



CAYLENT

AWS + Caylent: GenAI Showcase

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# About Caylent

Rocket fuel for cloud adoption



## Migration

Quickly determine the right path and minimize downtime, leveraging AWS MAP Framework



## Security & Compliance

Improve your risk management posture with cloud native security tools and ensure controls directly map to compliance regulations



## Application Modernization

Modernize legacy applications with containers and serverless technologies to improve scalability and cost efficiency



## Cloud Native App Dev

Build new web and mobile applications with cloud native technologies and modern, cost efficient architectures



## Data & Analytics

Turn to data to insights with data engineering expertise on pipelines, business intelligence, dashboards, datastores, data lakes, machine learning and MLOps



## DevOps

Adopt modern DevOps tooling and processes to automate deployments, increase resiliency and add velocity

AWS Innovation  
Partner of the Year  
2022



Migration Services Competency  
Data & Analytics Competency  
DevOps Services Competency  
SaaS Services Competency  
Healthcare Competency  
Public Sector

AWS Graviton Service Delivery  
Amazon EKS Service Delivery  
AWS Control Tower Service Delivery  
Amazon OpenSearch Service Delivery  
Well-Architected Partner

## Why Caylent?

All-in on AWS: leverage deep expertise and knowledge from AWS certified architects and engineers

Trusted and Proven: consistent 9.5+ CSAT

Industry Specializations: SaaS, Healthcare, Life Sciences, Financial Services, Insurance, Education, Transportation

Flexible Engagement Models

MAP Center of Excellence

# Caylent's Main Practice Areas

## Migration & Modernization

Cloud Foundation  
design & build as IaC

Automation  
driven migrations

Containerization with  
ECS, EKS, and Fargate

Infrastructure cost  
optimization

## Data Engineering

Database migrations

Data Governance & DataOps

Data lakes, warehouses,  
big data analytics

Machine Learning & MLOps

## Cloud Architecture

Secure, compliant design,  
& deployment

Cloud native builds  
& replatforming

CI/CD pipeline  
automation, GitOps

Observability, monitoring,  
& logging

## Cloud Native Development

UX/UI Design

Full stack web & mobile  
development

App modernization  
monoliths to microservices

SaaS strategy  
& implementation

# We know MAP: Scale through Partnering

- Top SI partner in AO/PO MAP North America
- Number 4 Global MAP partner SI/GSI
- Caylent can drive from Pre-Sales to Close
- Top SI partner in AO/PO MAP North America
- Pre-Sales, Sales, & Delivery team trained & badged MAP Ambassadors
- Repeat MAP Deals are sales goal

**80** | MAP Deals closed since January 2022

**20M+** | Influenced ARR

**3** | Target of 3 Partner Originated MAP deals for every Amazon Originated MAP

**9.7** | Average CSAT Score

**85%** | of migration projects modernize through re-architecting and replatforming

**10%** | of modernization projects were refactor & rewrite

# Caylent Catalyst™ Portfolio

Low cost initial deployment and enablement to accelerate your adoption



## Control Tower Catalyst

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Establish a secure Landing Zone - tailored to your requirements through a series of interactive workshops and accelerators, creating a production-ready AWS foundation.



## Data Modernization Strategy

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From data lakes & migrating away from commercial databases to optimizing data flows between systems, turn your data into insights with AWS cloud native data services



## Serverless Data Lake

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Accelerate your customized Data Lake implementation through workshops focusing on data sources, transformations, storage, and presentation; implement a serverless Data Lake, IaC, ingestion pipelines, and observability



## Disaster Recovery Catalyst

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Assessment which includes AWS DR architecture for a selected workload, prioritized roadmap based on targeted RTO & RPO and TCO estimate for recommended DR architecture.



## Cloud Native Apps Catalyst

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Fast-track designing new cloud native applications with a secure, reliable and scalable development foundation, and pathway to a minimum viable product (MVP).



## Kubernetes Catalyst

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Accelerate your Kubernetes on AWS adoption roadmap by giving your team a reusable automated pipeline for managing your clusters, operators & containers.



