aws re: Invent

Al & Machine Learning Launches

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Global Evangelist, AI & Machine Learning Amazon Web Services @julsimon



Please fasten your seatbelts!

Al Services



Pre:Invent highlights

https://aws.amazon.com/about-aws/whats-new/machine-learning

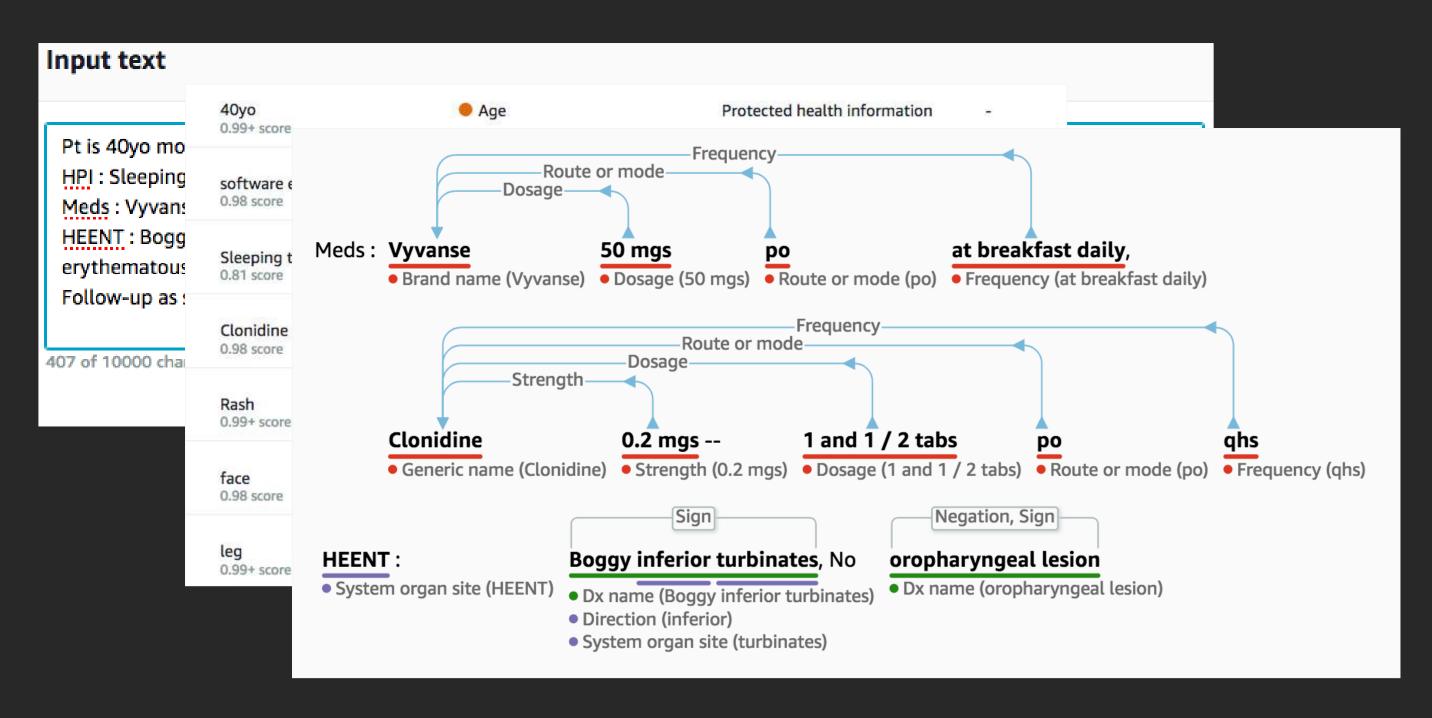
- Amazon Comprehend: 6 new languages
- Amazon Translate: 22 new languages
- Amazon Transcribe: 15 new languages, alternative transcriptions
- Amazon Lex: SOC compliance, sentiment analysis, web & mobile integration with Amazon Connect
- Amazon Personalize: batch recommendations
- Amazon Forecast: use any quantile for your predictions

With region expansion across the board!

Speech Recognition For Healthcare

Amazon Comprehend Medical

https://aws.amazon.com/comprehend/medical/



Amazon Transcribe Medical



Accurate

US English
Primary Care
Dictation Transcription
Conversational
Transcription



Real-time Public API
Automatic Punctuation
Word-level Time Stamps
Word-level Confidence
Scores



Affordable

Pay-as-you-go Model

Charge by Transcription Usage

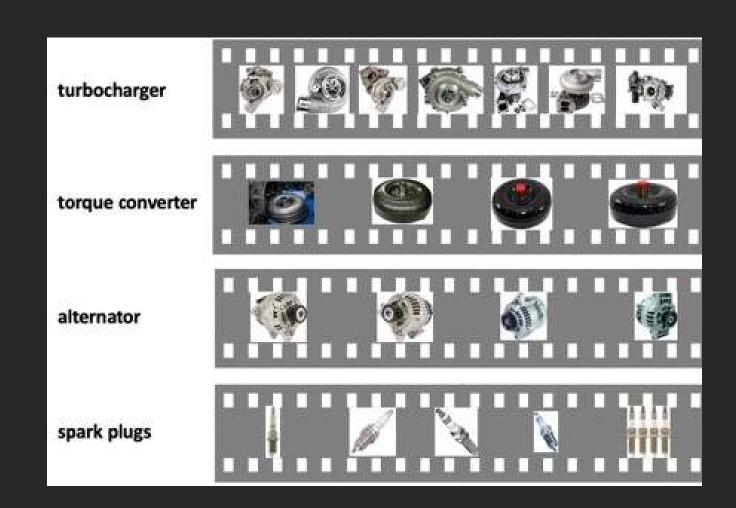
7.5 cents / minute

60 Minute Free Tier

Custom Image Models

Introducing Amazon Rekognition Custom Labels

- Import images labeled by Amazon SageMaker Ground Truth...
 - Or label images automatically based on folder structure
- Train a model on fully managed infrastructure
 - Split the data set for training and validation
 - See precision, recall, and F1 score at the end of training
- Select your model
- Use it with the usual Rekognition APIs

