



AWS Partner: Generative AI on AWS Essentials (Business)

Sales Guide

Information valid as of 6/30/23. Please reference the AWS Partner: Generative AI on AWS Essentials (Business) Skill Builder course for updated information, generative AI basics, and qualifying questions.

Joint value proposition:		
Why build generative AI with AWS?		
Customer challenge:		AWS solution:
Flexibility: Customers need a straightforward way to find and access high-performing FMs that are best suited for their business.		AWS offers a wide selection of FMs built by Amazon and top AI startups, including AI21 Labs, Anthropic, and Stability AI.
Secure customization: Customers want to easily take the base FM and build differentiated applications using their own data. They need their data to stay completely protected, secure, and private.		Using Amazon Bedrock, customers can fine tune models for a particular task without having to annotate large volumes of data (as few as 20 examples is enough). No customer data is used to train the underlying models. All data is encrypted and stays within the customer's virtual private cloud (VPC).
Most cost-effective infrastructure: To fully use foundation models, customers need the most high-performing, cost-effective infrastructure purpose-built for ML.		AWS offers the best price performance for generative AI with infrastructure powered by AWS designed ML chips and NVIDIA GPUs. With AWS, customers can cost-effectively scale infrastructure to train and run FMs containing hundreds of billions of parameters.
Easiest way to build with FMs: Customers want ease of use. They want to quickly integrate and deploy FMs into their applications and workloads running on AWS.		Using AWS generative AI capabilities, customers don't need to send their data to the model. Instead, they can bring the model to their data using familiar controls and integrations and services such as Amazon SageMaker and Amazon Simple Storage Service (Amazon S3).
Generative AI-powered solutions: Customers are looking for generative AI solutions to help improve productivity while seamlessly interacting with applications and systems.		With generative AI built in, services such as Amazon CodeWhisperer, an AI coding companion, can help customers improve productivity. They can also deploy generative AI solutions, such as call summarization and question answering, that combine AWS AI services with leading FMs.
Buyer Personas:	Persona:	Why this persona / conversation starters:
	Business decision makers (Business executives; VP, head, or director of marketing; finance; operations; customer	Business decision makers have the authority to find and fund technology solutions that can help achieve their business outcomes. They are motivated by improving company performance, creating competitive advantage with innovative technology, and potential AI/ML business results. Discovery questions for C-suite business decision makers: <ul style="list-style-type: none">Generative AI is an exciting space that will transform businesses. But these are early days. What is your vision for AI/ML and your company? What are your business goals for AI for this year?



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	service; supply chain; logistics; and legal)	<ul style="list-style-type: none"> • How would you rank the following in order of importance to choose the right foundation model to build your generative AI application? <ul style="list-style-type: none"> ○ Performance ○ Latency ○ Cost • What customer experiences or other use cases do you expect to transform with generative AI? <ul style="list-style-type: none"> ○ How might you improve customer retention by creating more personalized user experiences for your customers? • Have you achieved the business outcomes that you were aiming towards with previous AI and machine learning projects? <ul style="list-style-type: none"> ○ What success or challenges have you had in working with a technology partner to plan and build your AI/ML capabilities? ○ What kinds of business operations would you automate first by using AI technology that is capable of generating novel content? • Ask this question if the customer has a data science team or ML engineer team: What have been some of your company's challenges in launching AI/ML-related products and business processes? Where do you see things getting blocked? <ul style="list-style-type: none"> ○ Do you have in-house development teams or outsource your development? ○ How do you measure the developer productivity? ○ Do you have any organizational goals around developer productivity or cost reduction? • Are chief information security officer (CISO) or legal offices a friction point when it comes to application security and copyright infringement? • Are you able to optimize your digital customer experience in a timely way? What type of data do you rely on to make those optimizations? <p>Discovery questions for C-suite CMO and Marketing:</p> <ul style="list-style-type: none"> • How often are you waiting for new media assets to be created to roll out new marketing campaigns? • How would you expand your brand's reach if you had the ability to deliver highly personalized ads? <ul style="list-style-type: none"> ○ These ads can include personalized imagery, text, and music generated and tailored for unique, individual users, right at the time of impression. • How would your ability to enter new markets be accelerated if you had the ability to automatically generate marketing material? <ul style="list-style-type: none"> ○ These materials can include product descriptions, product placement photos, brochure layouts, and microsites with high quality media and language translations.
	Technical decision makers (Chief cloud architect, head or director of	<p>Technical decision makers usually seek a deeper understanding of the technology. They want to see product details, use cases, and clear explanations on what AWS can do for generative AI in relation to their individual goals. Their top priorities are increasing innovation, delivering IT projects quickly, aligning IT performance metrics to business outcomes, and cutting overall IT costs.</p>