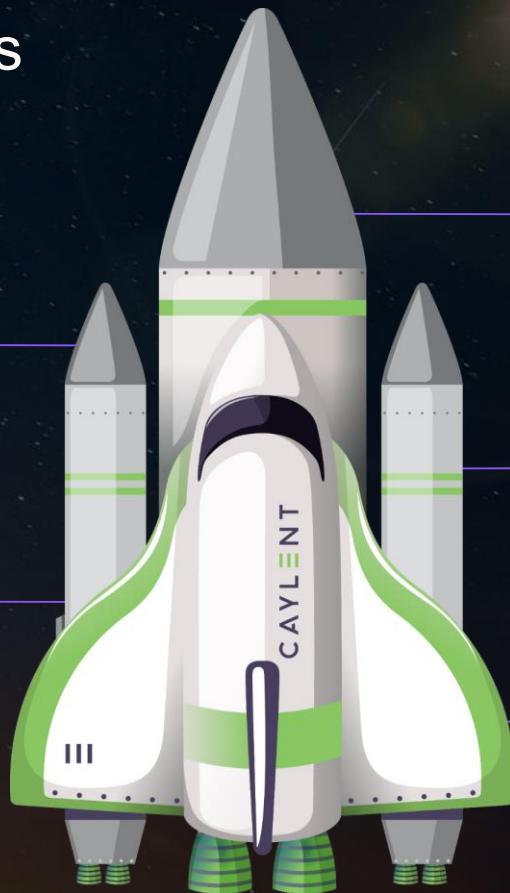
# Caylent's Data Services

## Data Foundations

Optimize data workloads and migrating to low-cost, low-maintenance transactional and analytical data stores

## Data Governance & Data Ops

Adopt tools & processes for governing and operationalizing data for quality, security, maintenance, and evolution



## Generative AI

Accelerate innovation by creating new content such as audio, code, images, text, video, and research through cutting-edge AI capabilities

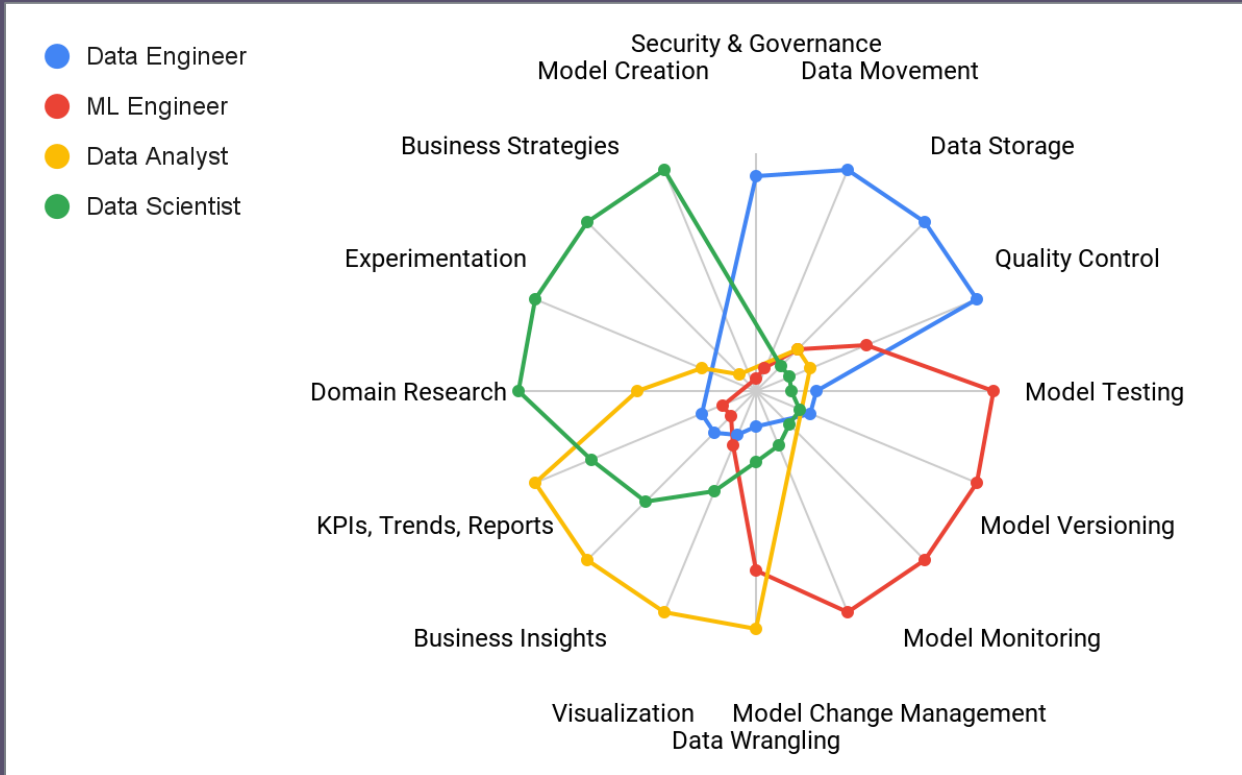
## Analytical AI

Leverage the power of AI to classify, predict, cluster, or evaluate data to solve analytical tasks faster and more efficiently than humans