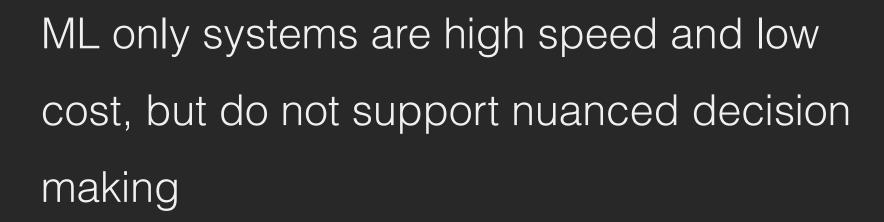


Human In the Loop

Customers are forced to choose



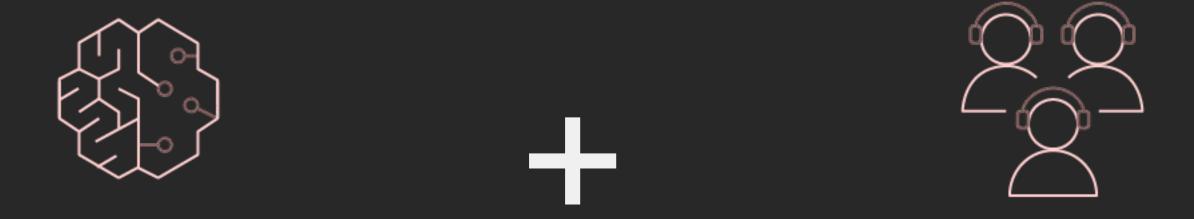
OR





Human only workflows offer nuanced decision making, but they're low speed and high cost.

Customers need

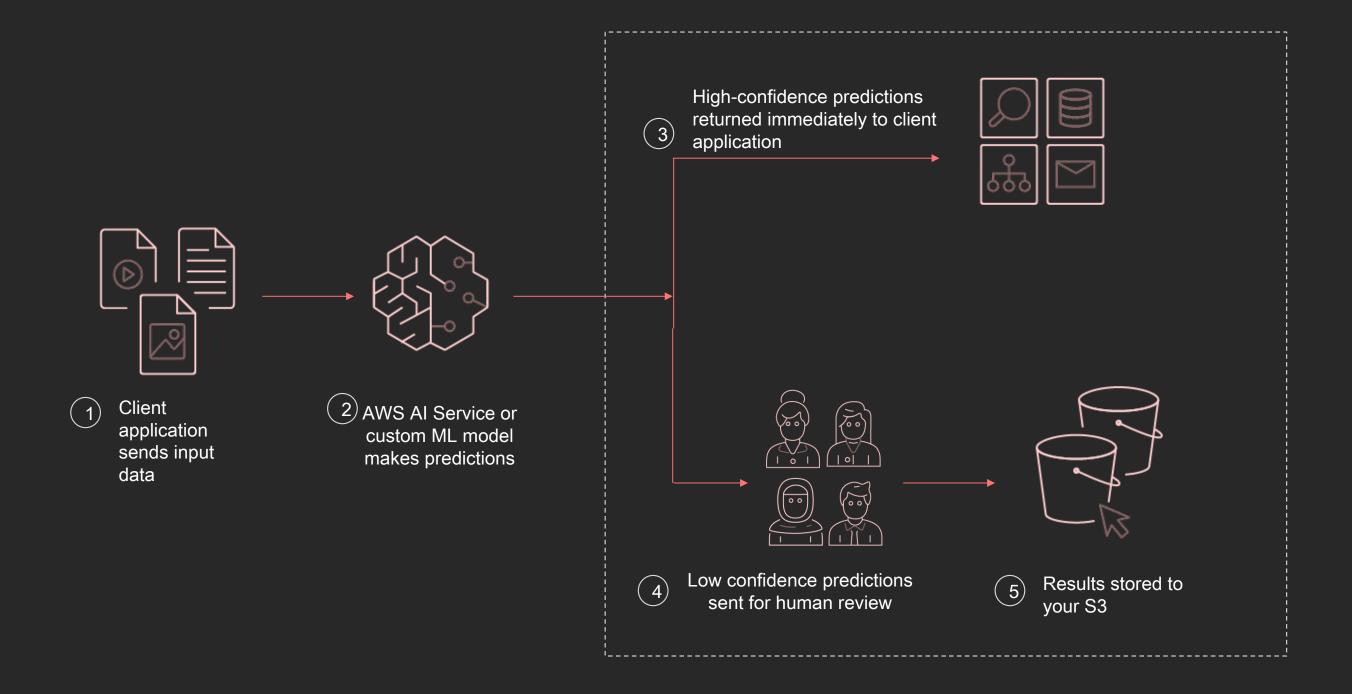


Machine Learning and humans working together

Introducing Amazon Augmented AI (A2I)

A2I lets you easily implement human review in machine learning workflows to improve the accuracy, speed, and scale of complex decisions.

How Amazon Augmented Al works



Human Review Workforces



Amazon Mechanical Turk

An on-demand 24x7 workforce of over 500,000 independent contractors worldwide, powered by Amazon Mechanical Turk



Private

A team of workers that you have sourced yourself, including your own employees or contractors for handling data that needs to stay within your organization



Vendor

A curated list of third-party vendors that specialize in providing data labeling services, available via de AWS

Marketplace

Fraud Detection

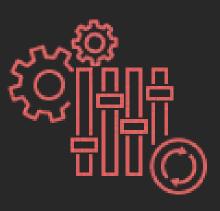
Fraud detection is difficult



\$\$\$ billions lost to fraud each year



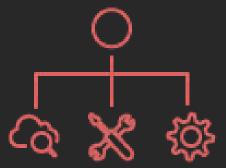
Online business prone to fraud attacks



Bad actors often change tactics



Changing rules = more human reviews



Dependent on others to update detection logic

Fraud detection with ML is also difficult



Top data scientists are costly & hard to find



One-size-fits-all models underperform



Often need to supplement data



Data transformation + feature engineering



Fraud imbalance = needle in a haystack

Introducing Amazon Fraud Detector

A fraud detection service that makes it easy for businesses to use machine learning to detect online fraud in real-time, at scale

