



# Unleash the transformative value of generative AI

Key strategies for business leaders looking to get started with generative AI to drive cost, performance, and growth.

Artificial intelligence (AI) has the potential to unlock trillions in value over the next decade with generative AI at the forefront, reinventing experiences and creating applications never seen before. This is why over 80 percent of companies are working with or planning to adopt generative AI. But issues around implementation, cost, and trust are often roadblocks to value.<sup>1</sup>

IBM and Amazon Web Services (AWS), with Red Hat, bring a unique combination of enterprise AI, cloud, infrastructure, and open-source technologies delivered with deep IBM Consulting expertise. This enables companies to quickly and responsibly scale AI workloads using a comprehensive stack of generative AI composed of Amazon Bedrock and IBM watsonx running on AWS and across hybrid cloud environments.

Together IBM and AWS can help you achieve innovation with cost and performance benefits from generative AI powering new levels of productivity and breakthrough offerings and services, so your businesses stay ahead of the curve.

**Jump-start your generative AI strategy with IBM and AWS.**

<sup>1</sup> Gartner, "Gartner Says More Than 80% of Enterprises Will Have Used Generative AI APIs or Deployed Generative AI-Enabled Applications by 2026," October 2023.

Generative AI is unlike any technology that has come before. It's rapidly disrupting businesses and society, forcing leaders to rethink their plans and strategies.

To help CEOs and business leaders stay on top of the fast-shifting changes, IBM Institute for Business Value (IBV) offers a series of [research-backed guides to generative AI](#), on topics from data cybersecurity to tech investment strategy to customer experience.

According to IBV, generative AI adoption is estimated to grow four times in the next three years. However, 60 percent of businesses have not yet defined and developed an enterprise-wide approach to generative AI implementation as leaders need help in defining the strategy and use cases.

This brief highlights a selection of two key topics where businesses are looking to accelerate the integration of generative AI:

- **Application modernization:** Generative AI for app modernization fuels a virtuous cycle of increased agility and revenue growth.
- **Customer service:** Generative AI can be deployed to improve engagement and achieve faster response times, while agents add a deft human touch at just the right moments.

## Application modernization

### Seize the opportunities previously out of reach.

Application modernization is the process of updating traditional systems and applications to incorporate modern technologies and architectures. Generative AI can make it easier than ever. Rather than bolting modern apps onto legacy systems, businesses can use generative AI to speed digital transformation organization-wide.

With generative AI, businesses can use resources more effectively by automating and streamlining parts of the process. Generative AI tools, such as Amazon CodeWhisperer, can generate code snippets and application components to speed development. Others can automate testing to make sure apps perform as expected. Generative AI can even correlate KPIs to the app performance and support requirements, which helps leaders make faster, smarter decisions about IT spend.

### How to get started:

- **Start small.** Apply generative AI to applications that have already been modernized to showcase potential and inspire teams with a quick win.
- **Find missed opportunities.** Identify modernization initiatives that represented significant business value but were abandoned due to the estimated cost or level of difficulty. Tackle those priorities and build a running list of new targets.
- **Track and measure the impacts of generative AI on developer productivity.** Use this data to build buy-in with other business unit leaders.
- **Measure business and IT goals side by side.** Tight-knit integration with IT helps leaders ensure that the apps providing the most business value are getting the most support.

## Customer service

### Trust that even targeted changes can make a big splash.

Freeing up human agents so they can pivot to more personalized customer engagement—where it matters most—is one of the most immediate ways organizations can offer enhanced value to customers, differentiate their brand, and begin transforming customer service from a cost center into a revenue accelerator.

### How to get started:

- **Prioritize use cases that improve the agent experience.** Obviously, automate repetitive manual tasks. And let agents tap generative AI to answer questions about products and services and offer recommendations. Give agents quick and easy access to call transcripts and summaries. Use generative AI for instant translations. And enable agents to access coaching based on their personal analytics.
- **Let generative AI manage the standard customer interactions** and relay the more complex and sensitive queries to your human agents. Invest to create highly trained individuals and nurture them carefully. Along with empathy, ensure they have the business acumen to offer the white-glove service that can convert unhappy customers into brand loyalists.
- **Don't play "hide-and-seek" with your customers.** Tell them when they are engaging with a generative-AI bot. And let them request human assistance at will, no questions asked.

## See results

IBM Consulting and AWS are enhancing various solutions and services with the power of generative AI designed to help clients integrate AI quickly into business and IT operations. A few examples of those solutions that can benefit businesses across industries include:

### [Contact center modernization with Amazon Connect](#)

IBM Consulting and AWS are working to create summarization and categorization functions for voice and digital interactions using generative AI, expediting resolution times and improving quality management in customer service operations for clients.