## Operational Analytics

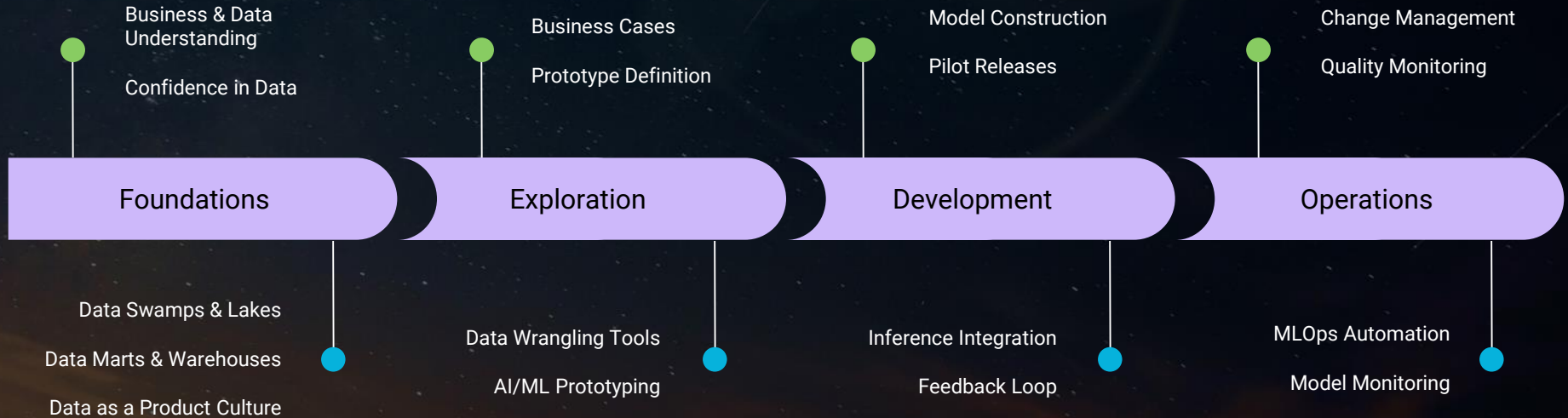
Understand how business is performing, what's trending, what risks are hiding, and make decisions using business intelligence

# Who is Writing Your Data Story?



# Your Data's Story

## Transformational Data Strategy



## Data Engineering



# What We're Hearing

Everyone's talking about it. I only barely understand it. Am I about to miss out?

- Reactive in nature
- Many cases have an inefficient data strategy
- Industry hype is causing a myopic view of a specific technology



I have a great business case for GenAI, help me solve it.

- Proactive in nature
- Efficient data strategy enables technology to solve complex business problems
- Many of these cases can be solved with RAG, which is already available
- Some other cases may not require the complexities of GenAI

# What We're Saying

Focus on the holistic data story for your organization

Prioritize outcome over output; business value over buzzwords





Make the right technology bets

LLMs are now publicly available; don't just use them, build upon them

Know where your data is going

# GenAI conversations Bring GenAI conversations forward



**Adam Selipsky**  · Following  
CEO at Amazon Web Services (AWS)  
1mo · 

As **#AWS** continues to drive innovation in generative AI, we're working with our partners to jointly help customers unlock the potential of these exciting new capabilities. **Accenture Deloitte Caylent Infosys Slalom Pegasystems Salesforce PwC**

- **Caylent led campaign message**
- **AWS POV campaign message**
- **GenAI Flight Plan Workshops**
- **Caylent GenAI Catalyst POC Sales Plays**



# Maturity Path to Generative AI

Caylent Helps AWS Customers understand their overall data maturity, and help guide them towards valuable GenAI-based insights

Transactional

Insightful

Valuable

Innovative

## Capture business transactions and events

- No business insights
- No data governance
- Many disparate sources
- Data is siloed
- Spreadsheets as a database