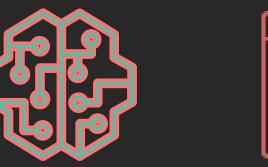


Amazon Fraud Detector – Key Features











Pre-built fraud detection model templates

Automatic creation of custom fraud detection models

Models learn from past attempts to defraud Amazon

Amazon SageMaker integration One interface to review past evaluations and detection logic

Amazon Fraud Detector – Automated Model Building

Training data in S3

1



Data Validation 2



Data Enrichment & Transformation



Feature Engineering



Model Training & Selection

5

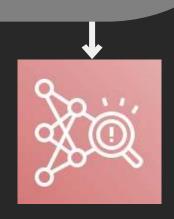


Performance Metrics 6



Deployment & Hosting

Customized fraud detection ML model



Introducing a new tier of Al services, for even more productivity



Speech & Text Analytics For Contact Centers

Challenges in contact centers

Better visibility into quality of customer interactions

Cost prohibitive

Timely discovery of emerging issues

Support for live calls

End user experience

Introducing Contact Lens For Amazon Connect

Easily use the power of machine learning to improve the quality of your customer experience without requiring any technical expertise

Built-in automatic call transcription

Contact Search Automated contact categorization

Theme detection

Real-time sentiment dashboard and alerting



Enhanced



and alerti

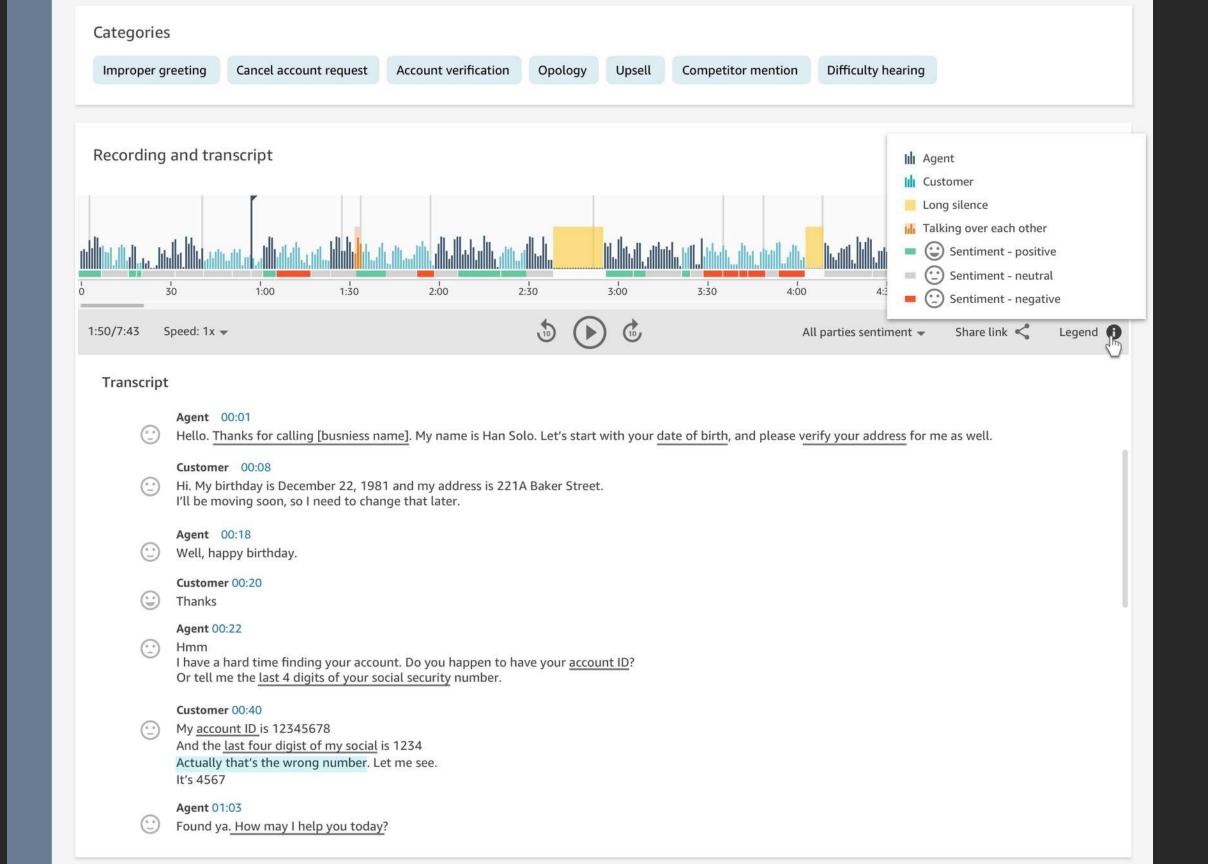
View entire call transcript directly in Amazon Connect

Filter calls of interest based on words spoken and customer sentiment

Identify call types such as script compliance, competitive mentions, and cancellations.

