING MARKETING CONTENT WITH GENERATIVE AI: HOW TUI SCALED UP AND ENHANCED QUALITY

Nikolaos Zavitsanos, Data Scientist - TUI Paul Armstrong, Lead Architect - Amazon Web Services

Customers expect personalised, interactive experiences when booking travel online. This session explores how Generative AI through AWS can create high-quality, brand-aligned content to increase direct site traffic and conversions. Learn how Amazon SageMaker JumpStart, Amazon Bedrock, and Amazon OpenSearch with vector stores streamline content creation and improve quality. Hear how TUI, a global tourism platform serving 21 million travellers, uses Generative AI to automate hotel description generation by fine-tuning language models and implementing human-in-the-loop workflows to augment existing processes for curating personalised content.

#### HARNESSING GENERATIVE AI AGENTS IN FINANCIAL SERVICES WITH TP ICAP

Andrew Shannon, Head of Cloud Services and Platform Architecture - TP ICAP Gaurav Kaila, Regional Prototyping Manager, UK & Ireland - Amazon Web Services Ife Ojomo, Prototype Architect- Amazon Web Services

Al agents mark a significant breakthrough in Generative AI. They excel in complex problem-solving, logical reasoning, and task execution. Unlike traditional AI, they can autonomously make decisions and access external systems to execute tasks- including databases, APIs, and documents. Learn how TP ICAP, a leader in financial services, liquidity, and data solutions, developed an innovative AI Agent-based chatbot solution. This chatbot aids in resolving operational incidents, delivering dynamic responses to internal queries within minutes. In this session you will learn how to implement autonomous agent architectures, empower them with task-specific tools, and best practices for automation and production deployment.

#### **PROMPT ENGINEERING BEST PRACTICES FOR LLMS ON AMAZON BEDROCK**

Maggie Vo, Head of Technical Education & Enablement - Anthropic Anastasia Tzeveleka, Sr AI/ML Specialist SA - Amazon Web Services

Prompt engineering is the process of guiding large language models (LLMs) to produce desired outputs. In this session, get an overview of prompt engineering best practices and learn how to choose the most appropriate formats, phrases, words, and symbols to get the most out of generative AI solutions while improving accuracy and performance. This session uses the Claude 2 LLM as an example of how prompt engineering helps to solve complex customer use cases. Also learn how prompts can be integrated with your architecture and how to use API parameters for tuning the model parameters using Amazon Bedrock.

### **OPERATING A GENAI SERVICE AT SCALE - AN ADOBE SRE'S PERSPECTIVE**

Jens Ihnow, Senior Engineering Manager - Reliability Engineering - Adobe Rakshith Rao, Senior Solutions Architect - Amazon Web Services

Firefly is Adobe's Generative AI service that offers new ways to ideate, create, and communicate while significantly improving creative workflows. Firefly uses AWS Machine Learning infrastructure to power the training of its foundational models and inferencing. Operating a GenAI service at scale while ensuring reliability, security, and efficiency comes with challenges. In this session we look behind the scenes at how Adobe runs Firefly inference at scale on AWS. We also cover the AWS services that enable building GenAI services like Firefly with recommendations on how to start. We close with best practices for running GenAI inference in production.

### FMOPS/LLMOPS: GENERATIVE AI FROM IDEA TO PRODUCTION ON AWS

Eran Fainman, Senior Machine Learning Scientist - Booking.com Sokratis Kartakis, Principal GenAI/ML Specialist Solutions Architect – Amazon Web Services Daniel Zagyva, Data Scientist - Amazon Web Services

Most customers are considering how generative AI (GenAI) could transform their business. After the development of the initial pilot use cases, the main question on how to operationalise GenAI applications arises. This leads to the domain of foundation model operations (FMOps). In this session, we will show how to implement the end-to-end lifecycle of Large Language Models (LLMs) leveraging AWS GenAI capabilities. Booking.com, a leading online travel agency, trains and serves their in-house LLMs with Amazon SageMaker. Explore how Booking.com implements FMOps on AWS to generate 2.7 million property description summaries for over 100 million mobile app users.

### AVIVA'S JOURNEY FROM LEGACY TO MODERN DATA WAREHOUSING ON AMAZON REDSHIFT

**Colin Bertram**, Platform Designer, Data and Analytics Platform (DAP) - Aviva **Adam Gatt -** Sr. Redshift SA, EMEA - Amazon Web Services

Many organisations are looking to adopt modern data warehouses on Amazon Redshift to benefit from scalability, cost advantages and enabling innovation with data through capabilities around workload isolation, support for diverse data types, ease of management and ML-based automations. The path to modernising your Data Warehouse can be challenging and often unclear. Join this session to understand how to migrate your legacy Data Warehouse to Amazon Redshift and hear about Aviva's experiences on this journey.





# SCALING THOMSON REUTERS LANGUAGE MODEL RESEARCH AND TRAINING WITH AMAZON SAGEMAKER HYPERPOD

John Duprey, Distinguished Engineer - Thomson Reuters Lab Simone Zucchet, Senior Solutions Architect - Amazon Web Services

Thomson Reuters is a leader in business information services. They empower legal, government, tax, accounting, and compliance professionals worldwide. 2023 proved to be a generative AI inflection point, prompting Thomson Reuters to consider how their high-value, curated, data could improve on language models for customer-specific tasks. This compute-intensive research required specialized hardware, posing resource challenges. Enter Amazon SageMaker Hyperpod. Hyperpod allowed Thomson Reuters to scale to large clusters of NVIDIA A100 GPUs in a reliable and predictable manner. In this talk, we explore the journey Thomson Reuters took to enable their cutting edge research tasks and training of their foundational LLMs with Hyperpod.

#### **REINVENTING WITH GENERATIVE AI ON AWS**

Matheus Guimaraes, Snr Developer Advocate, UKIR - Amazon Web Services Isabelle Mos, Associate Solution Architect - Amazon Web Services

From startups to enterprises, organizations of all sizes are getting started with generative AI. They want to capitalize on this new technology and translate the momentum from betas, prototypes, and demos to real-world innovations and productivity gains. With enterprise-grade security and privacy, a choice of leading foundation models, a data-first approach, and the most performant, low-cost infrastructure, AWS is trusted to deliver generative AI-fueled innovation. In this session, learn how new generative AI services and capabilities like Amazon Bedrock and Amazon Q can help deliver real business value across key use cases to enhance employee productivity, improve customer engagement, and build new, differentiated experiences.

