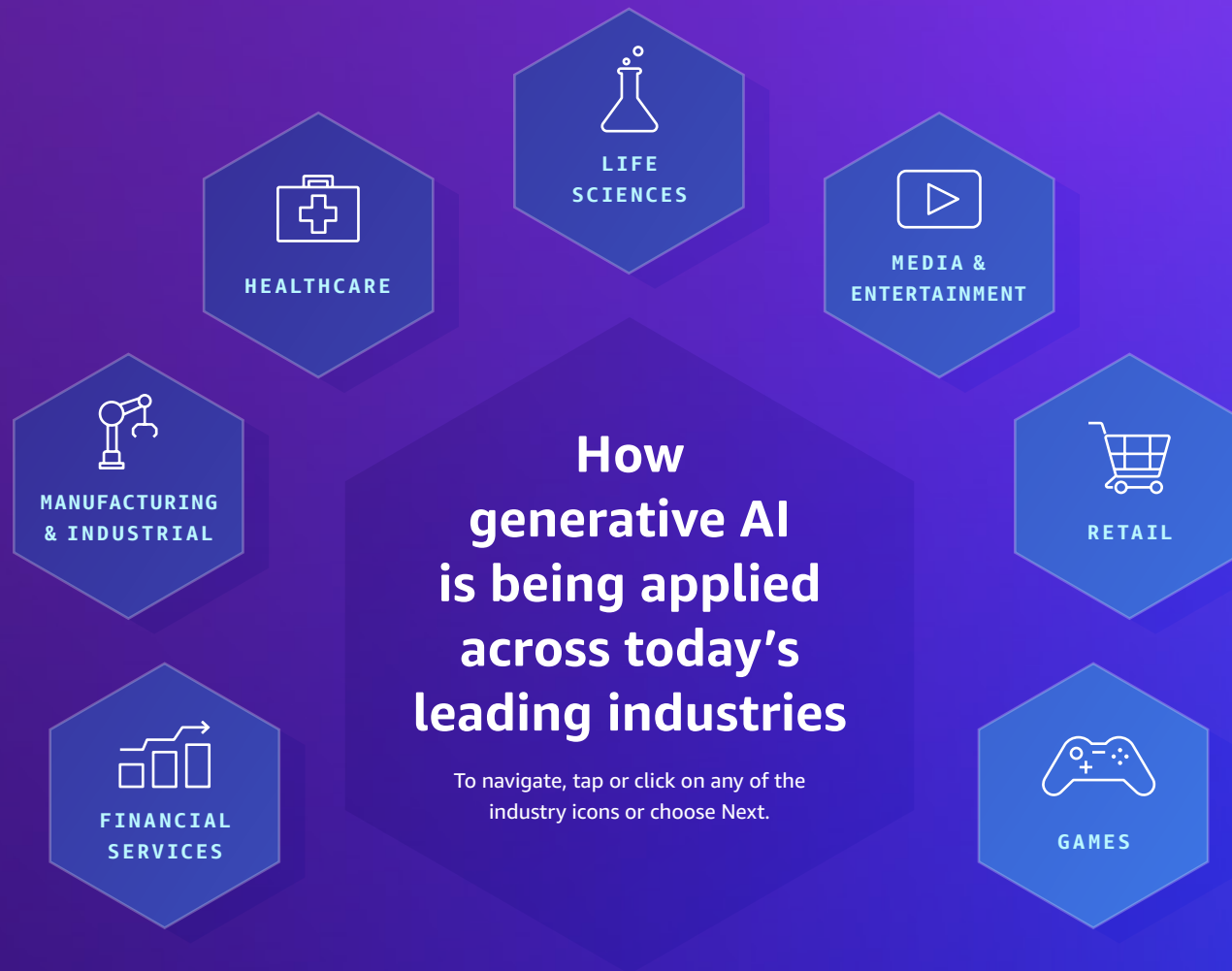




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Powered by generative artificial intelligence (AI), organizations across the global economy are rewriting the rules of innovation. Explore how businesses in many of today's leading industries are benefiting from this breakthrough technology.

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[Discover how a global financial innovator is enhancing customer interactions and conversation flows with AI ›](#)



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CUSTOMER STORY

How BBVA transformed into an AI-driven business

Banco Bilbao Vizcaya Argentaria, S.A. (BBVA) is taking a decisive step in its transformation into a data- and AI-driven business. The global banking leader is partnering with Amazon Web Services (AWS) to harness machine learning (ML) to transform internal processes, improve risk management, drive growth, and deliver innovative solutions for its customers.

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BBVA



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CUSTOMER STORY

Principal Financial improves the customer experience with Amazon Bedrock

“As a next step, we are integrating foundation models (Amazon Titan with Amazon Bedrock) to our proprietary solutions. In addition to the use of Amazon Bedrock in customer interaction calls, we are also evaluating its use for the creation of corporate customer taxonomies and the improvement of conversational flows for our virtual assistants.”

