The Pragmatic AI Journey: From Vision to Value

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AWS

WORLDSUMMIT AI
AMSTERDAM

Five European businesses
adopt AI every minute
49% AI adoption in NL

Booking.com

60%

Reduction in operational cost

99.99%

Enhanced reliability

100M

API requests handled daily

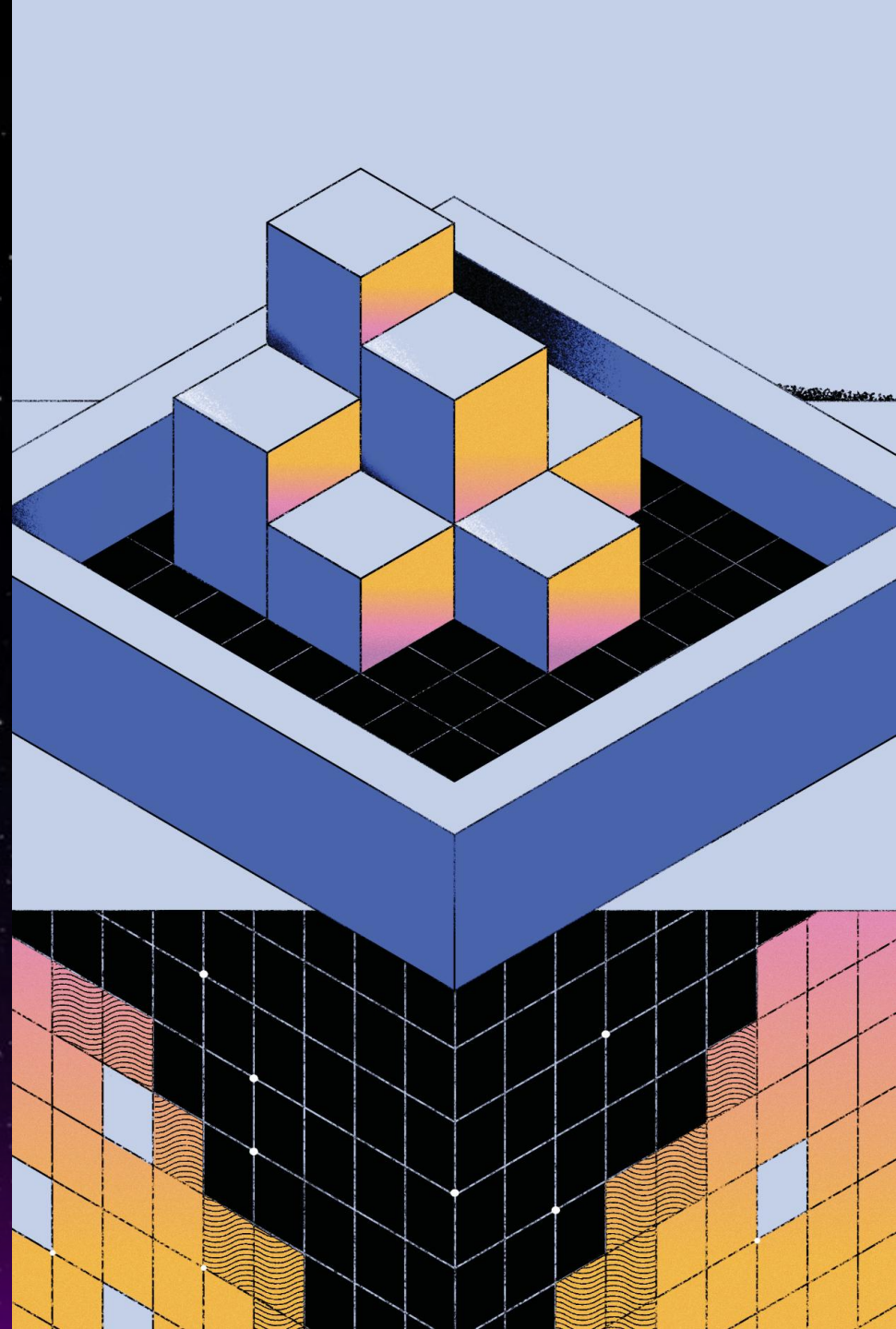
100,000

Lines of code

12%

Automating repetitive tasks

Fundamental pillars of the generative AI mindset



PILLARS OF THE GENERATIVE AI MINDSET

Working backwards from business outcome

Data as your differentiator

Discipline equals freedom

Lean in or be left behind

Working backwards from business outcome

Data as your differentiator

Discipline equals freedom

Lean in or be left behind

43,200

hours reclaimed

Working backwards from business outcome