# HOW THE BBC BUILT A REAL TIME MEDIA ANALYTICS PLATFORM TO PROCESS OVER 5B EVENTS A DAY

John Ewing, Senior Architect - BBC Subham Rakshit, Sr. Streaming Solution Architect - Amazon Web Services Hin Yee Liu, Prototype Engagement Manager - Amazon Web Services

Join the BBC in a deep dive on implementing a real-time media analytics platform using AWS streaming services including Amazon Managed Service for Apache Kafka and Amazon Managed Service for Apache Flink to process over 5 billion analytics events a day, driving a digital-first BBC. In this session, hear from the BBC on the challenges they faced in delivering a highly performant, production-ready solution within months, how to perform data validation at ingest, and streaming data enrichment at scale.

# AMAZON DYNAMODB DEEP DIVE WITH FLO HEALTH: POWERING CRITICAL DATA FOR 300M USERS

Roman Bugaev, Chief Technology Officer (CTO) - Flo Health Lee Hannigan, Sr. DynamoDB Specialist SA - Amazon Web Services Juhi Patil, Sr. DynamoDB Specialist SA - Amazon Web Services

Deep dive into DynamoDB with AWS Specialists and Flo Health, through the success story of managing 300 million users. This session unveils DynamoDB's scalability, performance, and practical applications. Learn from Flo Health's case study, exploring key metrics, data modelling insights, and the transformative impact on essential data storage. Discover how DynamoDB ensures reliability, availability, and security. Whether you're a DynamoDB user or new to NoSQL databases, join us for actionable insights and best practices.

# BUILDING ML–POWERED SEARCH EXPERIENCES USING VECTOR CAPABILITIES ON AMAZON OPENSEACRCH FOR LYST

Amir Shamsuddin, Director of Engineering - Customer Relationships and Acquisition - Lyst Francisco Losada, OpenSearch SA - Amazon Web Services

In recent years, ML techniques have become increasingly popular to enhance search use cases. Among them are the use of embedding models with vectors to find the most semantically similar documents and enable use cases such as semantic search, RAG, recommendation engines and rich media search. Join this session to explore how Lyst benefited from the transformational impact of using OpenSearch Service as a Vector Database for scalable and future proof AI applications such as Personalisation.

### **BUILDING AN OPEN SOURCE DATA STRATEGY ON AWS**

Zohar Stirro, Head of Data Engineering - Tessian Sandipan Bhaumik, Sr. Analytics SA, UKI - Amazon Web Services

Join this session to learn how to take full advantage of open source technologies while leveraging the scalability, flexibility, and cost efficiency of AWS Cloud. We will discuss data architecture patterns that leverage open source on AWS. We will also hear practical stories from Tessian on how AWS' broad support for open source technologies, such as Apache Spark, Trino, Apache Iceberg, OpenSearch, Apache Kafka, and more help them secure millions of mailboxes for their customers every day.



#### **BUILD A DATA FOUNDATION TO FUEL GENERATIVE AI**

Andrew Kutsy, Senior Manager, PMT – Amazon Web Services Christoph Bartenstein, Director S3 - Amazon Web Services

Data has long been considered a strategic asset by organizations, but generative AI puts a renewed emphasis on the importance of a data strategy. Whether you are building your own model or customizing a foundation model, your data is a key differentiator for generative AI, so you need a data strategy that supports relevant, high-quality data. In this session, learn about the data tools that can fuel your generative AI strategy and the common data patterns required to transform your generative AI application from a generic tool to a program that truly knows your business and your customer.

### DIFFERENTIATING WITH DATA: HOW CHASE SCALED FROM 0 TO MILLIONS OF CUSTOMERS IN 2 YEARS WITH TRANSACTIONAL DATA LAKE AND SERVERLESS ANALYTICS ON AWS

Bijan Fathi, Head of Data & Analytics - Chase UK Altaf Hussain, Sr. Analytics SA, UKI - Amazon Web Services

In just over 2 years, Chase UK has grown to be an award-winning digital bank with over 2 million customers and are adding more customers and features every day. How did we do it? By embracing a cloud-native approach to data from the start. In this session we will discuss our cloud-native data plane and how using serverless analytic services like Athena, S3, and Glue we can quickly build a scalable transactional data lake, derive insights, create effective customer journeys, and industry-leading customer acquisition and retention.

#### **ARCHITECTING CONTAINER SOLUTIONS WITH AWS**

Natasha Wright, Senior Container Specialist - Amazon Web Services **Robert Northard**, Senior Container Specialist Solution Architect - Amazon Web Services

Business needs change over time, with changing priorities or technological advances, so organisations need to react quickly to build, rebuild, and build again against a backdrop of changing infrastructure or application requirements. In this session, we'll discuss how to architect container solutions with AWS, keeping flexibility, and portability front and centre. So, if and when needs change, your architectural principles don't have to.

#### **EVOLVING SERVERLESS ARCHITECTURES**

Tom Collins, Principal Engineer - DVLA Emily Shea, Head of Application Integration Go-To-Market - Amazon Web Services

Serverless not only reduces time spent managing infrastructure, but it can also reduce application code. Replacing custom code with fully managed cloud services makes applications more reliable and easier to maintain. Serverless integration services like AWS Step Functions, Amazon EventBridge, Amazon SQS, and Amazon SNS enable you to evolve your application as business requirements change and service features advance. This talk walks through examples of evolving your serverless architectures. These include real world examples of how the Driver and Vehicle Licensing Agency (DVLA) uses serverless to build workflows with AI/ML and human review steps and to integrate with hybrid environments.