## Insights from historical data inform decision making

- Basic forms of data quality & governance
- **Integrated data** in a single platform
- **Data enrichment** via 3rd party sources
- Data is not available in real-time
- Applied machine learning is effort-intensive and costly

## Data-centric organizations extract value from their data

- **Data-as-a-product**
- Securely **democratize** data access
- **Reliable and trusted** data
- Data **monetization**
- **Self-service analytics** in real-time
- **DataOps** through end-to-end automation
- Efficient machine learning with **MLOps**

## Leading organizations leverage emerging technology

- Unconstrained innovation
- Meaningful and safe use of **Generative AI** in production
- Creating **competitive disruption**
- Business model evolution / revolution

# Amazon Bedrock - Foundation Models

Jurassic-2

The logo for AI21 Labs, featuring the text "AI21" in black and "labs" in pink.

Multilingual LLMs for text generation in Spanish, French, German, Portuguese, Italian, and Dutch

Claude

The logo for Anthropic, featuring the word "ANTHROPIC" in all caps.

LLM for conversations, question answering, and workflow automation based on research into training honest and responsible AI systems

Stable Diffusion

The logo for Stability AI, featuring the text "stability.ai" in lowercase.

Generation of unique, realistic, high-quality images, art, logos, and designs

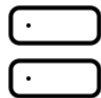
Amazon Titan

The Amazon logo, featuring the word "amazon" in lowercase with the orange arrow underneath.

Text summarization, generation, classification, open-ended Q&A, information extraction, embeddings and search

# Amazon SageMaker JumpStart

ML hub with foundation models, built-in algorithms, and prebuilt ML solutions that you can deploy with just a few clicks



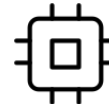
Machine Learning Hub

Browse through 400+ built-in algorithms with pretrained foundation models, solutions, and example notebooks



Pre-built training & inference scripts

Compatible with SageMaker and configurable with custom dataset



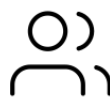
UI as well as API-based

Use the user interface for single click model deployment or API for the Python SDK-based workflow



Notebooks with examples

Use the user interface for single click model deployment or API for the Python SDK-based workflow



Share & collaborate within your organization

Share models and notebooks with others within your organization, and allow them to train with their own data or deploy as-is for inferencing



# AWS Generative AI Strategy

Turn your AI vision into reality

Generative AI (GenAI) is a rapidly emerging technology trend that's already disrupting well-established businesses. This workshop provides background on the technology landscape, common use cases, their maturity, and takes these building blocks into a strategy session specific to your business opportunities. Once we identify the business strategy, we'll propose a tactical roadmap using AWS services such as Bedrock and SageMaker Jumpstart to realize the vision.

Caylent's data team combines expertise in AI and the emerging GenAI field with extensive experience in the supporting ecosystem for successful data science initiatives: creating machine learning models, operationalizing ML models through MLOps strategy and execution, enterprise data strategy, data governance & security, data engineering, and DataOps.

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CATALYSTS™

## Key Activities

### Enablement

We'll bring your team up to speed on the current AI landscape and supporting AWS services that can accelerate your goals

### Ideation

Through a series of strategy sessions, we'll explore your business cases and prioritize those that drive business value for your organization

