



Bringing AI into your business

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Generative AI: Another “Hype Cycle”



IN THE NEWS – Generative AI, Large Language Models

Midjourney v5 released

Generative AI could raise global GDP by 7%

As tools using advances in natural language processing work their way into businesses and society, they could drive a 7% (or almost \$7 trillion) increase in global GDP and lift productivity growth by 1.5 percentage points over a 10-year period.

Goldman Sachs

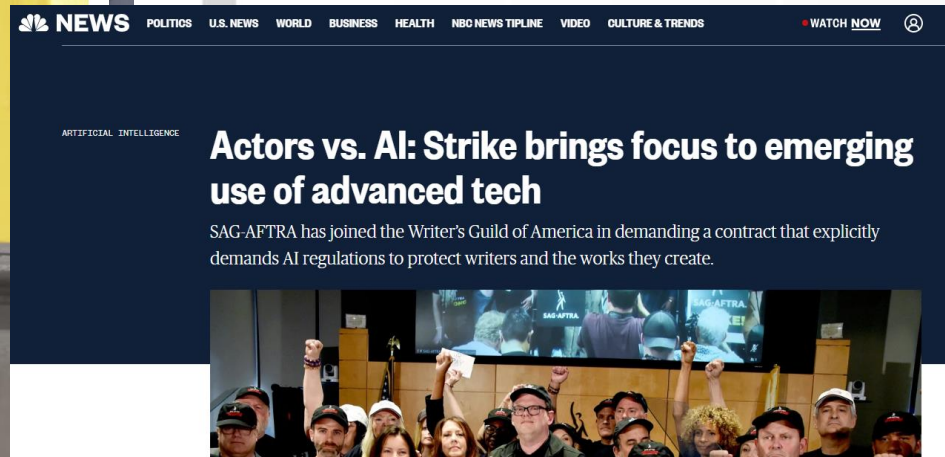
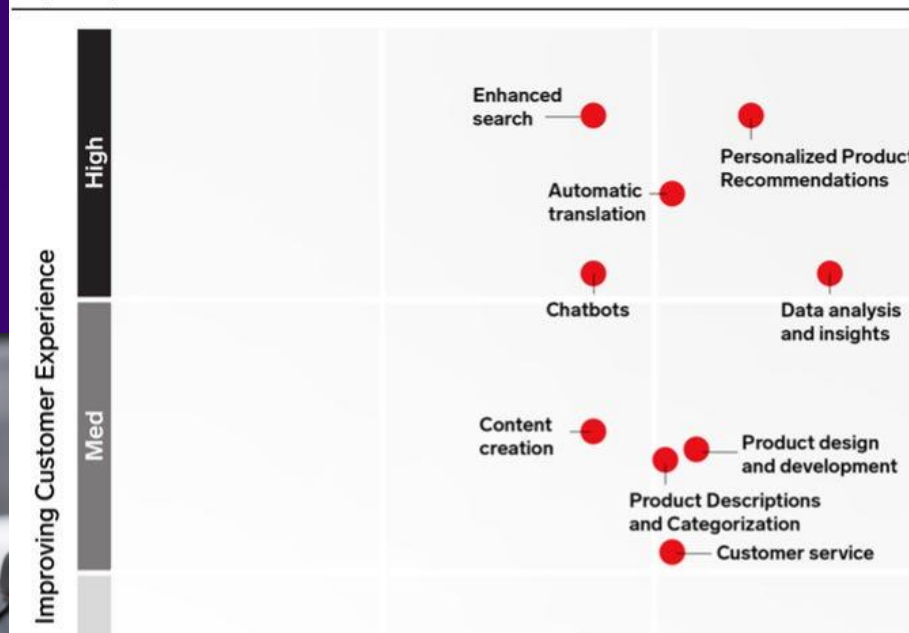
How Stitch Fix uses AI to take personalization to the next level

The online personal styling service isn't just using artificial intelligence—it built a business model around it.



Business Cases for Use of Generative AI in Retail

3-year potential



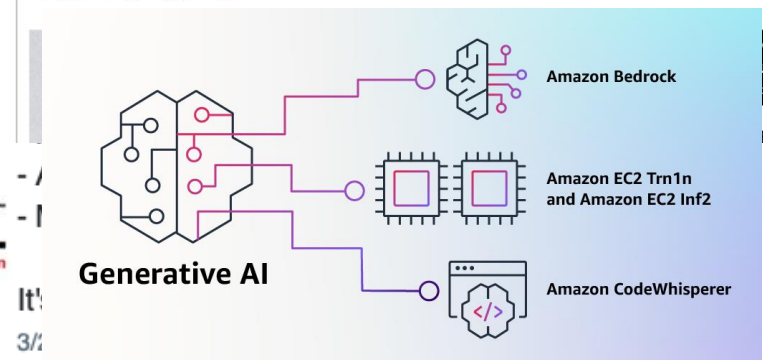
Bloomberg

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Technology | AI

Amazon's Cloud Unit Partners With Startup Hugging Face as AI Deals Heat Up

Amazon Web Services will offer the startup's products to its customers large language tool



Where does generative AI fit?