Presents
recurring
issues based
on
Customer
feedback

Quickly identify when customers are having a poor experience on live calls







di

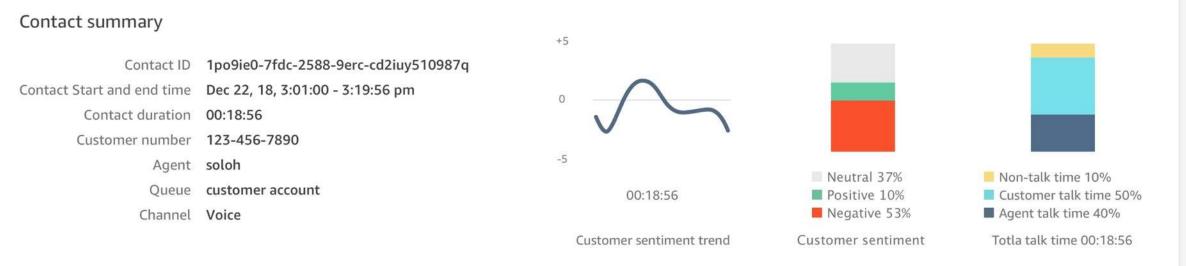


*

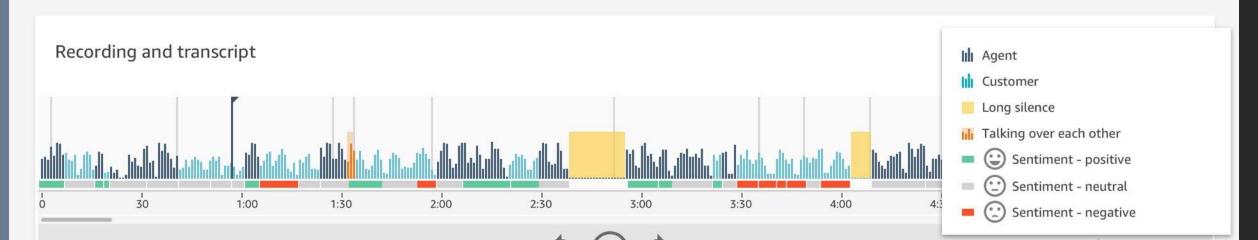
Contact details

Contact Trace Record

Contact analysis

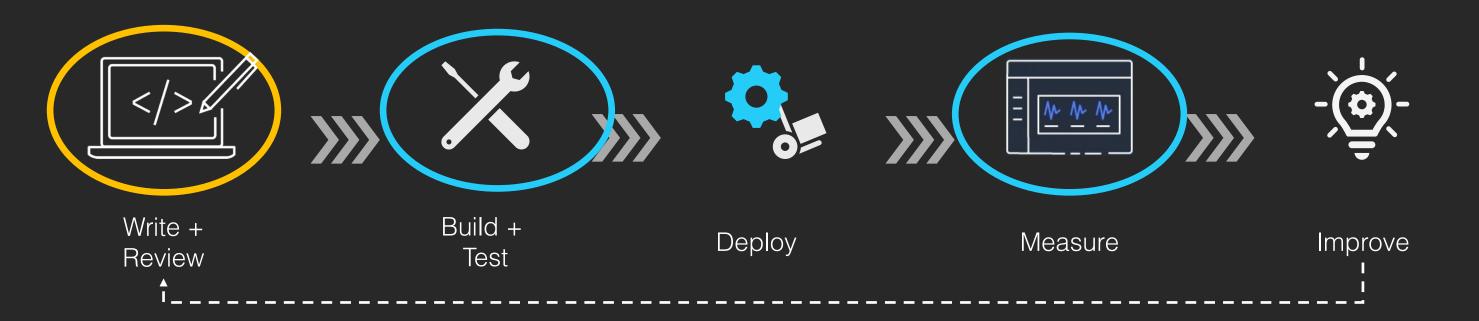






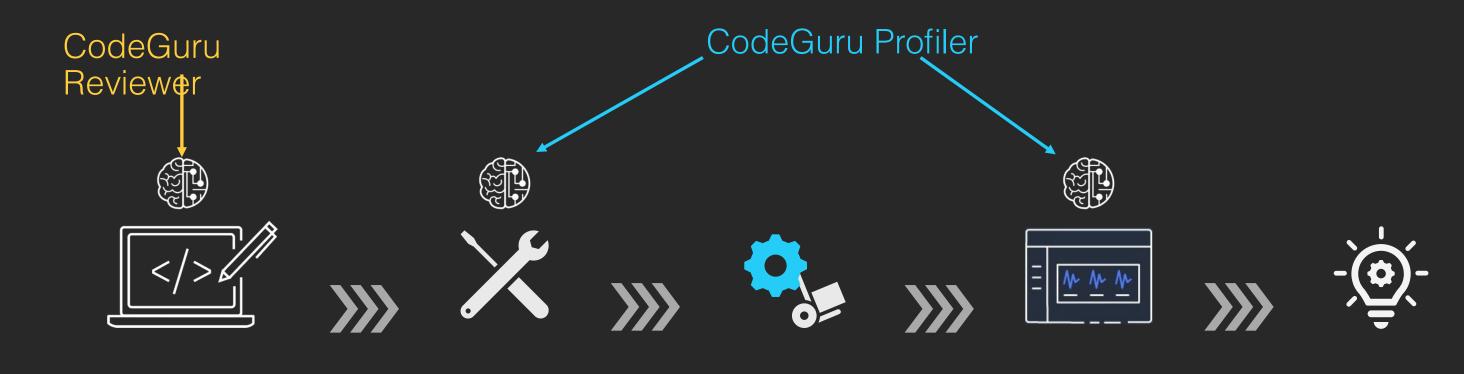
Improving code quality

Typical Application Build and Run Process



- 1. Code Reviews require expertise in multiple areas such as knowledge of AWS APIs, Concurrency, etc.
- 2. Code analyzer tools require high accuracy.
- 3. Distributed Cloud application are difficult to optimize.
- 4. Performance engineering expertise is hard to find.

Introducing AWS CodeGuru



Built-in code reviews with intelligent recommendations Detect and optimize expensive lines of code before production

Easily identify latency and performance improvements production environment

CodeGuru Reviewer: How It Works

Customer provides source code as input

Java AWS CodeCommit Github



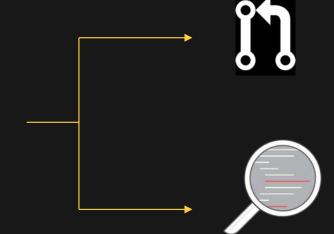
Extract semantic features / patterns

ML algorithms identify similar code for comparison

Customers see recommendations as Pull Request feedback







Input: Source Code

Feature Extraction

Machine Learning

Output: Recommendations

CodeGuru Example – Looping vs Waiting

Cod

```
do {
        DescribeTableResult describe = ddbClient.describeTable(new DescribeTableRequest().withTableName(tableName));
        String status = describe.getTable().getTableStatus();
        if (TableStatus.ACTIVE.toString().equals(status)) {
          return describe.getTable();
        if (TableStatus.DELETING.toString().equals(status)) {
          throw new ResourceInUseException("Table is " + status + ", and waiting for it to become ACTIVE is not useful.");
        Thread.sleep(10 * 1000);
        elapsedMs = System.currentTimeMillis() - startTimeMs;
} while (elapsedMs / 1000.0 < waitTimeSeconds);</pre>
throw new ResourceInUseException("Table did not become ACTIVE after ");
```

Recommendation

This code appears to be waiting for a resource before it runs. You could use the waiters feature to help improve efficiency. Consider using TableExists, TableNotExists. For more information, see https://aws.amazon.com/blogs/developer/waiters-in-the-aws-sdk-for-java/

Developer Feedback We should use waiters instead - will help remove a lot of this code.