#### IMPLEMENTING DISTRIBUTED DESIGN PATTERNS ON AWS

**Ben Moses,** Principal Solutions Architect - Amazon Web Services James Eastham, Senior Cloud Architect - Amazon Web Services

Legacy applications were once modern. The challenge is to have development principles and processes continuously improve and to develop applications with minimal technical debt. Developing complex modern applications requires a thorough understanding of how to extract business requirements and goals and to select the appropriate tactical design and implementation patterns that support business strategies. Learn how to define business strategies in terms of bounded contexts, subdomains, and context mapping with domain-driven design. Also learn to select distributed design patterns and the appropriate services to implement the design, how to streamline your application development, and how to deploy on AWS.

#### BEST PRACTICES FOR SERVERLESS DEVELOPERS

Julian Wood, Principal Developer Advocate - Amazon Web Services Michelle Chismon, Senior CIA - Amazon Web Services

Do you want to take advantage of the full power of serverless architectures for your production workloads? Are you wondering how events can help your applications scale? Have you been trying to tune your applications for higher performance and lower cost? This session provides architectural best practices, optimisations, and useful shortcuts that experts use to build secure, high-scale, and high-performance serverless applications.



#### ACCELERATE YOUR KUBERNETES JOURNEY WITH AMAZON EKS

David Mohar, Platform Technical Owner - Sportradar Olly Pomeroy, Sr. Developer Advocate - Amazon Web Services Grace Shaffi, Solutions Architect - Amazon Web Services

In this session, hear how Amazon EKS provides AWS customers with production-grade Kubernetes. Organizations need to scale clusters to support the size of their businesses. Teams across organisations may also want to modernise their applications using Kubernetes and need guidance and support establishing the right security guardrails and best practices. Learn how SportRadar modernised their container platform by migrating from kOps to Amazon EKS. Hear the challenges they faced during their migration, how they overcame them, and the benefits the Amazon EKS based platform brings to their organization.

### HARNESS THE POWER OF AWS TO BUILD GAME-CHANGING APPLICATIONS

Gunnar Grosch, Principal Developer Advocate - Amazon Web Services Sarah Johnson, ESM (M-UKI) - Amazon Web Services

Organizations in every industry are looking to solve bigger challenges, turn groundbreaking ideas into reality, and deliver innovative solutions at scale. This requires an infrastructure that scales limitlessly, delivers high performance at optimized costs, and supports constant innovation. In this session, learn how organizations are using the secure, innovative, and performant AWS Cloud to build game-changing applications. With the broadest and deepest functionality for compute, AWS can support the needs of even the most demanding workloads to run complex ML models, leverage generative AI, or implement applications that require large-scale high performance computational power at low costs.

#### **DEVELOPING FULL STACK WEB AND MOBILE APPLICATIONS ON AWS**

**Ozioma Uzoegwu**, Principal Solutions Architect - Amazon Web Services **Fred Hoskyns**, Enterprise Account Manager - Amazon Web Services

Developers are responsible for building the great user experiences we consume today via web and mobile applications. In this talk, you will learn how to build a full stack web and mobile application on AWS. We will show you how to use AWS Amplify, AWS AppSync and AWS Device Farm to accelerate application development and create production ready applications that delight your users.

## SUPERCHARGE YOUR DEVELOPMENT WITH AWS GENERATIVE AI DEVELOPER TOOLS

**Bindhu Chinnadurai**, Senior Partner Solutions - Amazon Web Services **Matt Laver**, Senior Solutions Architect - Amazon Web Services

Generative AI has the power to help you reimagine the way that developers and organisations learn, plan, create, deploy, and securely manage applications. Across the software development lifecycle—from architecting to developing, testing, deploying, and maintaining applications—generative AI developer tools save time, automate undifferentiated heavy lifting, and create space for innovation and creativity. Learn how AWS is innovating responsibly to deliver tools such as Amazon Q and Amazon CodeWhisperer so that builders can focus on meaningful work that drives impact for their customers.

### EXPERIENCE THE FUTURE OF DEVELOPMENT WITH NEXT-GENERATION DEVELOPER TOOLS

**Chris Williams,** Senior Solutions Architect - Amazon Web Services **Askar Serikov,** Solutions Architect - Amazon Web Services

Curious what next generation development experience feels like? Want to understand how it will levelup your productivity? Find out for yourself as this session immerses you through the perspective of a software engineer solving their work tasks with the help of AWS developer tools. You will witness how generative AI services like Amazon Q and Amazon CodeWhisperer can efficiently tackle complex problems within minutes. Also observe how the challenge of context switching between development toolchains is streamlined through the unified development environment of Amazon CodeCatalyst.

#### HOW OCADO TECHNOLOGY REDUCED CLOUD COSTS WITHOUT STIFLING INNOVATION

Kevin McCormack, Associate Engineering Director - Ocado Technology Imran Dawood, Principal Solutions Architect - Amazon Web Services

In this session, learn how you can develop a holistic cost optimization strategy with AWS and operate cost-effectively while maintaining high performance. You will also hear from Ocado Technology on how they made dramatic cloud cost efficiencies while providing an exceptional experience for shoppers and via the Ocado Smart Platform – an end-to-end ecommerce, fulfilment and logistics solution designed for the unique demands of online grocery retail. Ocado Technology will explore how cost efficiencies and innovation work hand-in-hand: from implementing new features such as Target Tracking on EC2 Autoscaling, to smart FinOps cost techniques and software engineering leadership.



#### TRANSFORM YOUR CUSTOMER EXPERIENCE WITH AMAZON CONNECT, AWS'S AI **POWERED CONTACT CENTER**

Jeff Bennett, VP Operations - Zepz (WorldRemit) Nawaz Varda, Senior Solutions Architect - Amazon Web Services Russell Yeates, Principal Sales Specialist - Amazon Connect – Amazon Web Services

Transform your customer experience (CX) at scale with Amazon Connect, AWS's AI-powered contact center. In this session we will introduce you to Amazon Connect and demonstrate how to increase agent productivity with generative AI. We will walk you through on how to measure, track, and improve performance using AI-powered analytics and optimization capabilities. We will be joined by Jeff Bennett - VP Operations, Zepz, a leading cross border remittance business that provides international money transfer, to share their migration journey to Amazon Connect. You will learn the approach taken by Zepz on the use of voice and chat channels, IVR implementation with Chatbots and the impact of AI-powered analytics.