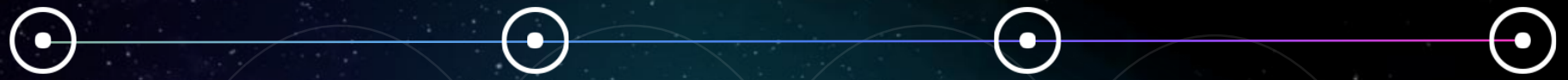
Data as your differentiator

Discipline equals freedom

Lean in or be left behind

50%

global telecom traffic managed using AWS generative AI



Working backwards from business outcome

Data as your differentiator

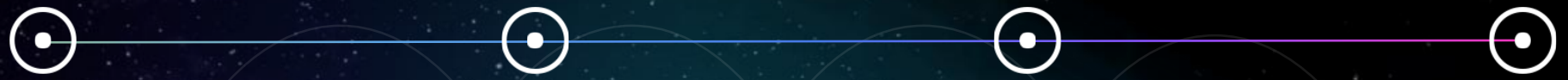
Discipline equals freedom

Lean in or be left behind

konvecta

Security

As the foundation



Working backwards from business outcome

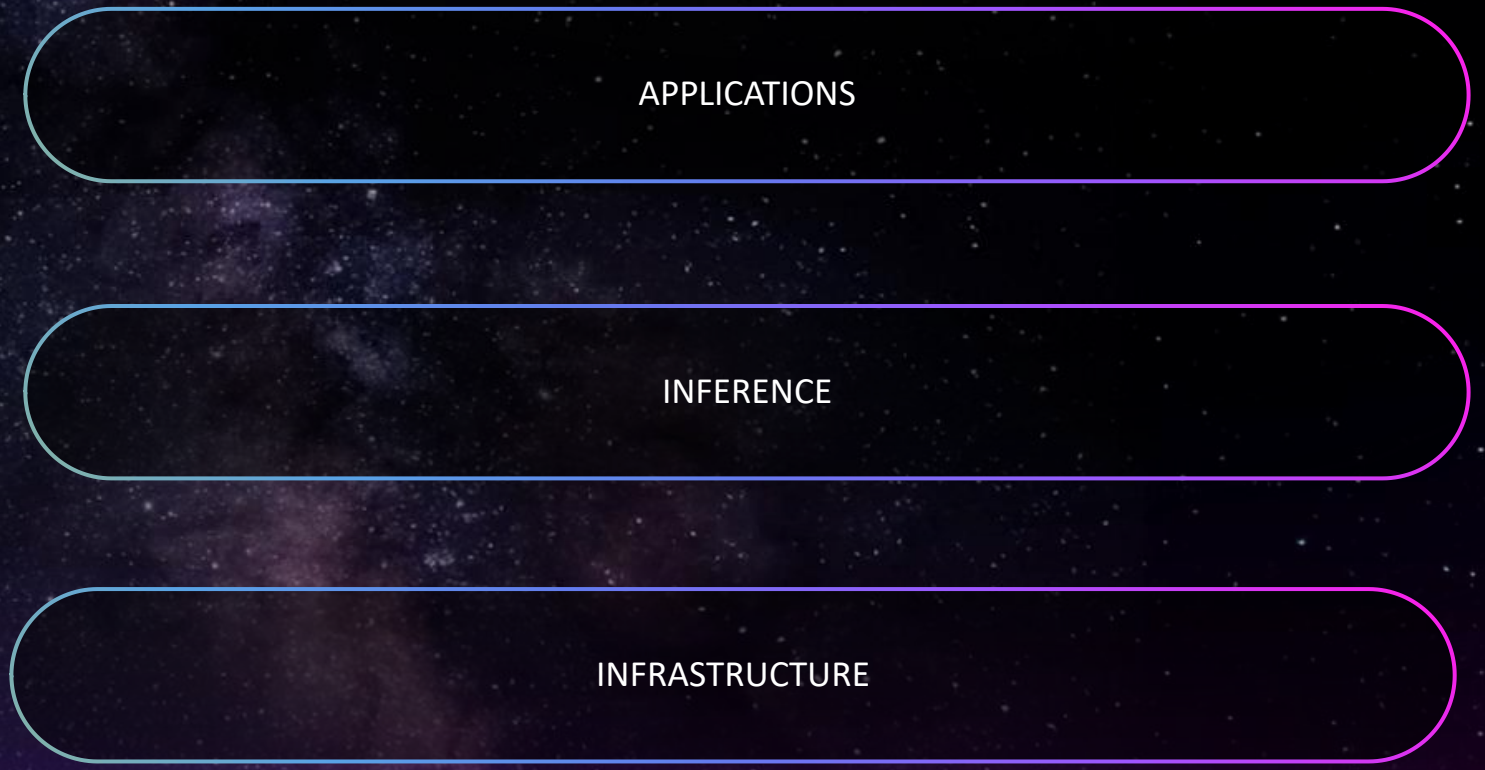
Data as your differentiator

Discipline equals freedom

Lean in or be left behind

AI and Agents are transforming everything

AWS AI Stack



INTERFACES & PROTOCOLS (MCP/A2A)

DATA

NEW
Amazon Bedrock
AgentCore
A set of services to deploy and operate highly capable agents securely, at scale using any framework and model
AVAILABLE IN EMEA

bunq
97%
Support