Miguel Antonio Sanchez, Director of Data & Analytics,
Principal Financial Group



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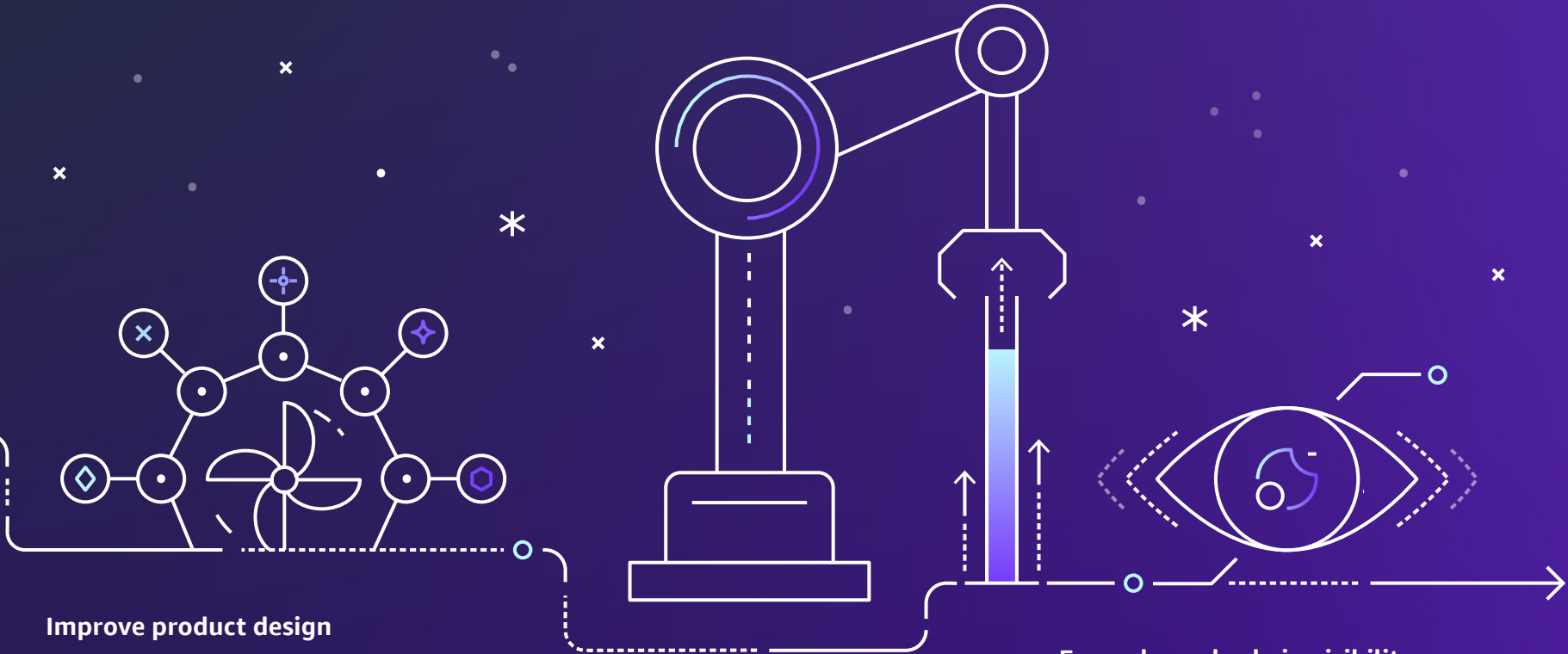


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Manufacturing & Industrial

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Improve product design

Create more innovative design options to develop better parts and products while reducing costs, mass, materials, and production timelines.

Boost manufacturing productivity

Optimize the effectiveness of your industrial equipment to help deliver greater productivity, quality, and machine availability.

Expand supply chain visibility

Use generative AI in supply chain systems to make faster, more informed decisions that mitigate risks, save costs, and improve customer experiences.



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Healthcare

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Life Sciences

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Media & Entertainment

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Enhance content production

Speed the generation of 2D and 3D imagery, character development, detailed storyboards, and fully textured scenes.

Enable text transformation

Summarize Electronic Program Guide (EPG) descriptions to provide spoiler-free show summaries or generate marketing and social media content from digital movie posters or trailers.

Add depth to broadcasts

Create more context for viewers with broadcast commentary informed by data analysis and key metrics.



Retail

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[Learn more about use cases, solutions, and outcomes to drive continued growth for your retail organization ›](#)



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Games

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Generate concept art and game assets

Augment content generation to enhance creativity, accelerate production, and uplevel the quality of game content.

Enhance backstories and dialogue

Deepen character motivations by leveraging generative AI to enhance backstories and create dialogue for an infinite number of characters.

Personalize game experiences

Empower players to create and customize their own in-game experiences with the interactive capabilities enabled by generative AI.

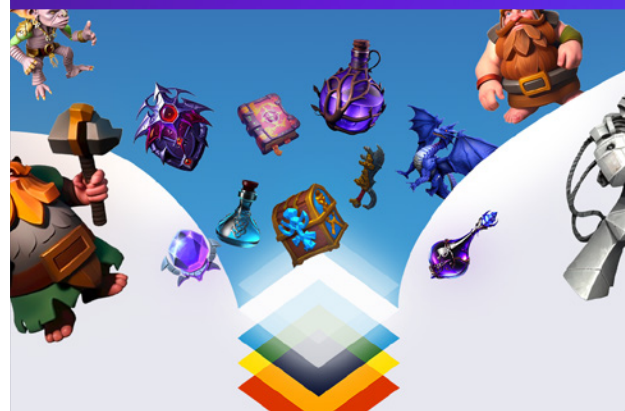
Learn how an AI innovator creates 100,000+ game assets daily with AWS ›



CUSTOMER STORY

How Scenario creates 100,000+ game assets daily

Scenario Incorporated is a fast-emerging AI company accelerating time to market for game developers by freeing them from repetitive tasks related to asset generation. The company utilizes generative AI to create over 100,000 style-consistent game images and variations daily based on its customers' artwork.

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Generate concept
game assets

Augment content g
creativity, accelerat
uplevel the quality

Evaluate generative AI models in 3 easy steps



1. Align

models to your use cases, requirements, and goals



2. Run

them cost-effectively on a scalable, performant infrastructure



3. Uphold

regulatory compliance and responsible AI practices

Now's the time to get real with AI

Learn how AWS can help you overcome industry and business challenges by leveraging the power of generative AI.

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