

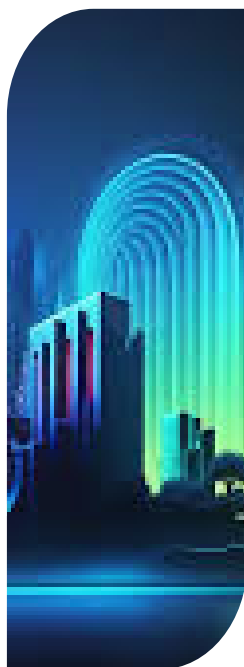
The SUDO Series


Generative AI Use Cases



Generative AI Use Cases for Software

INNOVATE. OPTIMIZE. LEAD



powered by 

Search and Summarization

Key Benefits



Faster Time to Market



Improved Latency



Productive Workforce



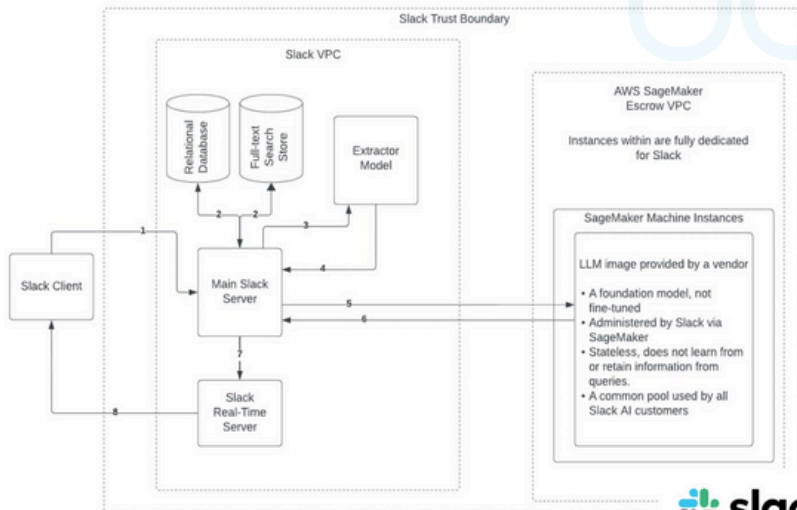
Security and Privacy

Solution

Slack AI is powered by **Amazon SageMaker**, which allows Slack to access state-of-the-art foundation models. The models are hosted on dedicated infrastructure within Slack's own **AWS Virtual Private Cloud (VPC)**.

How It Works

Models are hosted in a dedicated AWS SageMaker Escrow VPC for security. The models are stateless and do not learn from or retain information from user queries. Slack uses multiple GPU instances and a LEAST_OUTSTANDING_REQUESTS (LOR) routing strategy for more uniform load balancing, which provided the ~39% latency reduction.



Automated Content Creation

Key Benefits



Optimization



Increased revenue



Rapid Generation



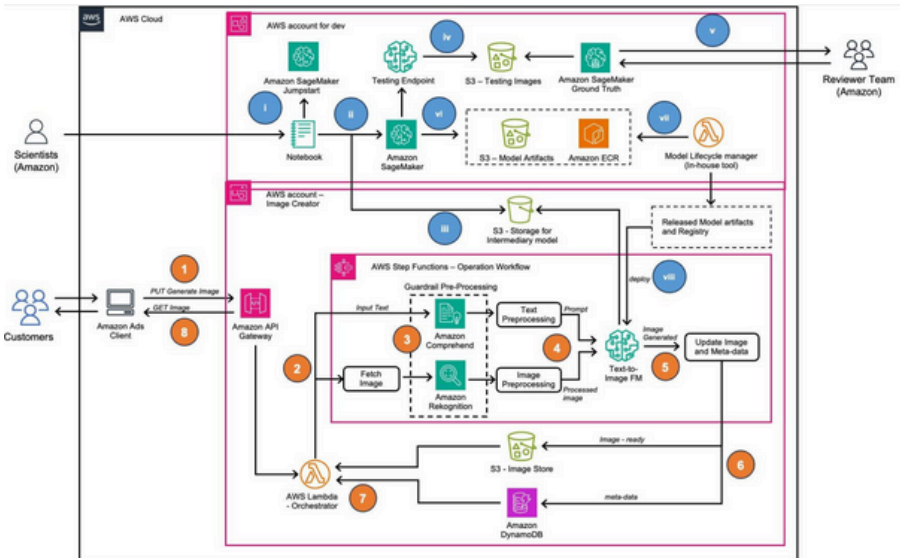
Automated Matching

Solution

An automated platform that uses a workflow of several AWS services, including Amazon API Gateway, AWS Lambda, AWS Step Functions, Amazon SageMaker, Amazon Comprehend, and Amazon Rekognition .

How It Works

A customer makes a request via an Amazon Ads Client. This triggers a Lambda orchestrator that starts a Step Functions workflow. The workflow preprocesses input text (using Comprehend) and fetches/preprocesses images (using Rekognition). This data is used to create a prompt for a Text-to-Image Foundation Model, which generates the new image. The final image is stored in S3 and its metadata in DynamoDB



Gen AI Use Cases



Proactive Engagement with Hyper Personalization

Key Benefits: This approach transforms marketing by delivering more relevant content to individual users.

Solution: Integrating Generative AI into AWS Communication Developer Services (CDS).

How It Works: AI is used to create scalable, omnichannel marketing campaigns that are hyper-personalized based on user data and engagement history.



Conversational AI

Key Benefits: It is a powerful tool for enhancing customer interaction and satisfaction by understanding context and delivering relevant answers.

Solution: Integrating Gen AI with AWS CDS, for example, to create a two-way SMS chat with a Gen AI chatbot.

How It Works: This enables customers to have intelligent, open-ended dialogues through the same channels used for outbound marketing, with the AI providing personalized responses.



Get answers with a Wickr LLM bot.

Key Benefits: It provides answers from a LLM in a secure, end-to-end encrypted interface. When configured correctly, the bot has no "memory" and does not store questions or answers. It can also be connected to a custom LLM on private hardware for use in environments with intermittent internet

Solution: A Wickr Bot integration.

How It Works: Technical teams can build and deploy a Wickr Bot that brings Gen AI services to edge devices through a simple chatbot interface.



Image Recognition

Key Benefits: Allows users in the field to process photos and videos to receive alerts or metadata.

Solution: A Wickr Bot integrated with Amazon Rekognition.

How It Works: The bot is built to identify objects, scenes, actions, and more from images that are uploaded through the chat interface.



Transcribe speech.

Key Benefits: Allows users to receive text versions of audio messages automatically.

Solution: A Wickr Bot integrated with Amazon Transcribe.

How It Works: The bot automatically transcribes voice messages sent through Wickr and replies with the text.



Translate messages.

Key Benefits: Enables seamless multilingual communication within a secure environment.

Solution: A multilingual Wickr Bot that uses Amazon Translate.

How It Works: The bot translates messages between different languages as they are sent in the chat



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