## How one IBM customer is accelerating innovation

A communications services provider teamed with IBM Consulting on a multiphase initiative to democratize use of AI across its enterprise, empowering all business and IT functions to create, develop, and deploy their own cloud-native AI apps.

With IBM's AI at Scale framework and the IBM Garage approach, the team successfully scaled four cloud-native AI apps from concept to production in just four months. The apps rapidly delivered value. For instance, within two weeks of being deployed, the AI app for triaging incoming B2B leads significantly reduced the associated costs and time spent on the effort.

In a recent AWS announcement,<sup>2</sup> Priya Arora, Global Head of Generative AI Center of Excellence – AWS Partner Organization states that, "Enterprises around the world are exploring the possibilities and potential of generative AI and realizing the inherent complexity associated with leveraging it to address business challenges. This is why AWS made the commitment to simplify and democratize generative AI."

IBM has experience and expertise with generative AI technologies, including Amazon SageMaker, Amazon CodeWhisperer, Amazon Q, and Amazon Bedrock, a fully managed service that offers a choice of high-performing foundation models (FMs) from leading AI companies, such as AI21 Labs, Anthropic, Cohere, Meta, Stability AI, and Amazon via a single API, along with a broad set of capabilities to build generative AI applications with security, privacy, and responsible AI.

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<sup>2</sup> "IBM Expands Relationship with AWS to Bring Generative AI Solutions and Dedicated Expertise to Clients," October 2023.



# Generating innovation with AWS

The most performant and cost-effective tools and infrastructure for generative AI.

AWS has been training for this moment. Generative AI isn't new, but deep expertise refined over years of experimentation at AWS is newly available to your business in a range of easy to adopt, low-code tools to help you:

- **Innovate:** Create generative AI applications that unlock the value of your data quickly, captivate your customers with new experiences, and potentially generate new revenue streams.
- **Scale:** Customize models with enterprise data, avoid third-party lock-in, and confidently scale generative AI, knowing your data will not be used to inform models.
- **Perform, responsibly:** Get support filtering model outputs for unacceptable content.

You can even save on energy costs and work toward sustainability goals because AWS silicon chips in Amazon EC2 instances for machine learning are designed to be energy efficient.

With AWS, you don't need to invent nor reinvent generative AI capabilities—they are ready to deploy now. You just have to decide what business capabilities to reimagine first.

## Start here:

Any generative AI project can benefit from these powerhouse tools.



### Amazon Bedrock

The easiest way to build and scale generative AI applications with foundation models.



### Amazon CodeWhisperer

Save developers time and get applications to market faster.



### Amazon SageMaker JumpStart

Deploy prebuilt machine learning solutions in just a few clicks.

[Learn more](#)

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Reduce costs by 50% when you train models on Amazon EC2 instances powered by AWS chips purpose-built for ML.

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IBM's generative AI Center of Excellence (CoE) includes 1,000+ consultants with specialized generative AI expertise helping clients integrate the technology into existing business processes and cloud operations.

IBM Consulting takes an open and collaborative approach to plan, build, implement, and operate generative AI solutions that embrace multiple models on multiple clouds from industry leaders. An open ecosystem approach helps our clients define the right models and the right architecture to deliver the best outcomes. In early work applying FMs, IBM Consulting engaged with more than 100 clients and completed dozens of engagements infusing generative AI alongside classical machine learning strategies.

"Enterprise clients are looking for expert help to build a strategy and develop generative AI use cases that can drive business value and transformation—while mitigating risks,"

said Manish Goyal, Senior Partner, Global AI & Analytics Leader at IBM Consulting. "Paired with IBM's AI heritage and deep expertise in business transformation on AWS, this suite of reengineered solutions with embedded generative AI capabilities can help our mutual clients to scale generative AI applications rapidly and responsibly on their platform of choice."<sup>4</sup>

**Discover how IBM and AWS joint solutions can help you unleash the transformative value of generative AI in your business.**

[Learn more](#)

<sup>4</sup> [AWS Partner Network Blog, "Why AWS Partners Are Excited About the Latest Innovations in Generative AI on AWS," September 2023.](#)

## ABOUT THE AWS PARTNER



IBM is an AWS Premier Tier Services Partner helping companies scale and accelerate the impact of AI across their business. IBM's AI and data platform, watsonx running on AWS Cloud, along with Amazon Bedrock and the expertise from IBM Consulting, enables companies to create real business value from AI with trust, speed, and confidence. Together IBM and AWS can help you achieve innovation with cost and performance benefits from generative AI, powering new levels of productivity and breakthrough offerings and services, so your business stays ahead of the curve.