



Accelerate rapid innovation with data and AI/ML

Dean Samuels

Chief Technologist, ASEAN
Amazon Web Services

Kris Howard

Head of Developer Relations, APJ
Amazon Web Services



INNOVATE

DATA AND AI/ML EDITION

FEBRUARY 22, 2023

What is it?



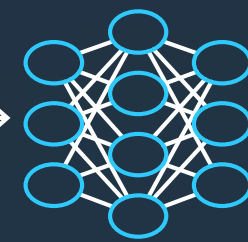
Artificial Intelligence (AI)

Any technique that enables computers to mimic human intelligence using logic, if-then statements, and machine learning



Machine Learning (ML)

A subset of AI that uses machines to search for patterns in data to build logic models automatically



Deep Learning (DL)

A subset of ML composed of deeply multi-layered neural networks that perform tasks like speech and image recognition



Enhance customer
experience



Better and **faster**
decision-making



Improve business
operations



New products
and services

AWS's mission is to put machine learning
in the hands of **every** developer



The AWS AI/ML stack

BROADEST AND MOST COMPLETE SET OF MACHINE LEARNING CAPABILITIES

AI SERVICES

SPECIALIZED

BUSINESS PROCESSES

Amazon Personalize
Amazon Forecast
Amazon Fraud Detector
Amazon Lookout for Metrics

SEARCH

Amazon Kendra

CONVERSATION

Amazon Lex
Amazon Transcribe
Call Analytics
Contact Lens / Voice ID

CODE + DEVOPS

Amazon CodeGuru
Amazon CodeWhisperer
Amazon DevOps Guru

INDUSTRIAL

Amazon Monitron
Amazon Lookout for Equipment
Amazon Lookout for Vision

HEALTH

Amazon HealthLake
Amazon Comprehend Medical
Amazon Transcribe Medical
Amazon Omics