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	data science, analytics, AI and ML, IT executives (excluding c-suite) and professionals)	<p>Discovery questions for technical decision makers, data scientists, managers, developers, and VPs of engineering:</p> <ul style="list-style-type: none"> Generative AI is an exciting space that will transform businesses. But these are early days. What is your vision for AI/ML and your company? <ul style="list-style-type: none"> What kinds of experiences have you always dreamed of providing to your customers, but lacked the original media to create efficiently? What customer experiences or other use cases do you expect to transform with AI/ML? <ul style="list-style-type: none"> How long do you have to wait for media to be created to finish building new products and user experiences? In what aspects of your supply chain are you experimenting with generative design technology? If you were able to use AI technology that is capable of generating media-rich content, how might that impact your digital assets strategy? Do you plan to customize FMs for your particular use case or industry? Would you prefer to maintain control over your hosting instances? Ask this question if the customer has a data science team or ML engineer team: What have been some of your company's challenges in launching AI/ML-related products and business processes? Where do you see things getting blocked? <ul style="list-style-type: none"> Have your software engineering teams begun experimenting with AI-generated code to accelerate rudimentary software engineering tasks? What success or challenges have you had in working with a technology partner to plan and build your AI/ML capabilities?
	Builders (Developer, data scientist, ML developer, ML engineer, BI engineer, director of development productivity, VP of engineering, software development managers)	<p>Builders are the ones implementing generative AI applications. They want to use foundation models to create generative AI applications aligned with business objectives. They are also searching for ways to enhance productivity of their teams to accelerate time to market for their applications.</p> <p>Discovery questions for data scientists and ML practitioners:</p> <ul style="list-style-type: none"> What ML platform are you currently using to evaluate and deploy custom ML models? What are some of the challenges that you face in the model lifecycle? Are you able to quickly and easily deploy foundation models today? What are the barriers? How are you partnering with your product and business stakeholders to provide them with generative AI capabilities quickly, securely, and cost effectively? <ul style="list-style-type: none"> Look for the following: <ul style="list-style-type: none"> Data volume on or coming to AWS: <ul style="list-style-type: none"> Do they own the container? Is strict compliance necessary (as in fintech or healthcare)? Do they value security? Creating novel content such as images for ads, product descriptions, document summarizations, and contextual chatbots Experience using Amazon SageMaker



		<ul style="list-style-type: none">▪ Deployment of models on Amazon EC2 directly or from Hugging Face▪ Desire to stay in AWS or customize a model for their domain (such as FinServ, or HCLS) <p>Discovery questions for developers:</p> <ul style="list-style-type: none">• What is your team's current level of experience with coding and programming, and how much time do you typically spend on coding tasks? What type of application or project are you planning to use the code generator for?• What specific coding tasks do you think a code generator would be most helpful for, and why? What are some examples of tasks or functions that you would like the code generator to automate for you?<ul style="list-style-type: none">○ Are there any security or privacy concerns that you have with using a code generator, and how would you like these concerns to be addressed?○ How important is customizability to you, and how much flexibility do you need in terms of generating code that meets your specific needs?○ What kind of support or training do you think you would need to use the code generator effectively, and what resources would be most helpful to you?• Are there any particular features or functionalities that you would like the code generator to have, such as version control integration, testing or debugging support, or collaboration features?
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