



## EXECUTIVE BRIEF

# A leader's guide to maximizing the business value of generative AI

### THE GEN AI OPPORTUNITY

\$2.6T

Gen AI could add \$2.6–4.4 trillion to the global economy annually.<sup>1</sup>

### THE GEN AI REALITY

≤30%

Businesses have moved 30% or fewer of their gen AI experiments to production.<sup>2</sup>

<sup>1</sup> "The economic potential of generative AI: The next productivity frontier," McKinsey Digital, June 2023

<sup>2</sup> "Now decides next: Moving from potential to performance," Deloitte, Q3 Report, August 2024

# Are you ready to capitalize on generative AI?

## Unlock the business value of generative AI

Generative artificial intelligence (gen AI) is a strategic imperative for businesses, with the potential to drive operational efficiencies, foster innovation, and unlock new growth opportunities. In fact, Gartner predicts that 80 percent of enterprises will deploy gen AI applications by 2026.<sup>3</sup>

However, business leaders also recognize the challenges that come with this fast-evolving technology. Questions around extracting value, managing security and privacy, and the impact on people are top of mind.

This executive brief will help you navigate the complexities and drive tangible results quickly and securely. Plus, get inspired by real-world examples of companies fueling innovation with gen AI on Amazon Web Services (AWS).

# 67%

of organizations say they are increasing investments in gen AI given the strong value they have seen to date.<sup>4</sup>

<sup>3</sup> "Gartner Says More Than 80% of Enterprises Will Have Used Gen AI APIs or Deployed Gen AI-Enabled Applications by 2026," Gartner, October 2023

<sup>4</sup> "Now decides next: Moving from potential to performance," Deloitte, Q3 Report, August 2024

# 6 steps to success with generative AI

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In helping tens of thousands of AWS customers use gen AI to enhance customer experiences, boost employee productivity, and accelerate process optimization, we have identified six proven steps that can help organizations drive business value quickly and securely.

- 1 Create a culture of innovation and security**  
Unlock the full potential of gen AI by championing a culture that supports experimentation, learning from failures, and responsible development of AI systems.
- 2 Make data your differentiator**  
Success with gen AI requires relevant, high-quality data, which means investing in a strong cloud-based data foundation with a comprehensive range of services to store and query data at scale, break down data silos, and ensure data is adequately secured and governed.
- 3 Find the right business problem to address**  
The question isn't where you *can* apply [gen AI](#) but where you *should* apply it. Powerful gen AI use cases include customer experience, employee productivity, and process optimization.
- 4 Upskill teams**  
Equip your existing workforce with the relevant skills to thrive in the era of gen AI. Provide customized training, promote cross-functional collaboration, and empower teams to embrace the capabilities that can help drive AI initiatives forward.
- 5 Scale beyond pilot projects**  
Move past one-off AI experiments and create a framework to scale gen AI across the business sustainably. Leverage managed AI services and pretrained models to accelerate deployment and focus teams on high-impact use cases.
- 6 Measure the results**  
Evolve beyond traditional return on investment (ROI) metrics and instead focus on indicators that demonstrate gen AI's impact on business agility, competitive advantage, and risk tolerance.

# How 3 businesses are fueling innovation on AWS



**Ferrari** uses gen AI on AWS to enhance its customer experience and increase sales, experimentation, and productivity.

The luxury Italian auto manufacturer is using the broad model selection of [Amazon Bedrock](#) to apply gen AI to several use cases. Using large language models (LLMs) in Amazon Bedrock, Ferrari developed a car configurator to make it easier and faster for customers to personalize their car, which increased sales leads and reduced vehicle configuration times by 20 percent. Ferrari also fine-tuned LLMs—including [Amazon Titan](#), [Claude 3](#), and [Llama](#)—on its own internal documentation to create a gen AI chatbot that helped their sales professionals and technicians enhance the after-sales experience.



**Bayer Crop Science** empowers its data scientists to innovate faster and more efficiently using gen AI.

Bayer Crop Science wanted to boost employee productivity and transform software development. By implementing [Amazon Q Business](#), a gen AI-powered assistant, Bayer Crop Science reduced onboarding time by up to 70 percent, and [Amazon Q Developer](#) further improved developer productivity by as much as 30 percent.



**PGA TOUR** uses gen AI on AWS to reinvent the fan experience.

PGA TOUR provides fans with insights, predictive analytics, and immersive experiences—all while securing the brand's hugely valuable intellectual property (IP). The AWS-powered system used by PGA TOUR ingests and translates data at scale, then applies [Amazon Bedrock](#) to provide timely information about events, players, and stats. It can even predict—within 1.5 seconds—where a golf shot will land.

## Tens of thousands

of customers are moving their gen AI experiments into production on AWS to drive real business value.

# Fuel your generative AI breakthroughs with AWS

## Helping leaders deliver business value quickly

For leaders who want to invest in gen AI while maintaining agility as the technology evolves, AWS provides the flexibility, ease of use, and choice to help you:

### → Move fast and confidently with secure gen AI on AWS:

Accelerate innovation and unlock new opportunities with a robust, secure cloud foundation designed to help protect your gen AI applications. Rooted in an Amazon culture of security, AWS offers robust security, compliance, governance, responsible AI, and privacy tools to meet the demands of your customers, regulators, and employees with safe, trusted AI innovation, even in the most highly regulated industries.

### → Unlock growth opportunities using your data:

Your data is the difference between generic AI and one that knows your business and your customers. With AWS, you can easily and privately leverage your data to build trusted and differentiated gen AI experiences.

### → Deliver meaningful business value quickly:

With gen AI on AWS, your business can scale quickly, supported by AWS tools, partners, and experts in the [AWS Generative AI Innovation Center](#).

### → Build a competitive advantage:

Get the flexibility, ease of use, and choice you need to stay agile and move quickly with a comprehensive set of AI capabilities, enabling rapid innovation at low cost. With access to the latest models, organizations can experiment and build transformative experiences to gain an enduring competitive advantage.

## Next steps

1. Be sure to read and share:  
[3 Leading Generative AI Use Cases for Businesses](#)
2. [Learn more about fueling innovation with gen AI](#)