47 seconds
Response time
38
Languages

Transforming incident management with AWS

01 / Faster, Smarter Incident Response

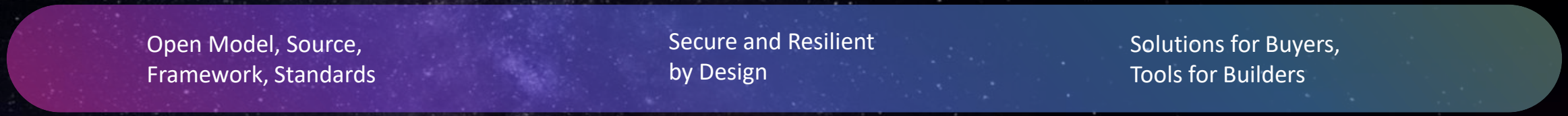
02 / Real-Time Attack Discovery

03 / Secure, Compliant AWS Integration

alexa+

65° 10:10
Recommended Recipes
Tofu bowl with broccoli and rice
Tasty
TV & Video
REACHER
Season 3
Prime Video
fire tv
Live TV
prime video
YouTube
NETFLIX
max
Disney+
hulu
Amazon Photos
Family Trip
Amazon Photos
For You
Close game alert
Basketball Update
Peaceful sleep dozing
Guided relaxation
Save on Ninja Blender
Found your deal
Today
11 AM
Vet Appointment
2 PM
Work Event
6:30 PM
Date Night
9 PM · Reminder
Call babysitter
February 2025
SUN MON TUE WED THU FRI SAT
Seattle, WA
65°
Sunny
H 65° L 48°
1 PM 2 PM 3 PM 4 PM
72° 74° 75° 74°

How is our Agentic Strategy differentiated?