Artificial intelligence (AI)

Any technique that allows computers to mimic human intelligence using logic, if-then statements, and machine learning



Machine learning (ML)

A subset of AI that uses machines to search for patterns in data to build logic models automatically



Deep learning (DL)

A subset of ML composed of deeply multi-layered neural networks that perform tasks like speech and image recognition



Generative AI

Powered by large models that are pretrained on vast corpora of data and commonly referred to as foundation models (FMs)

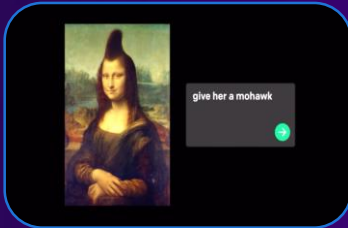
General Use Cases

Content Creation



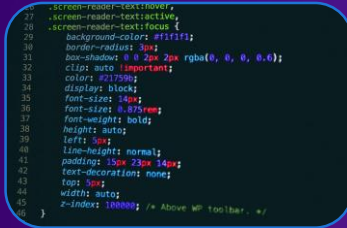
Text

Create copy for things like product descriptions, blogs, and marketing content.



Images

Create product images or even show apparel on models. This is much cheaper than photography.



Code

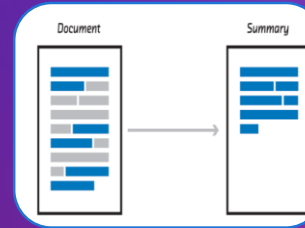
Generate software to accomplish specific tasks. Can really enhance programmer productivity.

Natural Language Interactions



Chatbot

Have more natural conversations with customers online, via voice, or even as an avatar or hologram. Provide answers to their questions.



Summarization

Provide a summaries of bulk data such as weekly sales, competitive analysis, supply chain risks, or industry trends.



Translations

Translate copy to different languages across the globe. Done on the fly, this can be more cost-effective.



Search

Better understand a user's intent, and assist them in finding products.

Retail Use Cases by Solution Area



CUSTOMER ENGAGEMENT



MERCHANDISING & PLANNING



DIGITAL COMMERCE



SMART STORES



IT AND CORE APPLICATIONS



ADVANCED DATA INSIGHTS



INTELLIGENT SUPPLY CHAIN

ChatBots

Use more natural conversation to communicate with customer service or voice commerce.

Product Descriptions

Automate the generation of product categories and descriptions.

Product Recommendation

Use natural language to narrow products down to what the customer is specifically looking for.

Employee Experience

Provide training, tasks, and information to associates using natural language.

Faster Software Development

Use tools to generate code, find bugs, and test software. Increase engineering productivity.

Data Analysis and Insights

Consume large amounts of data like sales, returns, or product reviews to summarize trends.

Freight Tracking

Tracking of vessels through scraping public vessel / freight locations and associate it with ordered freight to gain real time visibility of goods.

Automatic Translation

Translate copy to reach a larger audience via multiple languages.

Product Design

Generate product ideas based on market trends.

