



REPLY INNOVATION TOUR

Welcome to The AWS logo, featuring the word "aws" in a dark blue, lowercase, sans-serif font with an orange curved arrow underneath it.

SEATTLE
March 18th 2024

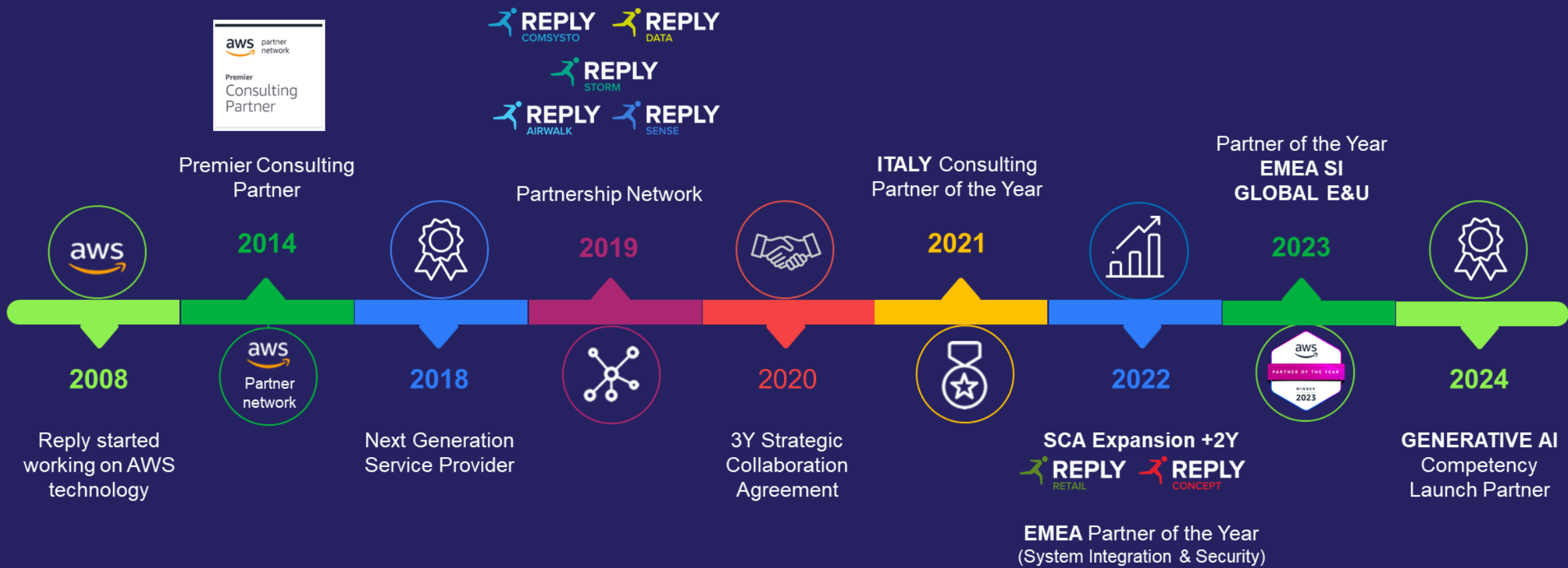


ILARIA ZUFFELLATO
Global Alliance Lead



ENRICO BRAMBILLA
Partner SA Manager

AWS and REPLY



1000+
certifications



31x
APN badges

Generative AI
Data & Analytics
Machine Learning
Cloud Operations
Migration

Oracle
SaaS
IoT
DevOps
Security

Energy
Retail
Financial Services
Automotive
Manufacturing and Industrial



AGENDA

08.30 – Welcome and intro

09.00 – Innovation at AWS

09.45 – Generative AI and Internet of Things

10.30 – 10.45 - Break

10.45 – Exec meeting AWS Generative AI

11.30 - Generative AI demo time

12.15 – 13.00 – Lunch

13.00 – 14.30 – Anthropic

14.30 – 14.45 - Break

14.45 – 16.00 – Amazon Q code transformations

16.00 – 16.45 – Amazon Spheres tour

18.00 – 22.00 - NHL Game: Seattle Kraken vs. Buffalo Sabres





EXECUTIVE INTRODUCTION



AMELIE VERON
Europe South Leader

1995 Amazon.com



AWS global infrastructure



The background of the slide features a dark grey world map. Overlaid on the map is a network of green lines representing global connectivity. These lines connect several large, multi-colored circular nodes (containing blue, green, and yellow dots) which are positioned in North America, South America, Europe, Africa, Asia, and Australia. Smaller blue location pins are scattered across the map, indicating specific regional or availability zone locations.