OPEN

ENTERPRISE

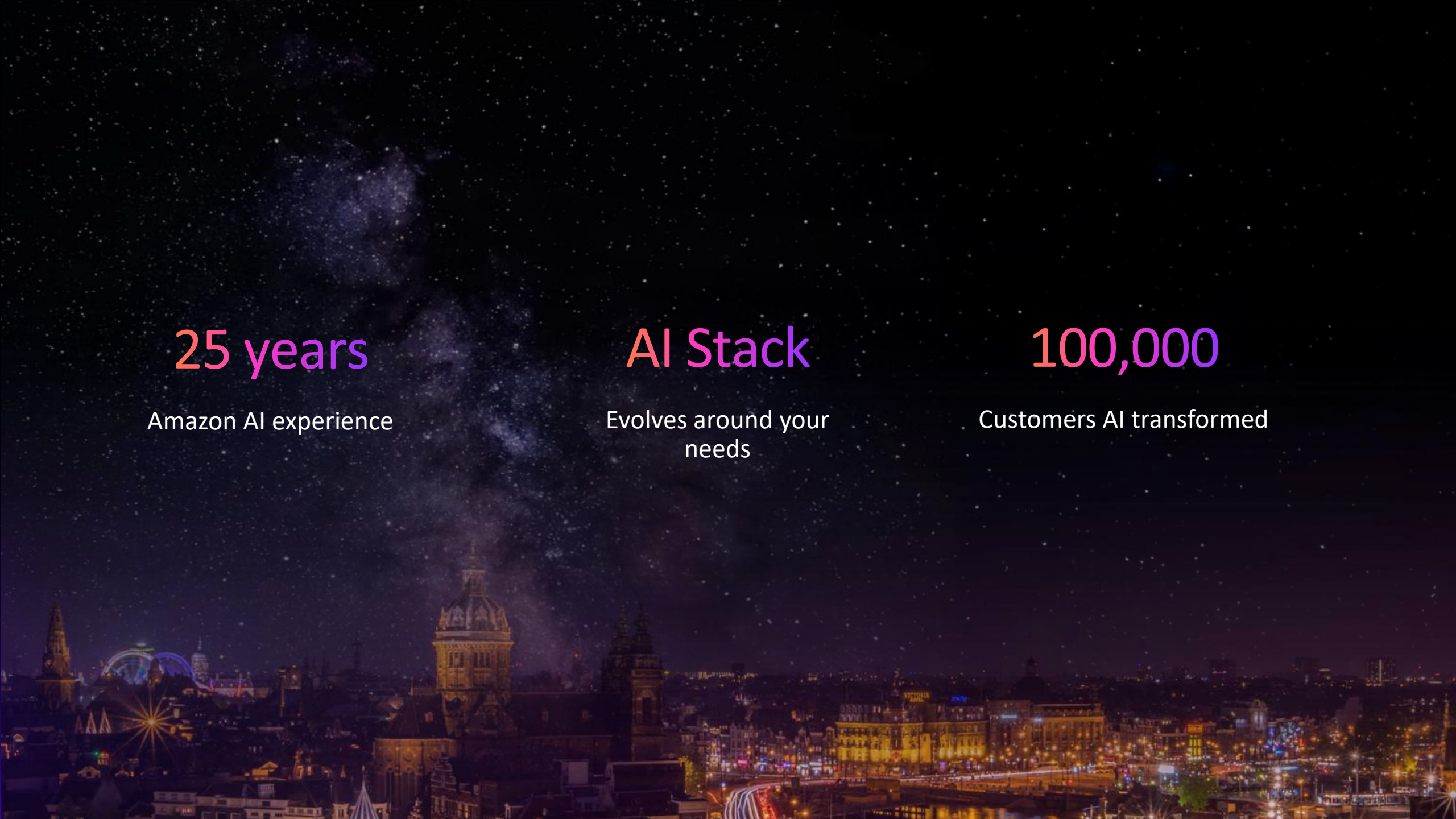
ADAPTIVE

KIRO

The AI IDE for prototype to production

Amazon Quick Suite

- Information and content
- Research and analysis
- Automation


25 years
Amazon AI experience
AI Stack
Evolves around your needs
100,000
Customers AI transformed