#### BEST PRACTICES FOR OPERATING ON AWS, FEATURING MONEYSUPERMARKET GROUP

Jonty Bale, Head of Platform Engineering - MoneySuperMarket Group Fahad Ahmed, Senior Solutions Architect - Amazon Web Services

Operating in the cloud allows IT teams to focus on business outcomes and accelerate innovation. In this session, learn how to build, manage, and operate your mission-critical applications in a secure, automated, reliable, and cost-effective way. Discover best practices for establishing a multi-account environment, automating operations, and managing your applications. Additionally, learn how MoneySuperMarket Group implemented multi-account Landing Zone with AWS Control Tower AFT, simplified networking using VPC Sharing, and how they took a decisive move to migrate from Kubernetes to Amazon ECS Fargate. You will take away architectures, key decisions and the trade-offs between costs and scale.

#### AI/ML FOR ESG REPORTING AND DATA-DRIVEN DECISION-MAKING

Damien McCloud, Director, Geospatial & Earth Observation - Arup **Tamara Herbert**, Senior Application Development Consultant - Amazon Web Services

Organisations are making commitments to sustainability but face challenges in measuring and analysing the data required to meet these goals. In this session we'll dive into how organisations can effectively prepare themselves for a changing global marketplace, together with Arup who will present an AWS SageMaker solution for measuring and monitoring the natural world using earth observation data.

# ARM'S SUCCESS STORY OF DRIVING INNOVATION THROUGH HPC ON AWS

Loïc Perron, Senior Director, Hardware Engineering - ARM Limited Jurgen Hofkens, EMEA Head of Compute Solutions Architecture – Amazon Web Services Louis Demerliac, Efficient Compute Business Development Manager - Amazon Web Services

The ubiquitous availability of High-Performance Compute (HPC) and Accelerated Compute capacity in the cloud has sparked rapid innovations in development of precision medicines and cancer treatments, development of electrical vehicles and new aircrafts, and more sustainable and cost-effective designing with Electronic Design Automation (EDA). Join this session to learn about how these innovations have been delivered with AWS's HPC services and purpose-built processors (Graviton). Learn directly from Arm, world's biggest chip design company, how they leveraged the scale and flexibility of AWS to overcome challenges on compute capacity constraints, significantly reduce time to market, and reduce carbon footprint, by running EDA workloads on AWS.

### ACCELERATE OPERATIONS EXCELLENCE WITH DIGITAL TWINS, 5G PRIVATE NETWORKS AND EDGE COMPUTING

Joao Gaspar Silva, Enterprise Architect, Edge Computing, 5G and APIs – Vodafone Business **Chris Wood**, Senior Solutions Architect - Amazon Web Services

In this session co-hosted with Vodafone Business, you will learn how 5G private networks, edge computing and cloud-based digital twins work together to unblock transformation in industrial manufacturing. Nearreal-time decision making and contextualized plant information are critical capabilities; however, proprietary systems, manifold standards and siloed networks stand in the way. To address these challenges, we'll guide you through implementation of predictive maintenance, product inspection and safety solutions, utilizing AWS IoT SiteWise and AWS IoT TwinMaker and partner offerings from Matterport and Treedis.

# HOW BARCLAYS DIGITISED FINANCIAL PLANNING USING SERVERLESS AND EVENTING

**Derek Shanks,** Director of Private Bank - Barclays Vladislav Nedosekin, Principal Solutions Architect - Amazon Web Services

To offer a scalable financial planning service to the affluent market, Barclays built an event-driven architecture that plugged into its existing digital channels and the backbone of its enterprise architecture, while enabling the flexibility to test and iterate as the proposition grows. Attendees will learn how Barclays leveraged serverless services, including AWS Lambda, Amazon MSK and Amazon DynamoDB, to seamlessly choreograph both the customer and colleague journeys in a cost-effective way. The session will also include how Barclays empowered its developers to adopt new ways of working to improve DevOps, productivity, and release frequency.



#### **BUILD YOUR MULTI-REGION ARCHITECTURE ON AWS**

Stuart Bunyan, Director, Real Time Architecture - London Stock Exchange Group (LSEG)
Giorgio Bonfiglio, Principal TAM - Amazon Web Services
Rohit Singh, Senior Solutions Architect - Amazon Web Services

A multi-Region architecture can help improve your application's availability but comes with a new set of challenges, including managing deployments, dependencies, data replication and consistency. Your observability, testing and operational practice needs to evolve to support the new environment. In this session, we'll review design principles and best practice to expand to multiple Regions, and explore how this type of architecture can be deployed to improve resilience and end-user latency. We'll share real world examples and discuss of how the London Stock Exchange Group runs their Real-Time Optimized (RTO) workload across multiple regions to achieve the highest possible resiliency.

#### IMPROVING SECURITY THROUGH MODERN APPLICATION DEVELOPMENT

Adrian Asher, CISO & Lead Cloud Architect - Checkout Ltd Owen Hawkins, Senior Solutions Architect ISV - Amazon Web Services

In this co-presented session with Adrian Asher, CISO of checkout.com, we will explore security practices used in modern application development and how these address common security challenges found in legacy applications. We'll cover patterns for integrating security early in the development lifecycle, applying security at all layers in containerized and serverless applications, enforcing API security, implementing secure coding practices, and more. By embracing these modern security practices, teams can accelerate software delivery and enhance security posture.modern security practices, teams can accelerate software delivery and enhance security posture.

#### **5 THINGS YOU SHOULD KNOW ABOUT RESILIENCE AT SCALE**

Nick Smith, Principal Solutions Architect - Amazon Web Services

Seventeen years of operating on AWS has taught us a thing or two (or five) on how to build in mitigations for the kinds of things that can go wrong with services, particularly at scale. Join this session to go beyond the 9s to the even more important, and less broadly understood, topic of shortening time to mitigation when the unexpected happens. Hear how AWS has developed mitigation strategies through extensive experience with this topic, in many cases having learned about it the hard way.