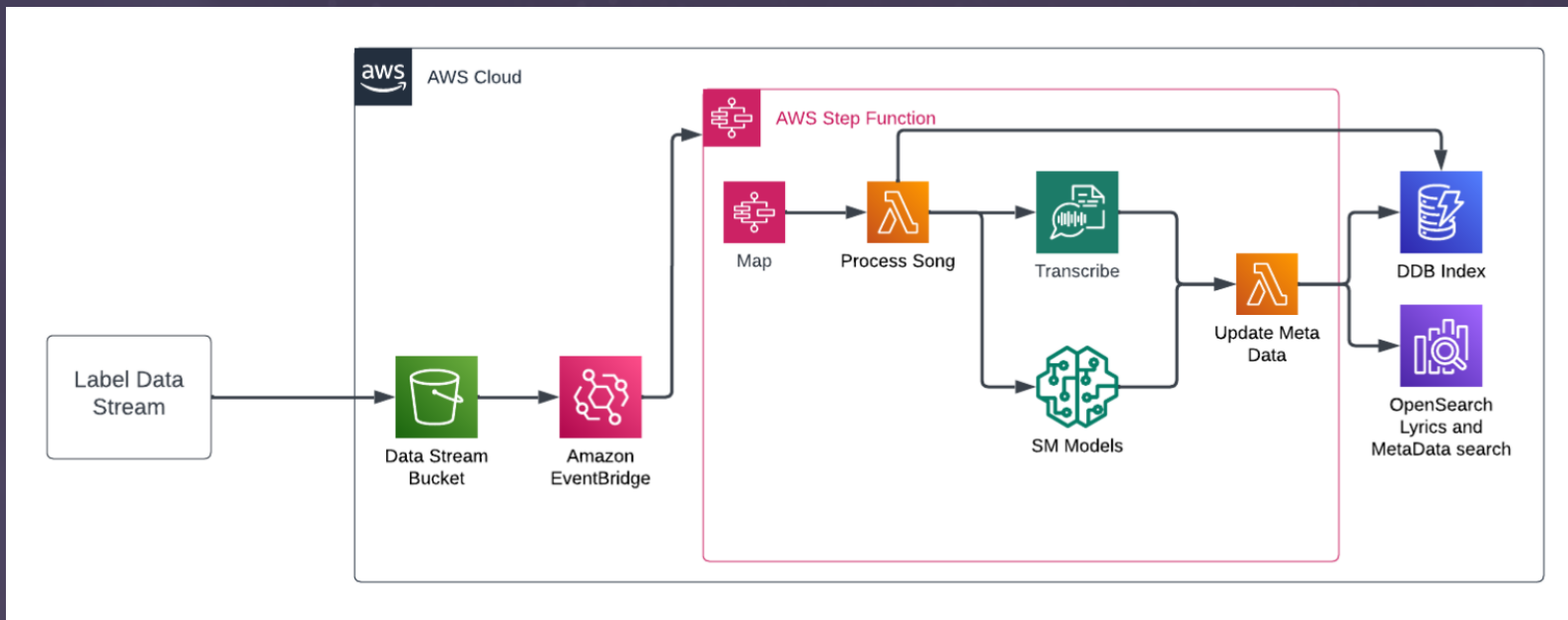
### Action Plan

Go from great ideas to the tactical and practical next steps required to implement your vision with an AI action plan

\* Workshops last 2-3 days and may be fully funded

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# In-store Music Provider Opportunity



# "King Bowser Bank" grows its customer base with Caylent's Governed Data Platform

King Bowser Bank (KBB) operates three lines of businesses, across banking, financial services, and Banking-as-a-Service, merging traditional banking and payment systems with new and emerging technologies. KBB is a member of the Federal Deposit Insurance Corp member, has 17 branches, and its assets total about \$1.8 billion.

## Challenge:

KBB knew the key to increasing their customer base, revenue and fraud mitigation was their data. They were looking to gather disparate data sources into a single data platform to ease access and consolidate reporting on a secure, governed, and compliant foundation.

## Solution:

- Architected and implemented a secure, governed foundation and integrated the all data sources
- Established infrastructure and ETL scripts necessary for populating this new data warehouse,
- Built integrations with PowerBI for data visualization and data analysis and SageMaker Canvas to build models and enable AI for predicting customer LTV, churn rate, purchasing trends as well as prevent fraudulent signups and transactions



Outcome: KBB grows their customer base by 20%, lowers customer acquisition cost & reduces fraud across all LoBs

# Criteria Corp migrates from Snowflake to Redshift Serverless

Criteria Corp develops a SaaS-based pre-employment testing service that features aptitude, personality, and skills tests that help organizations make objective, evidence-based talent decisions that both reduce bias and drive better outcomes for their teams.

## Challenge:

Criteria was looking to move their data infrastructure from Snowflake to AWS managed services to gain an economical advantage without losing functionality. The company realized that their existing infrastructure was expensive, and they used less than 20% of its feature set.

## Solution:

Caylent built a new data lake house on Amazon Redshift Serverless to optimize Criteria's environment with a resilient and reliable data infrastructure that could scale cost-effectively

- Leveraged AWS Lambda & AWS Step Functions to clean and improve the quality of data before ingestion into Amazon Redshift from AWS DynamoDB
- Developed tools to ensure that 100% of the PII data were anonymized, ensuring members had the privileges to access the data related to their roles/teams through access policies,
- Setup Amazon Quicksight dashboarding and established standards for Criteria's teams to find, understand and leverage their data.



