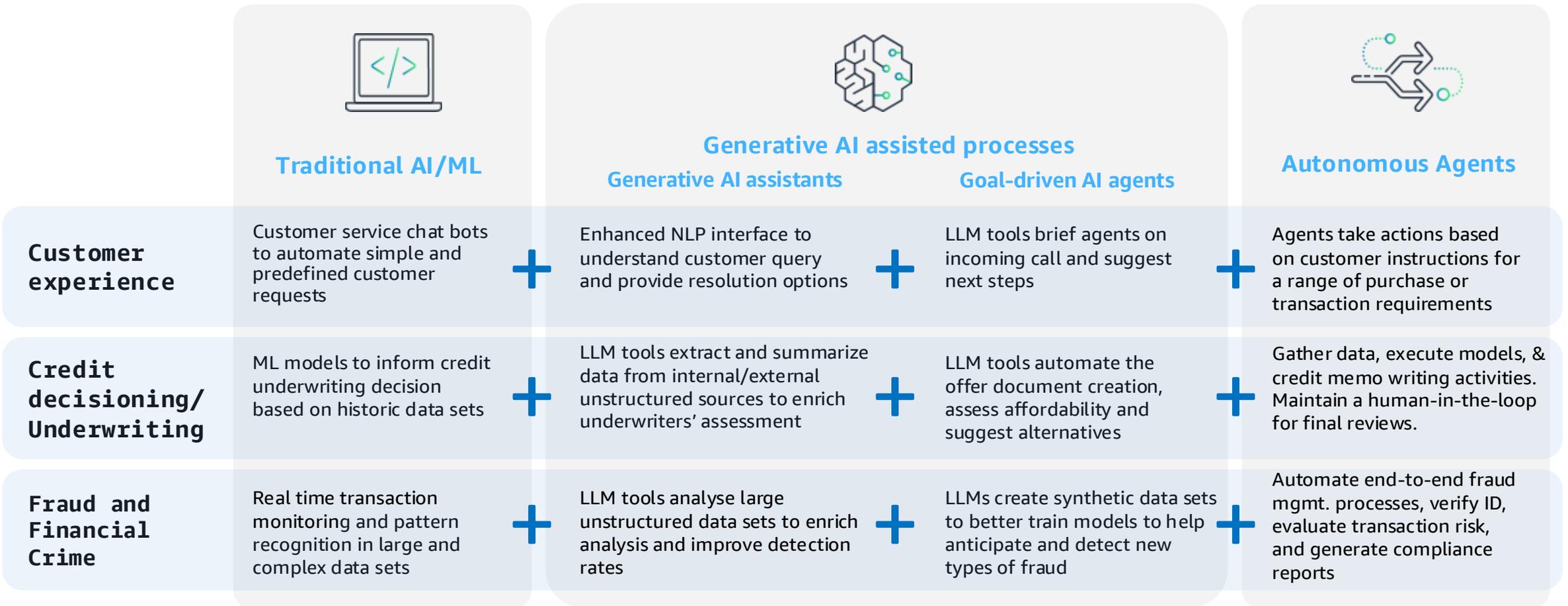




Scaling AI for Financial Services

Autonomous Agents are extending what is possible with AI and driving further operational efficiency and customer service innovation



AWS's approach is built around three foundational principles



Security & privacy by design

Build securely and control the use of your data



Guardrails embedded in our services

Define how you govern and control the use of GenAI and ML in your organization



Model choice as a pre-requisite

Choose which GenAI and ML models you build or buy and easily integrate them into your technology and business operations

...and we've made it easier and safer to deploy genAI solutions

Amazon Bedrock, AWS's fully managed Generative AI service, offers:



Bedrock Flows is an orchestration tool designed to simplify the creation, testing and development of Generative AI workflows.



Bedrock AgentCore makes it easier to deploy and operate highly capable agents and systems of agents securely, at scale using any framework and model



Automated Reasoning checks help detect hallucinations and provide a verifiable proof that a large language model (LLM) response is accurate



Data Automation streamlines the development of generative AI applications and automates workflows making it easier to build intelligent document processing automation solutions



AgentCore Observability gives real-time visibility into how agents behave in production. This makes it easier to detect failures, control costs, evidence controls and investigate



Amazon Bedrock AgentCore Gateway Policy and Evaluations actively blocks unauthorized agent actions through real-time, deterministic controls that help developers continuously inspect the quality of an agent based on its behaviour.

Banks are transforming the industry with generative AI & AI/ML



User experience

- Customer Experiences
- Employee Experiences



Workflow automation

- Loan Origination
- Increase efficiency of knowledge workers



Credit risk analysis

- Credit Underwriting
- Portfolio Risk Assessment



Fraud & financial crime prevention

- Support compliance with KYC/AML
- Prevent Fraud and Financial Crimes



Personalization

- Customer Segmentation
- Personalized recommendations



Code development

- Democratizing Data Science
- Legacy Code Modernization
- Code assist/automation



Capital Markets customers are using agentic and generative AI to power a wide range of use cases



Customer experience

- Client service chatbots & front-ends to knowledge repositories
- Summarization and insights from omnichannel customer interactions
- In-call assist and post-call analytics
- Efficient customer onboarding



Personalization

- Hyper-personalized content creation for marketing and promotions for client acquisition
- Delivery of customized insights based on client portfolios and profiles



Text analytics & automation

- Process automation and alpha generation
 - Document processing and data extraction
 - Email processing
 - Topic modeling
 - Sentiment analysis



Agentic AI / Multi-agent workflows



Knowledge management

- Investment analysis & investor meeting prep
- Trade routing & counterparty selection
- Financial crime, compliance & reporting
- Sales and marketing, client prospecting



Democratizing analytics

- Natural language interfaces to data, analytics and visualizations
- Exploration and transformation of portfolio, transactions, and market data



Find the right AWS Partners to fit your business needs



AWS Marketplace

Explore and find partner practices and solutions to help bring generative AI into your business.

- Global Systems Integrators
- Systems Integrators
- Independent Software Vendors
- Business Consulting & Advisory



Hundreds of Use Cases

AWS Partners have released offerings and solutions for Generative AI use cases across all major industries and cross-industry business functions.



Generative AI Competency Partners

Boost productivity, build differentiated experiences, and innovate faster with AWS partners with proven success deploying generative AI on AWS

- Consulting Services
- Generative AI Applications
- Foundation Models & App Development
- Infrastructure & Data



Thank you!