# HARNESSING IOT AND AI FOR SUSTAINABLE WATER USE POWERED BY AMAZON IOT AND SAGEMAKER

Soruban Sarvananther, Digital Networks Manager - Morrison Water Services John Oshodi, Senior Solutions Architect - Amazon Web Services

On average, around 25% of Europe's water is lost due to leaks every year. With the switch to smart metering in the water industry, telemetry data can be collected using IoT devices, and insights can be gained from the data using analytics. In this session, you will discover how to build a scalable system for publishing and ingesting smart meter data in real-time using AWS IoT services. Additionally, you will learn how to train and build real-time models in SageMaker, which can detect water leakages and identify unusual water consumption patterns.

### DISCOVER DIGITAL SOVEREIGNTY INNOVATIONS AT AWS

**Kathy Liu**, BDM Digital Sovereignty - Amazon Web Services **Alex Meek-Holmes**, Snr Manager Gov Transformation - Amazon Web Services

Digital sovereignty and data protection requirements are evolving around the world. In this session, learn how AWS can help you address these requirements through technical, legal, and operational controls for data residency, access restriction, encryption, and resilience. From the beginning, the AWS approach has been to make the AWS Cloud sovereign by design. Join this session to explore how AWS is expanding capabilities to help you meet your unique needs, with innovations like AWS Dedicated Local Zones and the AWS European Sovereign Cloud.

# **BUILDING RESILIENCE AGAINST RANSOMWARE USING AWS STORAGE**

Sabith Venkitachalapathy, Service Solutions Architect – Amazon Web Services Tom Tasker, Senior Solutions Architect - Amazon Web Services

In today's cyber threat landscape, a ransomware attack is no longer a matter of "if" but "when." While prevention is paramount, organizations also need a robust recovery plan built on the principles of the NIST Cybersecurity Framework (CSF) to minimize downtime and ensure business continuity. This session will equip you with the knowledge and strategies to build a recovery plan using AWS Storage and the concepts of data vaults.



#### **BUILDING OBSERVABILITY TO INCREASE RESILIENCY**

Andrew Marwood, Principal Platform Engineer – Just Eat Takeaway.com Paul Moran, Principal Technical Account Manager - Amazon Web Services Nisha Notani, Senior Technical Account Manager - Amazon Web Services

Using observability effectively is essential for proving your resilient system operates the way you planned. Well-applied observability helps you find early signs of problems, before they impact customers, and react quickly to mitigate impact. In this session, learn how you can use observability best practices to improve your resilience posture in AWS. Dive deep into Just Eat Takeaway.com's real-world failure modes and see how they use the right combination of operational best practice, instrumentation, and observability tools to solve them quickly.

#### THE POWER OF CLOUD NETWORK INNOVATION

Radek Podedworny, Director of Engineering Platform Architecture - ARM Limited **Corina Motoi,** Senior Solutions Architect – Hybrid Cloud - Amazon Web Services

Amazon VPC is a foundational service on AWS that gives you control over your virtual networking environment. Every year, AWS makes updates to Amazon VPC to help improve functionality, security, and usability. Have you ever wondered how new Amazon VPC features might affect how your networking infrastructure design on AWS? In this session, learn about the latest updates to Amazon VPC and how you can use them to enhance your current architectures. Also, ARM's platform team will show you how they continuously work on modernising their networking & security environment in AWS, adopting new managed services and applying NetDevOps methodologies.

#### AWS STORAGE COST-OPTIMIZATION BEST PRACTICES

Michael Dymond, Technical Architect – Met Office Ed Gummett, Storage Specialist Solutions Architect – Amazon Web Services Arushi Garg, Product Manager, Amazon S3 - Amazon Web Services

Whether you're migrating from on premises to AWS or already in the cloud, AWS offers storage solutions that help optimise your costs and reduce TCO—all while providing storage performance that boosts productivity and accelerates business growth. The AWS storage portfolio makes it easy and cost-effective for you to launch, run, and scale storage in the cloud so that you can dedicate more of your valuable time to transforming your business. In this session, learn how the Met Office optimised their storage for performance and cost and learn about best-practice guidance you can put to use today to optimise your storage costs and extract the maximum value from your storage investments.

#### HOW TECKRO USES GENERATIVE AI TO IMPROVE SEARCH FOR CLINICAL TRIALS

Sebastian Glowacki, VP Engineering - Teckro

Maciej Baranowski, Principal Software Engineer - Teckro Aswathy Prasad, Solutions Architect - Amazon Web Services

Clinical trials face challenges like participant recruitment and retention due to strict criteria, limited awareness, and geographical restrictions. Resource constraints at clinical sites also reduce effective trial management. Teckro sought to address these issues by leveraging vector databases and large language models on AWS. This talk details Teckro's journey in developing a solution that matches patients to trials using Amazon OpenSearch Service and Bedrock. We will explore how Teckro has harnessed AWS to build an innovative recruitment solution. You will learn how you can embed modern data and AI technologies to tackle critical problems within your domain.

#### AWS FOR SOFTWARE COMPANIES MEET UP

Join AWS Enterprise Software and SaaS leaders and experts at this informal gathering to discuss hot topics and use cases that you've seen at the London Summit. Enjoy this chance to network with experts, thought leaders and some of our speakers before heading off to your evening event.

#### THE STATE OF SOFTWARE - A CHANCE FOR REINVENTION

With the emergence of evolving and ground-breaking techologies, businesses now have a unique chance to explore alternative pathways to maximizing human potential, productivity, and creativity. Progressive organizations are heading towards a new era of value and capability. Join this session to get a glimpse into the future for software companies.



#### MIGRATE AND MODERNISE: MIGRATING ENERGY TRADING PLATFORM ENDUR TO AWS

Liam Smith, Director of Trading Infrastructure and Operations - Centrica Bree Wimbush, Principal Customer Solutions Manager - Amazon Web Services Johan Hedlund, Senior Solutions Architect - Amazon Web Services

Energy trading is a highly competitive industry where speed counts. The energy trading platform is the "jewel in the crown" for these companies. The architecture and tool choice has historically always been an industry secret and part of the "secret sauce" used by each energy trading company to get ahead of the competition. The energy trading platform requires an infrastructure that scales fast, delivers high performance at optimised costs, and supports constant innovation. In this session, learn about the key elements of success when migrating large complex applications and hear from Centrica Energy on their migration of energy trading application Endur to AWS

#### HOW SAGE SIMPLIFIED SEMANTIC SEARCH USING AMAZON BEDROCK

Hardeep Rai, Director of Data Products - Sage Amit Lulla, Principal Solutions Architect - Amazon Web Services

Providing an intelligent semantic search enriches customer experience but is challenging to implement due to the complexities in understanding user intent. In this session you will discover how Sage were able to leverage Amazon Bedrock, Knowledge Base, and Vector Stores to build an intelligent semantic search solution. You will experience how easy it is to enrich search with machine learning, simplify development, and deliver highly relevant recommendations for customers at scale using AWS.