"Caylent served as ambassadors and strategic advisors enabling Criteria to foster a culture of data governance." - Chris Daden, CTO, Criteria

# "Super-Sweet Gaming, Inc" Productionalizes Gaming GenAI Platform

Super-Sweet Gaming, Inc (SSG) aims to revolutionize the gaming industry with the power of generative AI. They began their journey by creating a prototype custom model that had the ability to generate video game assets from an input prompt. For example, gamers could request a “helicopter carrying load of Mountain Dew to a pack of thirsty software developers”, and the model will auto-generate the requested image in both 2d and 3d form (Unity framework).

## Challenge:

SSG knew they had a marketable model but they lacked traditional software architecture and engineering expertise. In order to remain focused on their value proposition, they sought a partner to bring that software architecture and engineering experience to bear. To be ready for production, the model would need to be exposed via API, hardened based on best practices, and set to scale as demand grew.

## Solution:

- Used the Well Architected Framework for designing a system that complies with best practices
- Productionalized the model by way of real-time inference endpoints
- Assisted in integrating the model into the mobile and web applications
- Enabled the appropriate HA/DR strategy for the deployed services
- Created an MLOps pipeline via SageMaker



SSG was able to increase their user base by 400% once their platform was secure and scalable.



# GenAI Sales Approach

GenAI Flight Plan Workshops & Caylent GenAI Catalyst POC Sales Plays

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## Generative AI Flight Plan

**Turn your ideas and opportunities into action plans and execution with Caylent's AI and data teams**

Caylent's Generative AI Flight Plan addresses the immense potential for this technology wave to transform organizations and business models, reinvent customer experiences, create innovative new applications, and massively improve productivity. To catch the wave, it's crucial to have a partner like Caylent that can lead collaborative strategy workshops as well as execute tactically and deliver tangible results.

Our team knows that data is the fuel for your AI transformation journey. Beyond strategy, our proven expertise in training traditional ML models, designing and implementing MLOps automation, and implementing modern data strategies with our Governed Data Platform™ makes us a partner that will deliver results and ensure your AI adoption takes off.

### Caylent's Generative AI Services

<b>Awareness</b> Review the AI landscape, your business possibilities, practical considerations, and the supporting AWS services	<b>Readiness</b> Develop your strategy, assess your readiness, select initial use cases, and collaboratively create your implementation roadmap	<b>Execution</b> Build your vision with our AI services, supported by a data modernization strategy, automation, and data engineering as needed
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### Engagement Details

<b>Enablement &amp; Ideation</b> <ul style="list-style-type: none"><li>Establish a common understanding of AI in your organization</li><li>Identify high priority use cases for implementation</li><li>Assess your data and organizational readiness</li><li>Create your custom AI roadmap</li></ul>	<b>Activation</b> <ul style="list-style-type: none"><li>Prepare your organization</li><li>Implement data strategy and platform</li><li>Validate expectations with prototype</li><li>Establish governance</li><li>Fine tune ML models</li><li>Establish meaningful and safe use of Generative AI in production</li></ul>
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[www.caylent.com](http://www.caylent.com)



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### Key Activities

<b>Enablement</b> We'll bring your team up to speed on the current AI landscape and supporting AWS services that can accelerate your goals	<b>Ideation</b> Through a series of strategy sessions, we'll explore your business cases and prioritize those that deliver value for your organization	<b>Action Plan</b> Go from great ideas to the tactical and practical next steps needed to implement your vision with an AI action plan
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### Engagement Details

<b>Key Activities</b> <ul style="list-style-type: none"><li>GenAI overview and adoption trends</li><li>AWS AI and ML services review</li><li>Strategy sessions to determine applicable business opportunities and the dependencies needed to apply GenAI effectively</li><li>Review of current data landscape and capabilities</li><li>Creation of a readiness assessment, roadmap, and proposal(s) for next steps</li></ul>	<b>Deliverables</b> <ul style="list-style-type: none"><li>GenAI overview presentation and reference material</li><li>Recommended self-paced resources (labs, training)</li><li>GenAI readiness assessment</li><li>Roadmap recommendations and action plans based on strategy sessions</li></ul>
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The background is a dark, star-filled space. There are three prominent, grey, rocky asteroids of varying sizes scattered across the scene. The stars are small, white and blue points of light.

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