CodeGuru Profiler: How It Works

Customer application runs in production

CodeGuru Profiler continuously captures application stack trace information

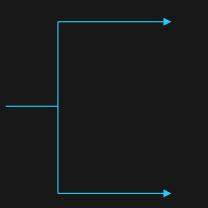
CodeGuru Profiler detects performance inefficiencies in the live application

Customers see recommendations in their automated efficiency reports and visualizations













Input:
Live application stack
trace

Application profile sampling

Pattern matching

Output:
Method names,
Recommendations
and searchable
visualizations

CodeGuru Profiler – Example

Recommendations report

Definition

Version

11th Jan 2019 latest v3 (Profiler)

Description

The java.lang.String utility methods which accept regular expressions as String values are inefficient when used in hot paths. They have to compile the regular expression for every use, which is expensive.

Resolution steps

Pre-compile the regular expression into a Pattern, and replace any of the following uses as shown:

Before (inefficient):

- 1. input.matches("foo.*")
- 2. input.replaceAll("foo.*", "replacement")
- 3. input.replaceFirst("foo.*")
- 4. input.split("foo.*")
- 5. input.replace("not-a-regex", "replacement")

After (efficient):

- MY_REGEX.matcher(input).matches()
- 2. MY_REGEX.matcher(input).replaceAll("replacement")
- MY_REGEX.matcher(input).replaceFirst("replacement")
- 4. MY_REGEX.split(input)
- 5. MY_NOT_REGEX.replaceAll(Matcher.quoteReplacement("replacement")

Note for number 5, quoteReplacement() is only required if the replacement strin by Matcher.replaceAll() and String.replace().

Example fix: https://code.amazon.com/reviews/CR-3726256.

The code fix

z0-9\\.:@_\\-\\/]";

Pat

return metricName.replaceAll(INVALID METRIC CHARACTERS, "");

private static final String INVALID METRIC CHARACTERS = "[^A-Za-

+ private static final Pattern INVALID_METRIC_CHARACTERS = Pattern.compile("[^A-Za-z0-9\\.:@_\\-\\/]");

return

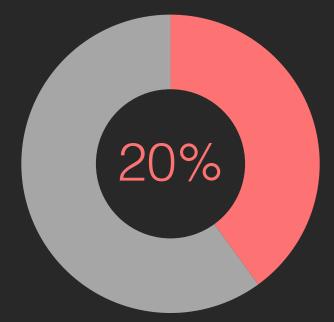
CodeGuru Profiler Visualization – Hotspots

LCMS.colorEvent 6% JPEGImageReader.readImage 5% Java.util.zip.Deflator.deflateBytes 61% Profiler\$Pro JPEGImag PI SImag Deflater.deflateBytes LCMS.color OTHER FR JPEGImag PNGImag Deflater.deflate IDATOutputStream.deflate IDATOut PNGImageWriter.encodePass PNGImag PNGImageWriter.write_IDAT PNGImag PNGImageWriter.write PNGImag ImageWriter.write ImageWr ImageIO.doWrite ImageIO ImageIO.write ImageIO ImageProcessor\$Brighten ImageProcessor\$DarkenImageF ImageProcessor\$GreyImage Executors\$RunnableAdapte Executors\$RunnableAda FutureTask rur FutureTask run ThreadPoolExecutor.ru ThreadPoolExecutor.runW ThreadPoolExecutor.runWo ThreadPoolExecutor\$Worker.r ThreadPoolExecutor\$Work ThreadPoolExecutor\$Worke ThreadPoolExecutor\$Wo Thread.run Thread.run Thread.run

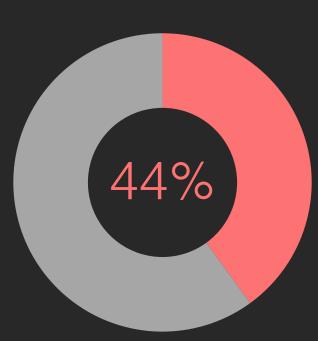
Enterprise Search

Employees spend **20%** of their time looking for information.