#### HOW TRUST PAYMENTS INCREASED PRODUCTIVITY WITH CHAT USING AMAZON BEDROCK

Sam Sanders, Solutions Architect - Amazon Web Services

Many of us face undifferentiated tasks daily which lead to a decrease in productivity. This is compounded by context switching which increases the time it takes to add value. In this session you will learn how Trust Payments built "TrustPaymentsGPT" by leveraging Amazon Bedrock and Amazon Comprehend, hearing first hand how this solution is already saving engineers up to 2 hours per day on repetitive tasks. You will see how you can also use these technologies without AI expertise to build applications that improve the productivity of your organization.

# AMAZON VPC LATTICE ARCHITECTURE PATTERNS AND BEST PRACTICES

**Yogita Kaushik**, Engineering Manager - DirectLine Group **Yashar Araghi**, Senior Solutions Architect - Amazon Web Services

Amazon VPC Lattice is an application networking service that simplifies connecting, securing, and monitoring service-to-service communication. You can use VPC Lattice to facilitate cross-account and cross-VPC connectivity, as well as application layer load balancing for your workloads in a consistent way regardless of the underlying compute type—instances, containers, and serverless. In this session, get a general overview of VPC Lattice, learn about the latest features and functionality, discover pro tips and tricks to adopt best practices, and explore top architecture patterns organisations use to simplify application connectivity, security, and load balancing.

# AN ARMS RACE IN THE CLOUD: DEFENDING ENTERPRISES AGAINST INCREASINGLY SOPHISTICATED CYBER THREATS

As cybercriminals and bad actors grow more advanced in their tactics, leveraging artificial intelligence and other emerging technologies, companies building software to defend enterprises find themselves in an arms race. In this panel, executives on the frontlines of cybersecurity and regulatory technology will discuss the ever-escalating game of cat and mouse. Panelists include leaders from cybersecurity firms focused on network defense, intrusion detection, and other safeguards, as well as RegTech specialists in areas like identity verification and anti-money laundering. Together, they will provide insight into how enterprises can protect themselves in the cloud era, and stay one step ahead of the attackers.

# ACCELERATE YOUR GENERATIVE AI JOURNEY WITH AMAZON SAGEMAKER JUMPSTART

Vikesh Pandey, Gen Al/ Specialist Solutions Architect - Amazon Web Services Trishanka Saikia, Technical Account Manager) - Amazon Web Services

With new models landing every week, it is becoming a challenge to access all of them in a secure way from a single place. Join to this session to learn how Amazon SageMaker JumpStart provides access to 100s of foundations models, with capabilities to easily deploy them and even fine-tune some of them.



# LEGAL & GENERAL USE AWS AI TO TRANSFORM CUSTOMER EXPERIENCE, SPEED & PRODUCTIVITY

Tariq Surty, IT Transformation Director, L&G Retail - Legal & General Mark Tritton, Senior Customer Solutions Manager - Amazon Web Services Andi Brocks, Principal Solution Architect - Amazon Web Services

Imagine you have over 5 million customers who send in paper forms amounting to 5,000 pieces daily. To best serve your customers—and to meet regulatory requirements—you need a way to process all these documents quickly and accurately. To meet this challenge, financial services firm Legal & General (L&G) decided to modernize the daily ingestion of thousands of pension documents for its UK retail retirements division (RRD) using Amazon Web Services (AWS). L&G's UK RRD migrated from its legacy scanning solution to AWS, using artificial intelligence (AI)–powered services. As a result, the division improved document processing speed, compliance with its regulatory service level agreements (SLAs), staff productivity, and customer experience. L&G are now moving to the next phase of their AI journey, using Generative AI to automate customer complaint handling.

#### SAFEGUARDING INFRASTRUCTURE FROM DDOS ATTACKS WITH AWS EDGE SERVERS

Sean McKeown, Head of InfoSec - Chetwood FinancialHarry Carr, Lead Security Engineer - Chetwood FinancialKamil Bogacz, Sr Edge Services Specialist SA - Amazon Web Services

Building DDoS resilient applications leads to better preparedness to respond to large-scale cyber incidents. Join this session to learn about DDoS defense strategies for safeguarding your critical assets and how you can maintain a secure perimeter to support uninterrupted operations with AWS Shield, AWS WAF, and Amazon CloudFront. Find out how you can use the advanced mitigation techniques employed by AWS Shield to provide comprehensive protection and offer uninterrupted service availability. Finally, hear how Chetwood Financial achieved consistent DDoS security posture at the organisational scale with standardised and automated processes to manage security controls consistently.

### BRING THE POWER OF GENERATIVE AI TO YOUR EMPLOYEES WITH AMAZON Q

Prasad Rao, Principal Partner SA - Amazon Web Services

Generative AI will have a profound impact in how work gets done. This session will show how organizations across industries can use Amazon Q to improve employees' productivity.

## **BUILDING A PRODUCTION- READY SERVELESS PLATFORM**

**Ciaran Flaherty,** Senior Software Engineer - Fidelity Investments **Matthew Meckes**, Sr UKIR Serverless Specialist - Amazon Web Services

Serverless allows you to reduce operational complexity, minimise disruption and time to recovery. In this session you will learn how to adopt robust patterns such as multi-region active active, CloudWatch monitoring at scale, with Network Load Balancers (NLB) and Route53 for high availability and fault tolerance. You will also learn how to choose between Step Functions, AWS Lambda and Amazon EKS depending on an application's architectural characteristics. You will also hear how Fidelity Investments supports many hundreds of applications through a scalable serverless architecture. The Fidelity platform team empowers developers to be agile, while ensuring best practices and consistency with an Internal Developer Portal (Backstage), and Infrastructure as Code pipelines.

