Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models (FMs)

Amazon Bedrock is an innovative platform that makes it easy for businesses to build and scale generative AI applications. With foundation models (FMs) from AI21 Labs, Anthropic, Stability AI, and Amazon, you can quickly find the right FM for your specific use case. And the best part is that you don't have to manage any infrastructure — everything is handled through Bedrock's serverless experience.

One of the key benefits of Amazon Bedrock is that you can privately customize FMs using your own organization's data. This means you can create AI models that are specifically tailored to your business needs. And with AWS tools and capabilities that you're already familiar with, you can easily deploy scalable, reliable, and secure generative AI applications.

There are several use cases where Amazon Bedrock can be particularly useful. For example, if you need to generate text, Bedrock can help you create new pieces of original content, such as short stories, essays, social media posts, and web page copy. Similarly, if you want to build conversational interfaces like chatbots or virtual assistants to enhance the user experience for your customers, Bedrock has you covered.

Accelerate development of generative AI applications using FMs through an API, without managing infrastructure.	Choose FMs from AI21 Labs, Anthropic, Stability AI, and Amazon to find the right FM for your use case.

If you're looking to search, find, and synthesize information from a large corpus of data, Bedrock can help with that too. And if you need to get a summary of textual content like articles, blog posts, books, and documents, Bedrock can do that as well. Plus, if you need to create realistic and artistic images from

language prompts or provide more relevant and contextual product recommendations to your customers, Amazon Bedrock can help you achieve those goals too.

Privately customize FMs using your organization's data.

Use AWS tools and capabilities that you are familiar with to deploy scalable, reliable, and secure generative AI applications.

Overall, Amazon Bedrock is an incredibly powerful platform that can help you accelerate the development of generative AI applications. With FMs from leading AI startups and Amazon, the ability to privately customize models, and a range of use cases that it supports, Bedrock is definitely worth considering for your next AI project.

Comparison : Amazon Bedrock and Amazon SageMaker

Amazon Bedrock and Amazon SageMaker are two machine learning (ML) platforms offered by Amazon Web Services (AWS), each with unique features and capabilities that make them better suited for different use cases.

Amazon Bedrock is a serverless platform that specializes in generative AI use cases, such as text generation, chatbots, and image generation. It offers a wide range of foundation models (FMs) from leading AI startups and Amazon, as well as the ability to privately customize FMs with your own data. Bedrock is designed to make it easy to build and scale generative AI applications, without the need to manage infrastructure.

In contrast, Amazon SageMaker is a fully-managed ML platform that offers a comprehensive set of tools for building, training, and deploying ML models. SageMaker is better suited for traditional machine learning use cases, such as classification, regression, and clustering. It provides a wide range of pre-built algorithms and models, as well as the ability to build custom models using popular ML frameworks like TensorFlow and PyTorch.

While both platforms offer pay-as-you-go pricing, SageMaker can be more expensive due to its comprehensive set of tools and services. On the other

hand, Bedrock is a more cost-effective option for generative AI use cases, as it eliminates the need for managing infrastructure.

In terms of customization, Bedrock offers more flexibility by allowing you to privately customize FMs with your own data. SageMaker, on the other hand, provides more control over the ML environment, with the ability to choose from a wider range of algorithms and models, and the option to build custom models from scratch.

Ultimately, the choice between Bedrock and SageMaker depends on your specific use case and requirements. If you need a platform that is designed specifically for generative AI use cases, and offers a simple and cost-effective way to build and scale applications without the need for managing infrastructure, then Bedrock is the way to go. However, if you need a more comprehensive set of tools and services for traditional machine learning use cases, and require more control over your ML environment, then SageMaker is the better choice.

Get started with key use cases quickly

Text generation

Create new pieces of original content, such as short stories, essays, social media posts, and web page copy.

Chatbots

Build conversational interfaces such as chatbots and virtual assistants to enhance the user experience for your customers.

Search

Search, find, and synthesize information to answer questions from a large corpus of data.

Text summarization

Get a summary of textual content such as articles, blog posts, books, and documents, to get the gist without having to read the full content.

Image generation

Create realistic and artistic images of various subjects, environments, and scenes from language prompts.

Personalization

Help customers find what they're looking for with more relevant and contextual product recommendations than word matching.

Choice of foundation models from leading AI startups and Amazon

Jurassic-2	Claude	Stable Diffusion	Amazon Titan
AI21 labs	**ANTHROP\C**	**stability.ai**	**amazon**
Multilingual LLMs for text generation in Spanish, French, German, Portuguese, Italian, and Dutch	LLM for conversations, question answering, and workflow automation based on research into training honest and responsible AI systems	Generation of unique, realistic, high-quality images, art, logos, and designs	Text summarization, generation, classification, open-ended Q&A, information extraction, embeddings and search

To wrap up, Amazon Bedrock and Amazon SageMaker are distinct machine learning platforms with their own unique capabilities and advantages. Bedrock offers an effortless way to develop and expand generative AI applications with access to various foundation models, while SageMaker is a fully-managed platform that provides a wide range of tools and services for building, training, and deploying ML models. With Bedrock, you get a serverless experience, whereas SageMaker offers more control and flexibility. Ultimately, your decision between these two platforms will depend on your specific requirements and preferences.