CORE

TEXT

Amazon Translate Amazon Comprehend

SPEECH

Amazon Polly Amazon Transcribe

VISION

Amazon Textract Amazon Rekognition AWS Panorama

AMAZON SAGEMAKER

CANVAS

No-code ML for business analysts

STUDIO LAB

Learn ML

GROUND TRUTH

Label data

STUDIO IDE

Prepare data
Store features

Geospatial ML

Build with notebooks

Train models

Tune parameters

Deploy in production

Manage and monitor

CI/CD | GOVERNANCE | RESPONSIBLE ML

EDGE MANAGER

Manage edge devices

ML FRAMEWORKS & INFRASTRUCTURE

PyTorch, Apache MXNet, TensorFlow

Amazon EC2

CPU

GPU

AWS Inferentia

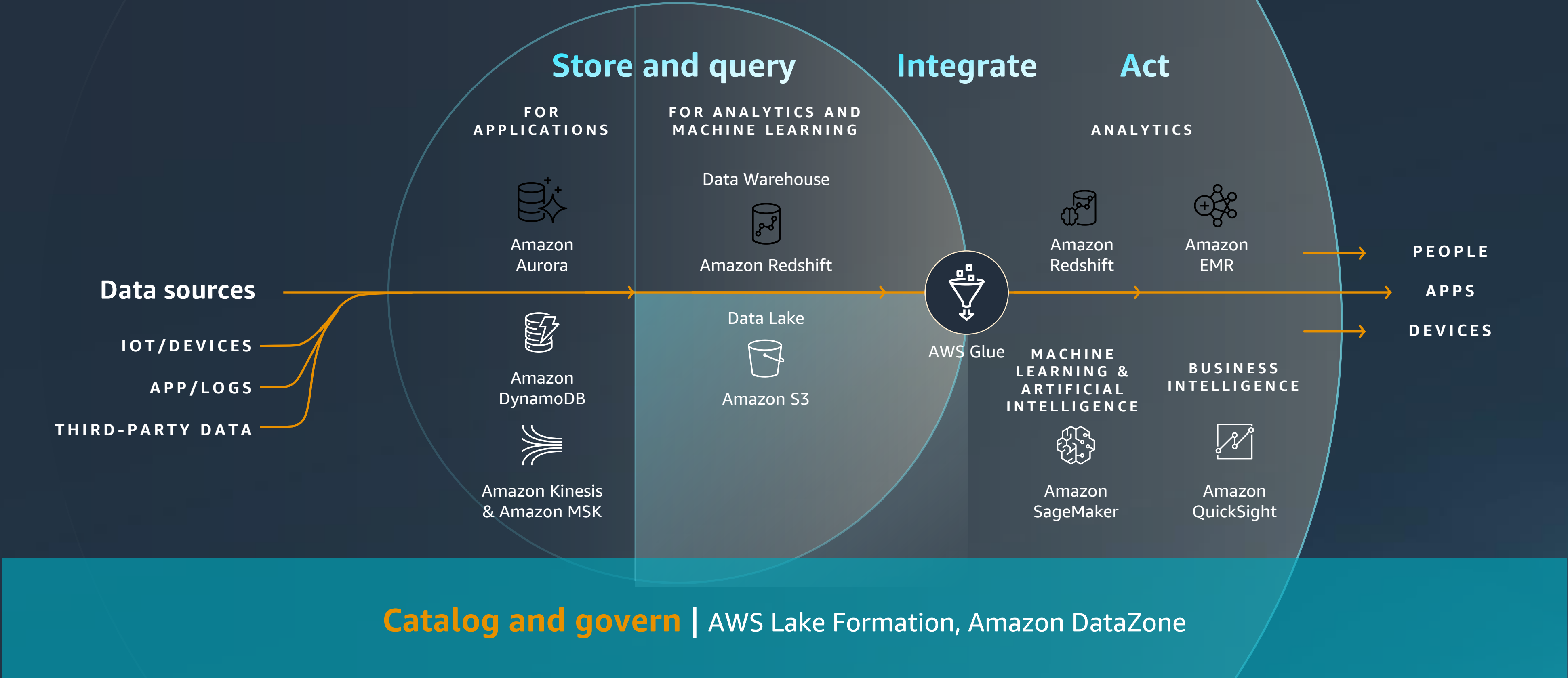
AWS Trainium

Habana Gaudi

FPGA

© 2023, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Building an end-to-end data strategy



