# AWS GenAI RAG Workshop: Outcomes & Strategic Value

Engineering Management Briefing - June 5, 2025

Engineering Team

June 5, 2025

# The Challenge We Face

## Customer Pain Points

- Support tickets take 15+ minutes to resolve due to manual documentation search

Start with the business problem, not the technology solution.

## The Cost of Inaction

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## Immediate ROI Opportunities

- 30-50% reduction through caching

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*"Our support team spends 60% of their time searching for answers. Any improvement here would be game-changing."*
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# Technical Capabilities Gained

## Core Competencies Developed

- Document processing
- Embedding generation
- Vector search
- Response synthesis
- Hybrid search
- Reranking algorithms
- Query optimization
- Fine-tuning strategies

## AWS Bedrock Expertise

- Claude 3 model family integration

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- Production deployment patterns
- Security best practices

# Cost Analysis

## Workshop Investment vs. Returns

| Metric | Value |
| --- | --- |
| Workshop Investment | $12,000 |
| Monthly Savings Potential | $5,000 |
| Payback Period | 2.4 months |
| First Year ROI | 400% |

## Where $5,000/Month Savings Come From

- Support: 500 tickets/day
- 15 min/ticket average
- $50/hour loaded cost

- Same 500 tickets/day
- 3 min human oversight
- $50/hour loaded cost
- AWS costs: $2,000/month
- Monthly: $33,250

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## Phase 1: Pilot Project (Weeks 1-4)

- Select pilot use case (customer support)

## Phase 2: Production Rollout (Weeks 5-8)

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# Team Impact

## Skills Development

- Basic AI/ML understanding
- Limited GenAI exposure
- No production RAG experience

- Production-ready skills
- Cost optimization expertise
- Architecture best practices

## Knowledge Transfer Plan

- Weekly tech talks (1hr)
- Hands-on labs (2hr/week)
- Pair programming
- Code review training

- 12 workshop attendees
- Create internal demos
- Document best practices
- Lead implementation

Target: 50% of engineers
RAG-capable by Week 8

Resources: Internal wiki, recorded

# Competitive Analysis

## Why AWS Bedrock vs. Alternatives

| Platform | Pros | Cons | Cost/Mont |
|---|---|---|---|
| AWS Bedrock | • Enterprise ready<br>• SOC2 compliant<br>• Our existing infra | • AWS lock-in<br>• Limited models | $2,000 |
| Azure OpenAI | • MS integration<br>• GPT-4 access | • Different stack<br>• Migration cost | $2,500 |
| Build In-House | • Full control<br>• Custom features | • 6-12 month delay<br>• Talent cost | $50,000 |

## Market Positioning

*"By 2026, more than 80% of enterprises will have used GenAI APIs and models" – Gartner*

- Early mover advantage in our sector

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## Medium-term Strategy

## Success Metrics

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| Quarter | Investment | Expected Return | ROI |
|---------|-----------|-----------------|------|
| Q2 2025 | $15,000 | $15,000 | 100% |
| Q3 2025 | $20,000 | $45,000 | 225% |
| Q4 2025 | $25,000 | $75,000 | 300% |
| Q1 2026 | $30,000 | $120,000 | 400% |

## Resource Allocation

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- 20% time for knowledge transfer
- AWS infrastructure budget
- Training and certification funds

# Next Steps

## Decision Points

1. ☐ Approve pilot project scope

## Timeline

```
  June             July            August         September
   |                |                |                |
Pilot -------> Production --> Expansion --> Full Rollout
   |                |                |                |
2 devs           4 devs           6 devs         All teams
```

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 June            July           August         September
  |               |               |               |
Pilot -------> Production --> Expansion --> Full Rollout
  |               |               |               |
2 devs          4 devs          6 devs         All teams
```

# Next Steps

## Decision Points

1. ☐ Approve pilot project scope
2. ☐ Allocate Q2 budget ($15,000)
3. ☐ Assign project team (2 FTE)

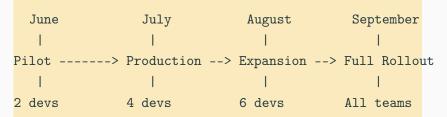## Timeline

```
  June            July            August          September
   |               |               |               |
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# Next Steps

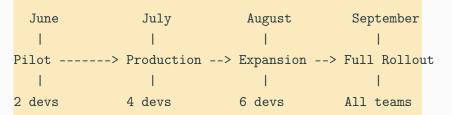## Decision Points

1. ☐ Approve pilot project scope
2. ☐ Allocate Q2 budget ($15,000)
3. ☐ Assign project team (2 FTE)
4. ☐ Schedule bi-weekly reviews

## Timeline

```
  June            July           August         September
   |               |               |               |
Pilot -------> Production --> Expansion --> Full Rollout
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2 devs          4 devs          6 devs         All teams
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# Questions & Discussion

## Key Takeaways

- Proven ROI: 400% first-year return

Ready to lead in the GenAI era?

## Contact & Resources

- Workshop Materials: github.com/company/rag-workshop
- Technical Lead: [Name]
- Project Sponsor: [Name]
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# Questions & Discussion

## Key Takeaways

- Proven ROI: 400% first-year return
- Low Risk: Phased approach with checkpoints
- High Impact: Customer & developer benefits
- Strategic Value: Competitive differentiation

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