# ACTIVATING ARRIVA'S DATA STRATEGY WITH MODERN REPORTING CAPABILITIES ON AMAZON QUICKSIGHT

Gavin Clark, Head of BI and Data Platforms - Arriva Reagan Pickering, Data Lead - Arriva Steve Warner, Head Of Business Intelligence - Arriva Jonathan Preston, WW GTM Specialist Amazon QuickSight - Amazon Web Services

Join this session to learn how modernising legacy reporting applications to Amazon Quicksight can help deliver a unified user experience at scale. We will hear from Arriva on the challenges they faced in putting their data to use with their existing reporting application. AWS will share some of the new capabilities that Amazon Quicksight is bringing to the users such as GenerativeBI to help create compelling stories to drive decision-making.

# AMAZON REDSHIFT POWERING FANDUEL'S SUCCESS DURING PEAK SPORTING EVENTS

Kate Kim, Senior Data Director - FanDuel Sidhanth Muralidhar, Principal Technical Account Manager - Amazon Web Services

Amazon Redshift has been constantly innovating over the last decade to give you a modern, massively parallel processing cloud data warehouse that delivers the best price performance, ease of use, scalability, and reliability. In this session, learn about Amazon Redshift's technical innovations that has helped FanDuel run critical workloads during peak sporting events



#### THREAT MODELING YOUR GENERATIVE AI WORKLOAD TO EVALUATE SECURITY RISK

**Diana Alvarado,** Senior Security Specialist SA – Amazon Web Services **Danny Cortegaca**, Senior Security SA – Amazon Web Services

As the capabilities and possibilities of machine learning continue to expand with the advances in generative AI, understanding the security risks introduced by these advances is essential for protecting your valuable AWS workloads. This session guides you through a practical threat modeling approach, empowering you to create a threat model for your own generative AI applications. Additionally, see a demo of how to implement effective mitigations to secure your generative AI workloads with Amazon Bedrock. Come gain confidence to securely build your next generative AI workload on AWS with the help of threat modeling, and leave with actionable steps you can take to get started.

#### **BEST PRACTICES FOR ANALYTICS AND GENERATIVE AI ON AWS**

Lydia Ray, Senior Analytics SA – Amazon Web Services Ismail Makhlouf, Senior Analytics SA – Amazon Web Services

There's never been a better time to work with data in the cloud. Rapid adoption of new data architecture patterns and creative breakthrough technologies such as generative AI are rapidly moving data and analytics to the cloud. Organizations want to be cost-efficient while maximizing performance and are looking for guidance on data strategy and data pipeline optimization to build a strong data foundation for their analytics and generative AI applications. In this session, hear best practices across core AWS analytics services to swiftly and economically get answers from all your data.

#### ENHANCE YOUR GOVERNANCE AND SECURITY WITH INFRASTRUCTURE AS CODE

Ronnie DeGiorgio, Senior Site Reliability Engineering Manager, Trustpilot Varvara Semenova Cloud Infrastructure Architect – Amazon Web Services Chris Scudder, Senior Solutions Architect – Amazon Web Services

AWS provides services that help with the creation, deployment and maintenance of application infrastructure in a programmatic, descriptive, and declarative way. Engineering teams want to deliver fast, secure and cost effective services, and AWS helps provide rigor and reliability to application development. Find out how to catch issues early with cdk-nag, validate your pipelines with cfn-guard, and protect your accounts from unintended changes with CloudFormation hooks. Learn how Trustpilot implemented CloudFormation security guardrails in their automated pipelines to empower their developers.

### **DELIVERING NEW BUSINESS INSIGHTS WITH SAP ON AWS**

Navaneeth Ramakrishnan, Senior UKIR SAP Specialist SA - Amazon Web Services Andrew Barnes-Webb, Senior UKIR SAP Specialist SA - Amazon Web Services

Cloud is transformational for our customers when they can derive new business insights from a combination of both SAP and non-SAP data. SAP on AWS customers can leverage AWS Analytics, AI/ML capabilities to get near real-time insights which move the needle of their business performance; improving operational efficiency; increasing supply chain efficiency; generating new revenue streams; and detecting and responding to business risks at a faster clip. Watch a demo on how to transfer data from SAP application to a serverless S3 data lake using AppFlow, catalog using AWS Glue, execute queries using AWS Athena, and visualize it on QuickSight.

### HOW EDF ENERGY BUILT A DEVOPS PRACTICE ON AWS

Steve Bowerman, Principal Software Engineer - EDF Energy Alex Dimitrov, Solutions Architect - Amazon Web Services Andrew Cochrane, Senior Solutions Architect - Amazon Web Services

Join us alongside EDF Energy UK as we explore their journey to build a DevOps practice within a large Enterprise, delivering a more agile approach to Software Engineering. In this session we will look at the spark for change within the organisation and the steps EDF have taken to reach their goal, including recruitment, talent development, controlling costs, how to measure success, tooling and ways of working. You will hear what AWS services you can leverage to advance your own journey and guidance on how to get started. A must for leaders considering a similar transformation, or already on one!

## SUSTAINABLE ARCHITECTURE: PAST, PRESENT, AND FUTURE

**Natalie Jones**, Director of Digital Identity - Government Digital Service **Romy van Es,** Partner SA - Amazon Web Services

Since the launch of the sustainability pillar of the AWS Well-Architected Framework in 2021, the attention to environmental sustainability has grown as a key non-functional requirement of cloud workloads. This session revisits the pillar and its best practices. In this session learn how Government Digital Services (GDS) are architecting for sustainable outcomes in order to meet the UKs 2050 net-zero goals and learn how you can build a sustainability show back mechanism for your application teams and drive change.