A REVOLUTION IS HAPPENING IN THE FIELD OF ARTIFICIAL INTELLIGENCE

Traditional AI predicts

Generative AI creates

Generate anything

Hyper-personalise everything



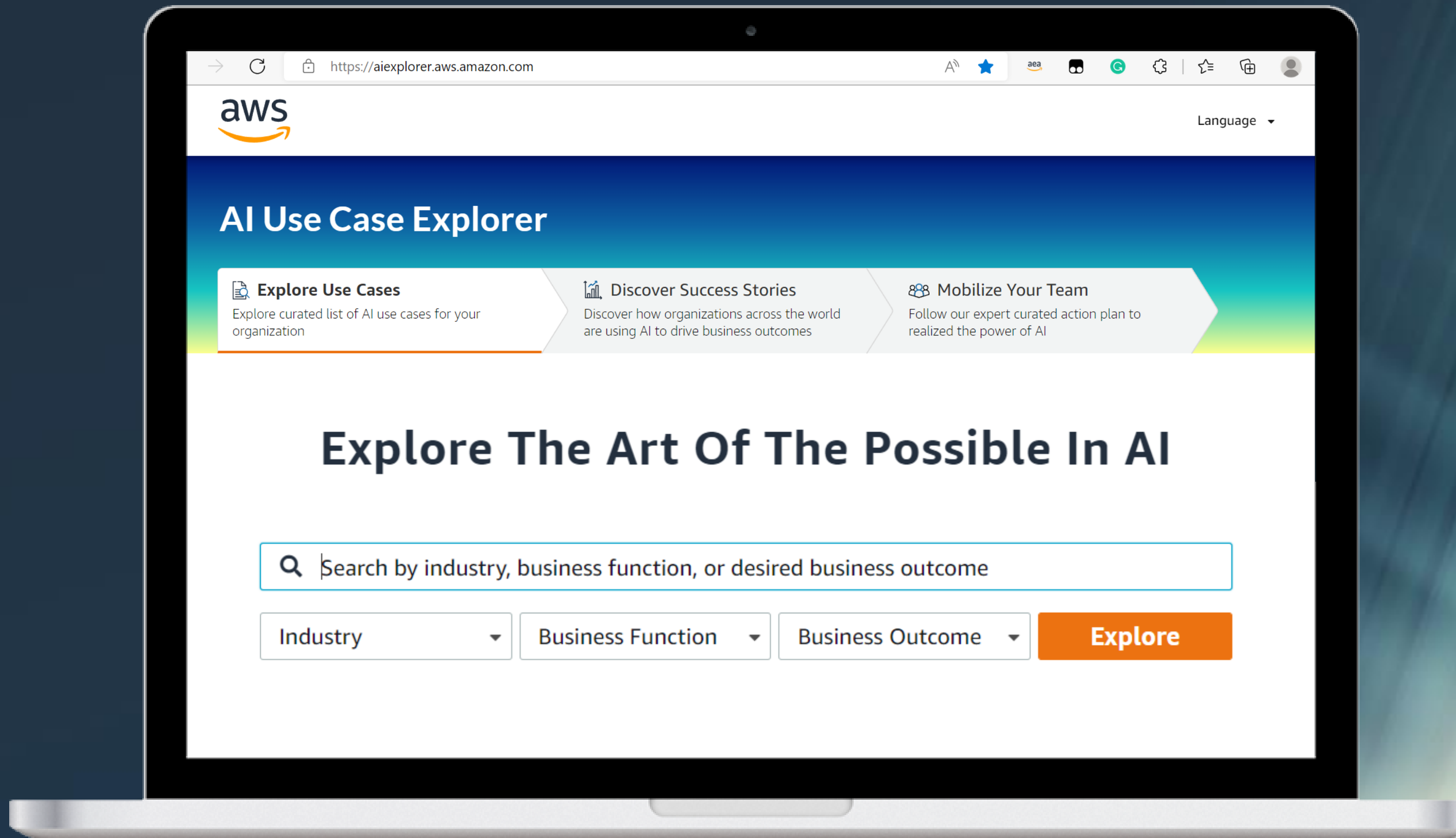
NEW!



AI Use Case Explorer

Easily find the most relevant AI use cases with related content and guidance to make them real

aiexplorer.aws.amazon.com



Deep Dives



Can you tell me more about **integrating** AI capabilities into existing applications?



Rapid Fire Q&A



Visit the Data & AI/ML resource hub

Dive deeper into these resources, get inspired and learn how you can use AI and machine learning to accelerate your business outcomes.

- 6 steps to machine learning success e-book
- 7 leading machine learning use cases e-book
- Machine learning at scale e-book
- Achieving transformative business results with machine learning e-book
- Tackling our world's hardest problems with machine learning e-book
- Accelerating machine learning innovation through security e-book
- ... and more!

Visit resource hub



<https://bityl.co/FqdC>



AWS Training and Certification

Access the AI & ML learning plan courses built by AWS experts on AWS Skill Builder

- Get started with digital self-paced, on-demand training and ramp-up guides to help you grow your technical skills
- Learn how to apply machine learning, artificial intelligence, and deep learning to unlock new insights and value in your role
- Take the steps today, towards validating your expertise with an AWS Certified Machine Learning – Specialty Certification



<https://bit.ly/3FnxDH7>

Learn your way [explore.skillbuilder.aws](https://skillbuilder.aws) »



Thank you for attending AWS Innovate – Data & AI/ML Edition

We hope you found it interesting! A kind reminder to **complete the survey**.
Let us know what you thought of today's event and how we can improve the event experience for you in the future.



aws-apj-marketing@amazon.com



twitter.com/AWSCloud



facebook.com/AmazonWebServices



youtube.com/user/AmazonWebServices



slideshare.net/AmazonWebServices



twitch.tv/aws