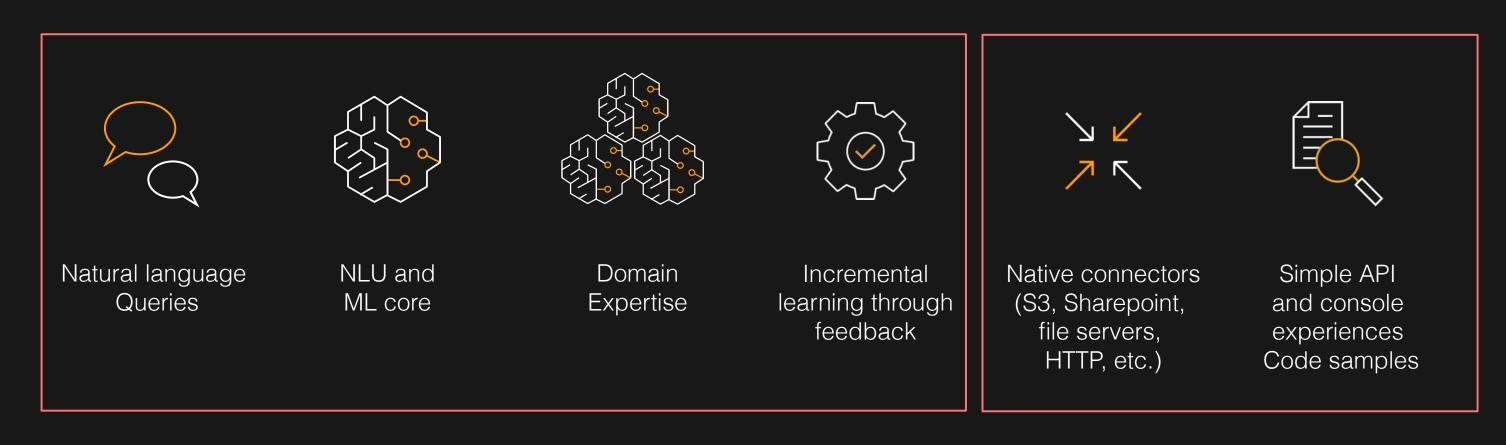
—McKinsey



44% of the time, they cannot find the information they need to do their job.



Introducing Kendra



Easy to find what you are looking for

Fast search, and quick to set up

Kendra connectors



Amazon S3



File systems (SMB)



Web crawler



Databases



Sharepoint Online



Sharepoint 2013, 2016, 2019



Box



Dropbox



Exchange



OneDrive



Google Drive



Salesforce



Confluence



Jira



Servicenow



Zendesk



...and more coming in 2020

Getting started with Kendra



Step 1 Create an index

An index is the place where you add your data sources to make them searchable in Kendra.



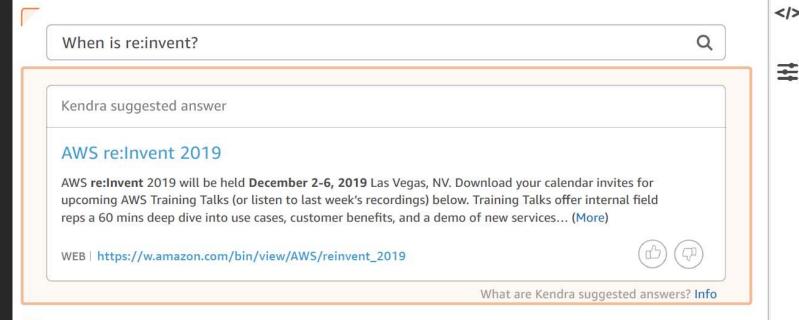
Step 2 Add data sources

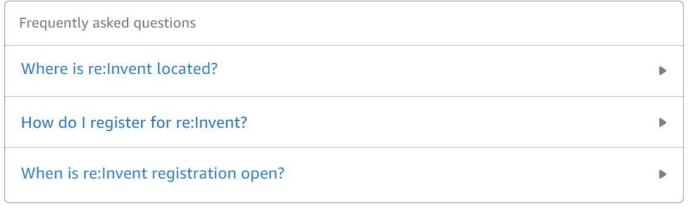
Add and sync your data from S3, Sharepoint, Box and other data sources, to your index.



Step 3 Test & deploy

After syncing your data, visit the Search console page to test search & deploy Kendra in your search application.





What are frequently asked questions? Info

1-10 of 65 Recommended documents Sort: Relevancy ▼

APN re:Invent 2019

Encourage your APN Partners to join us December 2 at AWS Innovate, re:Invent Recap Edition. This is a free online conference providing a complete wrap up of AWS re:Invent... (More)

WEB | https://w.amazon.com/bin/view/APN_reinvent_2019/

re:Invent Live Stream Viewing Parties 2018

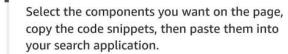
...Join us for re:Invent keynote viewing parties for our Amazon.com CDO organizations. We'll be providing breakfast, re:Invent water bottle giveaways, and a phone tool icon for your participation... (More)







Deploy



Want it all? Copy all componens with our global code snippet.

Copy all components

Selected component

Kendra suggested answer

```
<div class="term-grid">
 <label>Lorem</label>
 <div class="definition">ipsum dolor sit amet
consectetur adipisicing</div>
 <div class="alternate">something</div>
</div>
.clearfix { display: inline-block; }
* html .clearfix { lorem: 1%; }
.clearfix { display: block; }
<div class="term-grid">
 <label>Lorem</label>
 <div class="definition">ipsum dolor sit amet
consectetur adipisicing</div>
 <div class="alternate">something</div>
</div>
.clearfix { display: inline-block; }
* html .clearfix { lorem: 1%; }
.clearfix { display: block; }
.clearfix { display: inline-block; }
* html .clearfix { lorem: 1%; }
```

Copy code snippet

Learn more

Deploying Kendra in your web application.

Understanding API integration.

Kendra

Search in Wiki (123) Everywhere (486) Broadcast (265) Sage (98) Date range 2007 Categories ✓ HR (23) ☐ IT (5) ☐ Marketing (5) Authors miyingah (7) michealnb (4) angelak (4) masono (1) kimfonta (1) rwitaman (1) Show more..

amazon.com employee discount

Q

Kendra's suggested answer

New Hire Information

For more information, visit the Amazon US Benefits Inside Amazon page. **Employee Discount** Employees receive a **10% discount** (up to the value of \$100 annually) for selected products available on **Amazon.com**. **Employee discount** code numbers will be available once new hire documentation is complete... (More)

WEB | https://w.amazon.com/bin/view/AmazonStudios/New_Hire_Information/





What is Kendra's suggested answer? Info

Frequently asked questions

How do I apply the amazon.com discount code?

How often can I use the amazon.com discount?

What items can I apply my employee discount?

