

# Extend AI and ML Momentum Across Your Business



Explore Generative AI with AWS

Adoption of artificial intelligence (AI), machine learning (ML), and now generative AI has immense power to transform data-driven financial services institutions (FSIs) faster and in ways never before possible.

FSIs recognize and embrace the power of AI and ML.

And, they're eager to move faster and do more.

**58%** say AI is important to their company's future success<sup>1</sup>

**64%** of executive leadership "values and believes in AI"—an increase of 78% in 2022<sup>2</sup>

**85%** of FSIs and counting—use AI in some form<sup>2</sup>

**85%** of banking IT leaders—have a clear strategy for using AI in product/service development<sup>3</sup>

Source:  
 1 State of AI in Financial Services: 2023 Trends (nvidia.com)  
 2 Mass Adoption Of AI In Financial Services Expected Within Two Years (forbes.com)  
 3 aiinfinancialservices.pdf (economist.com)

## Use cases gaining significant traction

The availability of cost-effective, easy-to-use, and scalable cloud services is helping to accelerate and expand AI adoption. Potential use cases abound, and include:



### Frictionless customer processes

- Streamlining customer onboarding and KYC
- Enhancing customer service with chatbots
- Enabling seamless omnichannel customer interactions



### Hyper-personalization

- Forecasting the needs of customers and delivering highly personalized service
- Offering unique customer-specific products, rates, and portfolios
- Enabling robo-advisory capabilities



### Intelligent document processing

- Extracting key information to accelerate and improve decision-making
- Enabling sentiment analysis
- Improving topic classification and email routing



### Credit decisioning and underwriting

- Using alternative data sets to extend credit to individuals without extensive credit histories
- Predicting probability of default with greater accuracy
- Enabling risk-grid optimization



### Risk management

- Optimizing portfolios
- Enabling time-series forecasting to predict asset demand
- Improving the ability to manage liquidity, interest rate, and credit risk



### Fraud detection and prevention

- Automating identify verification
- Improving transaction surveillance and fraud detection speed
- Reducing false positive rates

Continue your AI/ML journey with AWS

Even as they build out use cases with traditional AI and ML technologies, FSIs are looking to the next evolution of AI—generative AI.



## Generative AI

### What is it?

A type of AI that can create new content and ideas, including conversations, stories, images, videos, and music.

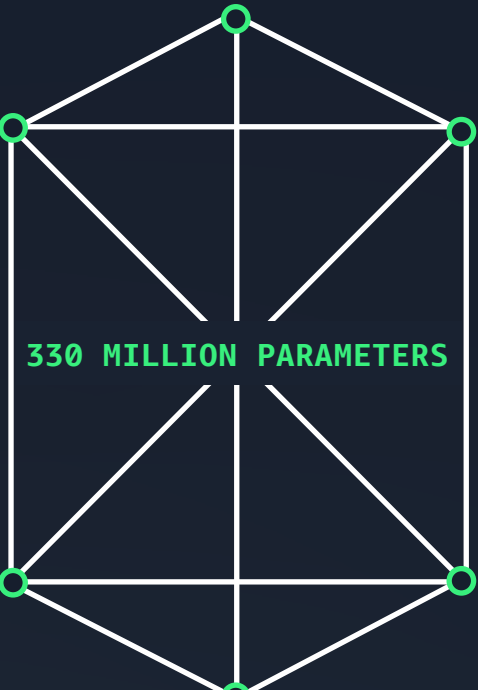
Like all AI, generative AI is powered by ML models—very large models (known as Large Language Models or LLMs) that are pre-trained on vast amounts of data and commonly referred to as foundation models (FMs).



## FM scale takes AI to the next level

A large model with billions of parameters enables richer and deeper context.

Largest pre-trained model in 2019



Largest LLM in 2022

1,600X INCREASE



## FSIs are exploring diverse generative AI use cases



### Improve customer experiences

- Enable more intuitive and accurate responses to questions, including long-form answers to open-ended questions
- Create knowledge articles from disparate internal sources



### Increase the efficiency of knowledge workers

- Automate creation of drafts of investment research, loan documents, insurance policies, and more
- Increase business value of unstructured content



### Understand market and customer sentiment

- Generate customized market commentary and sentiment analysis for investment strategies
- Identify and summarize new trends and potential new investment opportunities and risks



### Enable product innovation and business process automation

- Create on-demand, structured-data products from large unstructured data sources
- Enhance tools for end-users, e.g., stock screening using natural language search
- Boost developer productivity with coding automation

## How AWS is empowering FSIs in their generative AI journeys with speed, security, and flexibility



We're making AWS the easiest place to build with FMs.



We've been investing in the most price-performant infrastructure for ML.



We're working with many customers to deploy game-changing generative AI applications like [Amazon CodeWhisperer](#).



We're offering customers the flexibility to work with open-source models, including those from A121 Labs, Anthropic, Stability AI, Cohere, Hugging Face, and Amazon, or build their own FMs.

## Three things that FSIs can do to get started on generative AI with AWS



Work with your account team to identify your use case and request a demo that AWS can deploy in your account



Explore FMs through [Amazon Bedrock](#) and on [Amazon SageMaker JumpStart](#), and experiment with prompt engineering



Let AWS certified consultants and/or partners help you by engaging with [AWS Partners](#) and [AWS Professional Services](#)

Explore generative AI today