33 launched regions
105 Availability zones
100% Renewable by 2025
134 price reductions since 2006

amazon | project kuiper

Generative AI

The background features a complex, glowing network of blue lines and nodes, resembling a neural network or data flow. On the right side, there is a large, curved shape that transitions from a bright orange at the bottom to a deep purple at the top, creating a vibrant gradient effect.



1436
Printing
press



1436

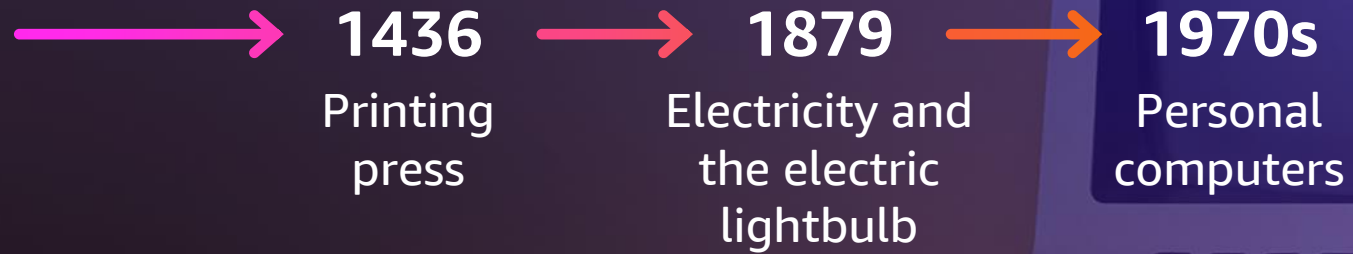
Printing
press



1879

Electricity and
the electric
lightbulb





Even
experts can
be wrong

Apple wizard says computer 'fad' dying

By Scripps-Howard

An astonishing blast of heresy casting doubt on the future of the computer in modern life has come from the very person who designed the first personal computer and is one of Silicon Valley's major heroes, Steven Wozniak.

SKEPTICISM AND HYPE

TechNews

Often
misunderstood

Amazon's Risky Bet



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Six lessons from history



Six lessons from history

1

Those that
succeed use the
right tools

2

A strong
foundation
is required

3

There will be
skepticism
and hype

4

New skills
enable work
to be reimaged

5

Change brings
new risks and
responsibilities

6

Value from
new ideas
explodes

Change
is threatening

NEW SKILLS

New roles
will be
needed



Cloud architect



Social media manager



Data scientist



Head of culture



Automation engineer



Telemedicine physician



Developer evangelist



Sustainability manager

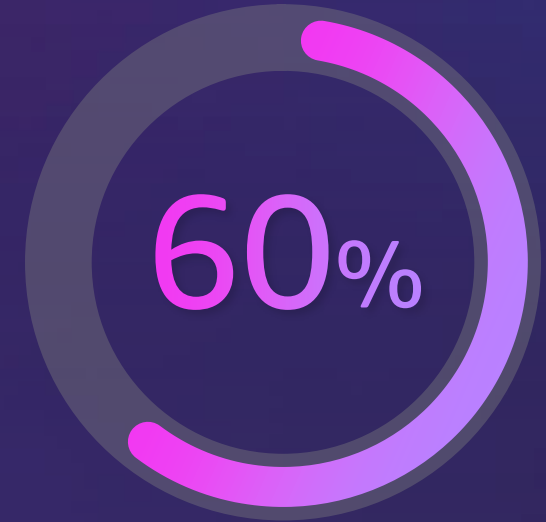
Acknowledge uncertainty



of US and European jobs will be exposed to some AI automation



of employees will need reskilling in the next 5 years (and growing)



of employees are in occupations that didn't exist in 1940

Source: Financial Times 2023 (<https://www.goldmansachs.com/intelligence/pages/generative-ai-could-raise-global-gdp-by-7-percent.html>);
The Work of the Future: Building Better Jobs in an Age of Intelligent Machines (https://www.youtube.com/watch?v=pk_Ws6RuTfo), 2021;
The Future of Jobs Report, World Economic Forum, 2020;
How many of your daily tasks could be automated? McKinsey 2015

STRONG FOUNDATION

Generative AI application



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STRONG FOUNDATION

Generative AI
application

Data is your strategic asset for generative AI

Foundational models, analytics,
databases, and data integration

Six lessons from history

1

**Those that
succeed use the
right tools**

The right tool for
the right job
Use the right
approach

2

**A strong
foundation
is required**

Accelerate your
cloud journey
Get your data
foundation right

3

**There will be
skepticism
and hype**

Help your people
be comfortable
Fall in love with the
problem not the solution

4

**New skills
enable work
to be reimaged**

Train your own
teams now
Rethink work

5

**Change brings
new risks and
responsibilities**

Implement a
responsible
AI program

6

**Value from
new ideas
explodes**

Light your first
street with
generative AI.
Now

A G E N D A

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VALUE EXPLODES

Think big.



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