What are frequently asked questions? Info

Sort: Relevancy ▼

1-10 of 98 Recommended documents

Employee Offer

With AT&T This wiki explains how Amazon employees can redeem their employee benefit...Note: Please refer to the **Employee** Extras page for current **discount** details. Some of the information below... (More)

WEB | https://w.amazon.com/bin/view/key-benefits-offers



ML services



Pre:Invent highlights

https://aws.amazon.com/about-aws/whats-new/machine-learning

Invoke Amazon SageMaker models in Amazon Quicksight

Invoke Amazon SageMaker models in Amazon Aurora

Deploy many models on the same Amazon SageMaker endpoint

Using Kubernetes for ML is hard to manage and scale

Build and manage services within Kubernetes cluster for ML

+

Make disparate open-source libraries and frameworks work together in a secure and scalable way

+

Requires time and expertise from infrastructure, data science, and development teams

 \equiv

Need an easier way to use Kubernetes for ML

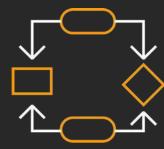
Introducing Amazon SageMaker Operators for Kubernetes Kubernetes customers can now train, tune, & deploy models in Amazon SageMaker



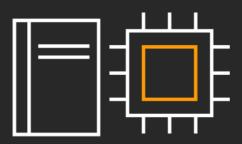
Train, tune, and deploy models in SageMaker



Orchestrate ML workloads from your Kubernetes environments



Create pipelines and workflows in Kubernetes



Fully managed infrastructure in SageMaker



Machine learning is iterative involving dozens of tools and hundreds of iterations

Multiple tools needed for different phases of the ML workflow

+

Lack of an integrated experience

+

Large number of iterations

=

Cumbersome, lengthy processes, resulting in loss of productivity

Introducing Amazon SageMaker Studio

The first fully integrated development environment (IDE) for machine learning



Collaboration at scale

Share scalable notebooks without tracking code dependencies



Easy experiment management

Organize, track, and compare thousands of experiments



Automatic model generation

Get accurate models for with full visibility & control without writing code

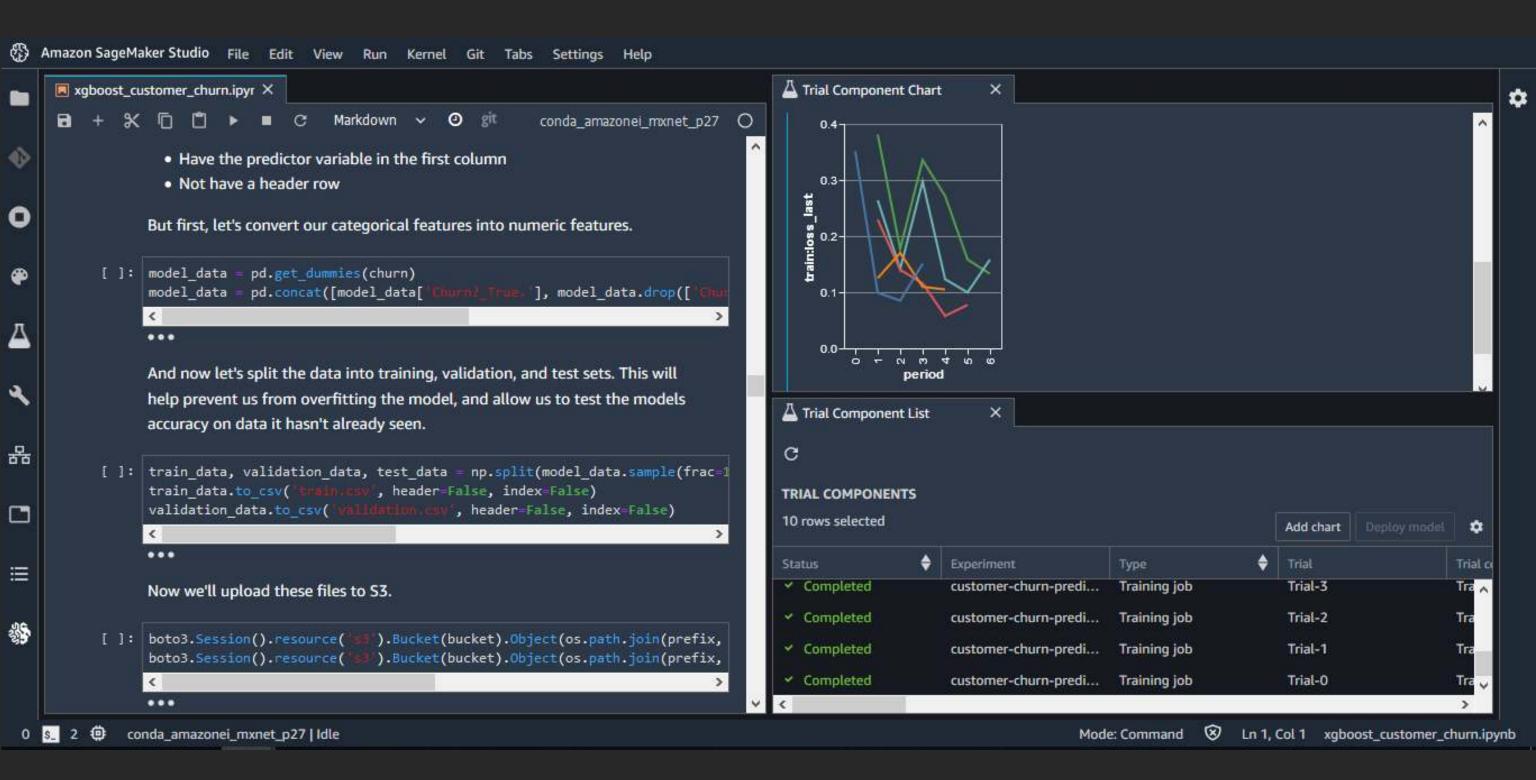


Higher quality ML models



Increased productivity

Automatically debug errors, Code, build, train, deploy, & monitor models, & maintain monitor in a unified visual high quality interface





Data science and collaboration needs to be easy

Setup and manage resources

+

Collaboration across multiple data scientists

+

Different data science projects have different resource needs

=

Managing notebooks and collaborating across multiple data scientists is highly complicated

Introducing Amazon SageMaker Notebooks Fast-start shareable notebooks



Easy access with Single Sign-on (SSO)

Access your notebooks in seconds with your corporate credentials



Fully managed and secure

Administrators manage access and permissions



No explicit setup

Start your notebooks without spinning up compute resources



Easy collaboration

Share your notebooks as a URL with a single click



Flexibility

Dial up or down compute resources



Data Processing and Model Evaluation involves a lot of operational overhead

Building and scaling infrastructure for data processing workloads is complex

+

Use of multiple tools or services implies learning and implementing new APIs

+

All steps in the ML workflow need enhanced security, authentication and compliance