#### NAVIGATING THE FUTURE OF AI: DEPLOYING GENERATIVE MODELS ON AMAZON EKS

**David Charter,** Platform Engineer - Unitary **Vicky Whittingham,** Senior Container Specialist – Amazon Web Services

Generative AI applications are fundamentally transforming how businesses interact with and serve their customers. Many customers are turning to open source tools running on Kubernetes to help accelerate their generative AI journeys. In this session, we'll deep dive into examples of AWS customers running AI/ML workloads on Amazon EKS, including Unitary, who have built a context-aware AI platform on Amazon EKS, analysing billions of video frames per day. Learn how tools like Ray, JupyterHub, Argo Workflows, and Karpenter can accelerate your path to building and deploying generative AI applications on Amazon EKS.

#### MONZO'S JOURNEY TO EKS OPTIMISATION WITH KARPENTER AND EC2 SPOT

Miles Bryant, Senior Platform Engineer - Monzo Mike Dukes, Efficient Compute Senior Specialist - Amazon Web Services

Join us alongside Monzo, as we explore Optimisation with EKS through Karpenter, EC2 Spot and Graviton. This session will first cover how Karpenter can help you reduce complexities and improve efficiency in Kubernetes clusters, explore how to leverage EC2 Spot (AWS spare-capacity) as a purchase option and introduce Graviton instance types to further optimise whilst improving sustainability. Once we cover the overview, hear from Monzo about their recent zero-downtime migration to EKS, how they leveraged Karpenter to simplify management and scaling of clusters and adopted EC2 Spot to save on their compute spend with added resiliency.

#### **DRIVING MANUFACTURING INNOVATION WITH AWS ANALYTICS & AI**

Adrian Pinder, Head of Digital and Data - DS Smith Sanjay Kumar, CDO – DS Smith Ahmed Raafat, Principal Solutions Architect - Amazon Web Services

In this session, we'll explore how Manufacturers are transforming their operations through AWS Analytics and AI. DS Smith, a leading packaging manufacturer, leveraged AWS analytics and AI to transform their business decision-making. DS-Smith will walk you through the development and optimisation of their Data Factory Platform, highlighting the challenges faced and the innovations implemented in data integration. See how AI enhanced the platform's capabilities and improved operational efficiency. The session will also include a demo of how we see our customers using Data & AI in near future. Overall, we'll highlight how combining AWS Analytics and AI services enables data-driven decisions to deliver success.

# SECURELY BUILD GENERATIVE AI APPLICATIONS AND CONTROL DATA WITH AMAZON BEDROCK

Andrew Kane – Amazon Web Services Laura Verghote - Amazon Web Services

Generative AI applications have captured widespread attention; however, they have also introduced new security challenges, especially around the handling of customer data. Organizations want to ensure that their data remains safe and secure while working with foundation models (FMs) and don't want to worry about their data being used to train an FM. Amazon Bedrock provides comprehensive data protection and privacy. In this session, explore architectures, data flows, and security-related aspects of model fine-tuning, as well as prompting and inference, while you learn about Amazon Bedrock's security capabilities.

# OPTIMISE CONTACT DENTRE WORKFORCE PERFORMANCE WITH AMAZON CONNECT'S AI-POWERED ANALYTICS AND OPTIMISATION

Jill Beatie, Programme Director - Natwest Barry Robinson, Head of transformation capability – Natwest Pavan Dusanapudi, Sr Connect Specialist SA – Amazon Web Services

Contact centers are embracing AI to understand customer sentiment, automate agent evaluations, and optimize workforce schedules. In this session, AWS and Santander share insights on how Amazon Connect generative AI–powered analytics and optimization capabilities can enhance customer service and boost the efficiency of contact centers by helping managers make well-informed decisions, access conversational insights, and more accurately forecast contact volumes, thereby allowing for optimization of staffing levels.

### DRIVE PERSONALIZED CX USING GENERATIVE AI AND AMAZON PERSONALIZE

Katie McGowan, Product Manager – Innovation & Sustainability - Selfridges Anna Gruebler, Senior AI Specialist SA - Amazon Web Services

Delivering the best experience is critical to capture and retain customers today. With generative AI, it is possible to hyper-personalize targeted recommendations for shopping and streaming. While standard taglines like "People who bought this also bought . . ." or "Because you watched . . ." entice some, they don't fully address individual interests. Companies must find ways to dynamically generate compelling, highly customized content. Amazon Personalize delivers capabilities powered by ML and generative AI to help brands create meaningful experiences. Join this session to hear from powerhouse AWS media customer FOX and learn how hyper-personalized experiences can be used to build engagement and drive revenue.



#### ENHANCE YOUR DOCUMENT WORKFLOWS WITH GENERATIVE AI

Nick Morgan, Chief Technology Officer – Williams Lea Mayur Udernani, Principal Al/ML Specialist – Amazon Web Services

Data classification, extraction, and analysis can be challenging for organizations that deal with volumes of documents. Traditional document processing solutions are manual, expensive, error-prone, and difficult to scale. AWS intelligent document processing (IDP) uses industry-leading machine learning (ML) technology to quickly and accurately process data from any document or image. Generative AI complements Amazon Textract to augment your IDP workflows with additional capabilities. In this session, hear a case study of Centene, which provides access to high-quality healthcare, innovative programs, and a wide range of health solutions. Learn how Centene improves their document-centric workflows and business productivity while reducing costs using Amazon Textract and generative AI capabilities.

# HOW ASTRAZENECA ACCELERATES DIGITAL DIAGNOSTICS WITH MLOPS ON AMAZON SAGEMAKER

**Gabriel Domínguez Conde**, Director Diagnostic Computer Vision - AstraZeneca **Hasan Poonawala**, Senior AI/ML Specialist Solutions Architect– Amazon Web Services

Developing AI-based digital diagnostics to optimize patients' journeys in an accurate, affordable, and globally accessible is an unmet need. Learn how AstraZeneca uses MLOps on Amazon SageMaker to streamline the development of predictive diagnostics algorithms for oncology focusing on digital pathology. Explore how this framework aligns with regulatory standards, ensures reproducibility and automates ML lifecycle. See how this methodology helps reduce the risk of failures in clinical trials, helps to expand access to new therapies for patients and reduce diagnostic candidate development from months to weeks. Additionally, Generative AI aids in report generation for efficient diagnostic validation review.