=

Need to build and manage tooling to run large data processing and model evaluation workloads

Introducing Amazon SageMaker Processing Analytics jobs for data processing and model evaluation



Fully managed

Achieve distributed processing for clusters



Custom processing

Bring your own script for feature engineering



Container support

Use SageMaker's built-in containers or bring your own



Security and compliance

Leverage SageMaker's security & compliance features



Automatic creation & termination

Your resources are created, configured, & terminated automatically



Managing trials and experiments is cumbersome

Hundreds of experiments

╀

Hundreds of parameters per experiment

+

Compare and contrast

Very cumbersome and error prone

Introducing Amazon SageMaker Experiments A system to organize, track, and evaluate training experiments



Experiment tracking at scale

Track parameters & metrics across experiments & users



Organize experiments

Organize by teams, goals, & hypotheses



Visualization for best results

Visualize & compare between experiments



Flexibility with Python SDK & APIs

Log custom metrics & track models using APIs



Iterate quickly

Iterate & develop highquality models



Debugging and profiling deep learning is painful

Large neural networks with many layers

+

Many connections

+

Additional tooling for analysis and debug

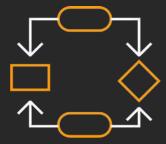
Extraordinarily difficult to inspect, debug, and profile the 'black box'

Introducing Amazon SageMaker Debugger Analysis & debugging, explainability, and alert generation



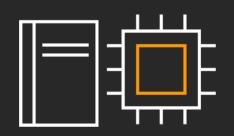
Relevant data capture

Data is automatically captured for analysis



Automatic data analysis

Analyze and debug data with no code changes



Automatic error detection

Errors are automatically detected based on rules



Improved productivity with alerts

Take corrective action based on alerts



Visual analysis and debug

Visually analyze & debug from SageMaker Studio



Deploying a model is not the end, you need to continuously monitor it in production and iterate

Concept drift due to divergence of data

+

Model performance can change due to unknown factors

+

Continuous monitoring of model performance and data involves a lot of effort and expense

=

Model monitoring is cumbersome but critical

Introducing Amazon SageMaker Model Monitor Continuous monitoring of models in production



Automatic data collection

Data is automatically collected from your endpoints



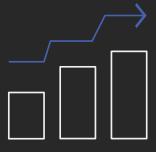
Continuous Monitoring

Define a monitoring schedule and detect changes in quality against a pre-defined baseline



Flexibility with rules

Use built-in rules to detect data drift or write your own rules for custom analysis



Visual Data analysis

See monitoring results, data statistics, and violation reports in SageMaker Studio



CloudWatch Integration

Automate corrective actions based on Amazon CloudWatch alerts



Largely explorative & iterative

+

Requires broad and complete knowledge of ML domain

+

Lack of visibility

=

Time consuming, error prone process even for ML experts

Introducing Amazon SageMaker Autopilot Automatic model creation with full visibility & control



Quick to start

Provide your data in a tabular form & specify target prediction



Automatic model creation

Get ML models with feature engineering & automatic model tuning automatically done



Visibility & control

Get notebooks for your models with source code



Recommendations & Optimization

Get a leaderboard & continue to improve your model

Build, Train, Deploy Machine Learning Models Quickly at Scale

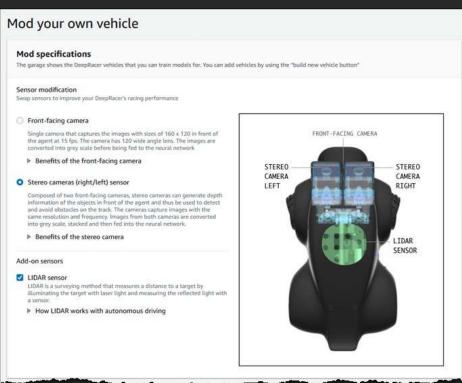


AWS DeepRacer improvements

- AWS DeepRacer Evo
 - Stereo camera
 - LIDAR sensor

- New racing opportunities
 - Create your own races
 - Object Detection & Avoidance
 - Head-to-head racing





AWS DeepComposer

 The world's first machine learning-enabled musical keyboard

 Compose music using Generative Adversarial Networks (GAN)

Use a pretrained model, or train your own



Frameworks and Infrastructure



Introducing Amazon EC2 Inferentia

- Fast, low-latency inferencing at a very low cost
 - 64 teraOPS on 16-bit floating point (FP16 and BF16) and mixed-precision data.
 - 128 teraOPS on 8-bit integer (INT8) data.
- Neuron SDK: https://github.com/aws/aws-neuron-sdk
 - Available in Deep Learning AMIs and Deep Learning Containers
 - TensorFlow and Apache MXNet, PyTorch coming soon

Instance Name	Inferentia Chips	vCPUs	RAM	EBS Bandwidth
inf1.xlarge	1	4	8 GiB	Up to 3.5 Gbps
inf1.2xlarge	1	8	16 GiB	Up to 3.5 Gbps
inf1.6xlarge	4	24	48 GiB	3.5 Gbps
inf1.24xlarge	16	96	192 GiB	14 Gbps

Deep Graph Library

https://www.dgl.ai

- Python open source library that helps researchers and scientists quickly build, train, and evaluate Graph Neural Networks on their data sets
- Use cases: recommendation, social networks, life sciences, cybersecurity, etc.
- Available in Deep Learning Containers
 - PyTorch and Apache MXNet, TensorFlow coming soon
- Available for training on Amazon SageMaker



Deep Java Library

https://www.djl.ai

 Java open source library, to train and deploy models

- Framework agnostic
 - Apache MXNet for now, more will come
- Train your own model, or use a pretrained one from the model zoo



Enjoy!

Build cool stuff, and please send us feedback!

Thank you!

Julien Simon

Global Evangelist, AI & Machine Learning Amazon Web Services @julsimon