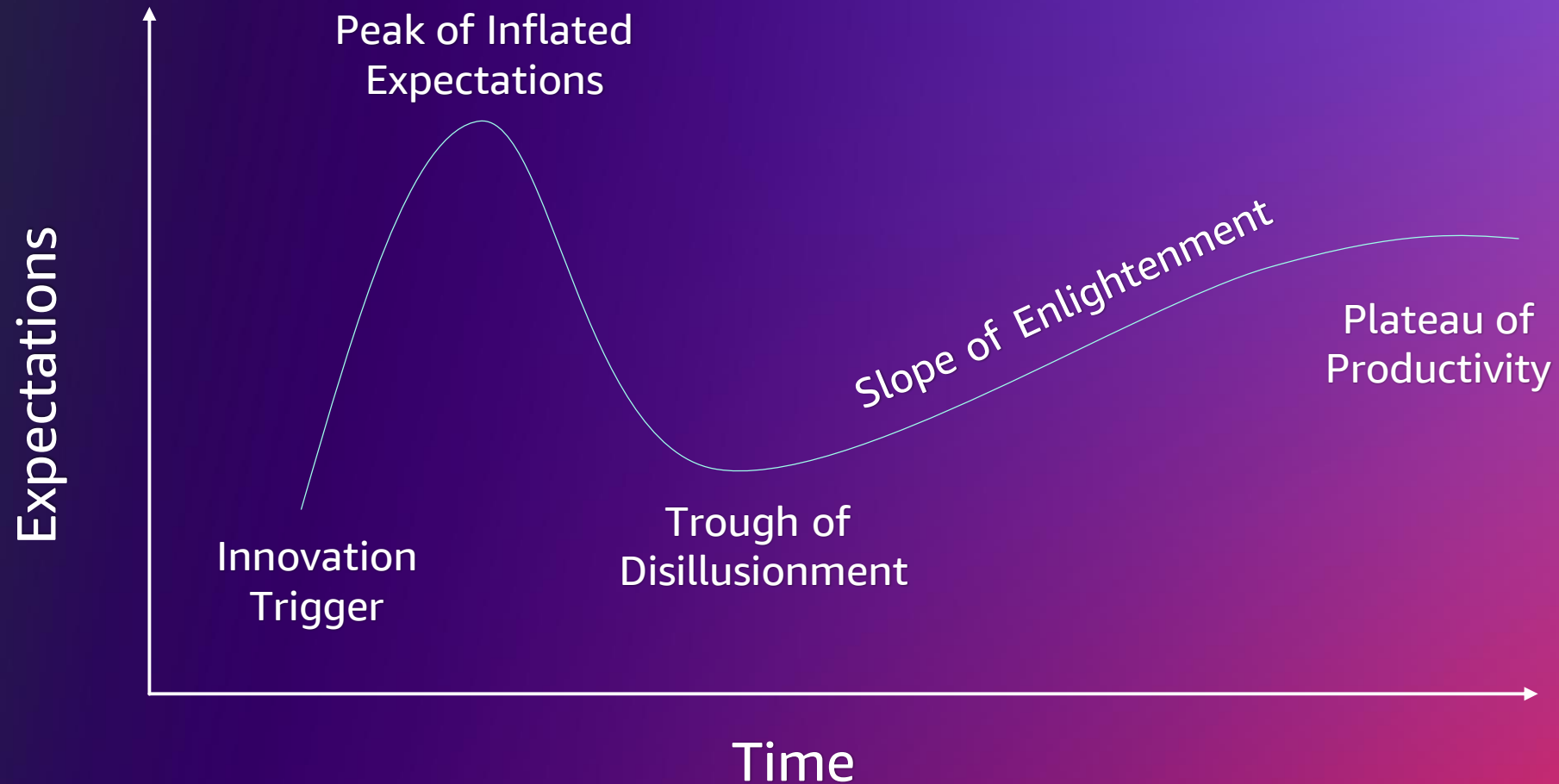
Content Creation

Generate SEO-optimized copy for landing pages, blogs, and social media posts. Generate product images or models without having to use photography.

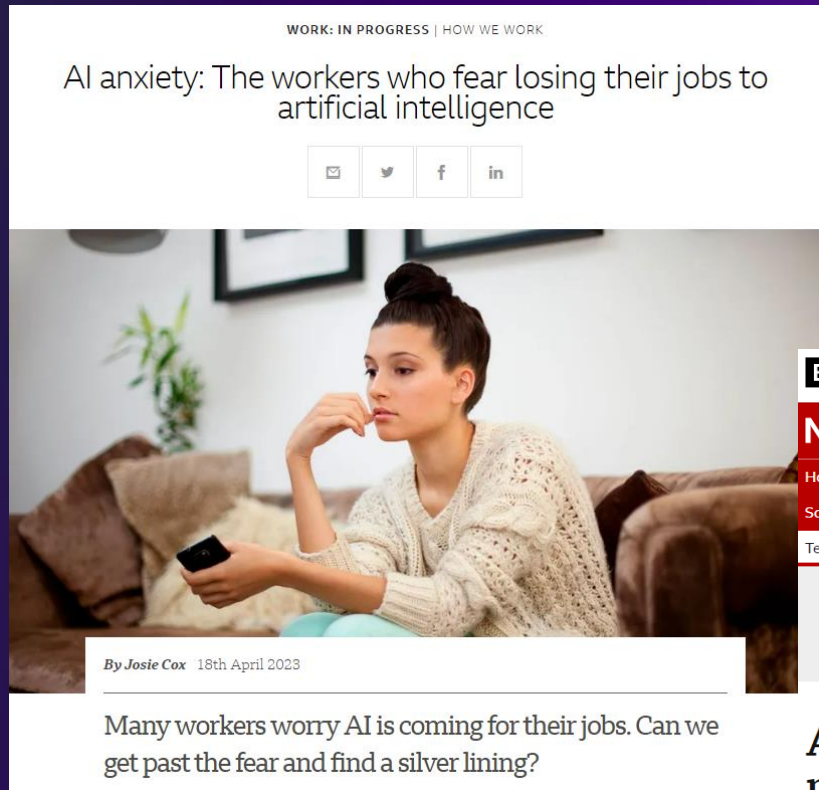
Personal Stylists

Provide product recommendations based on shopper's intended use, tastes, and trends

Where are we at today?

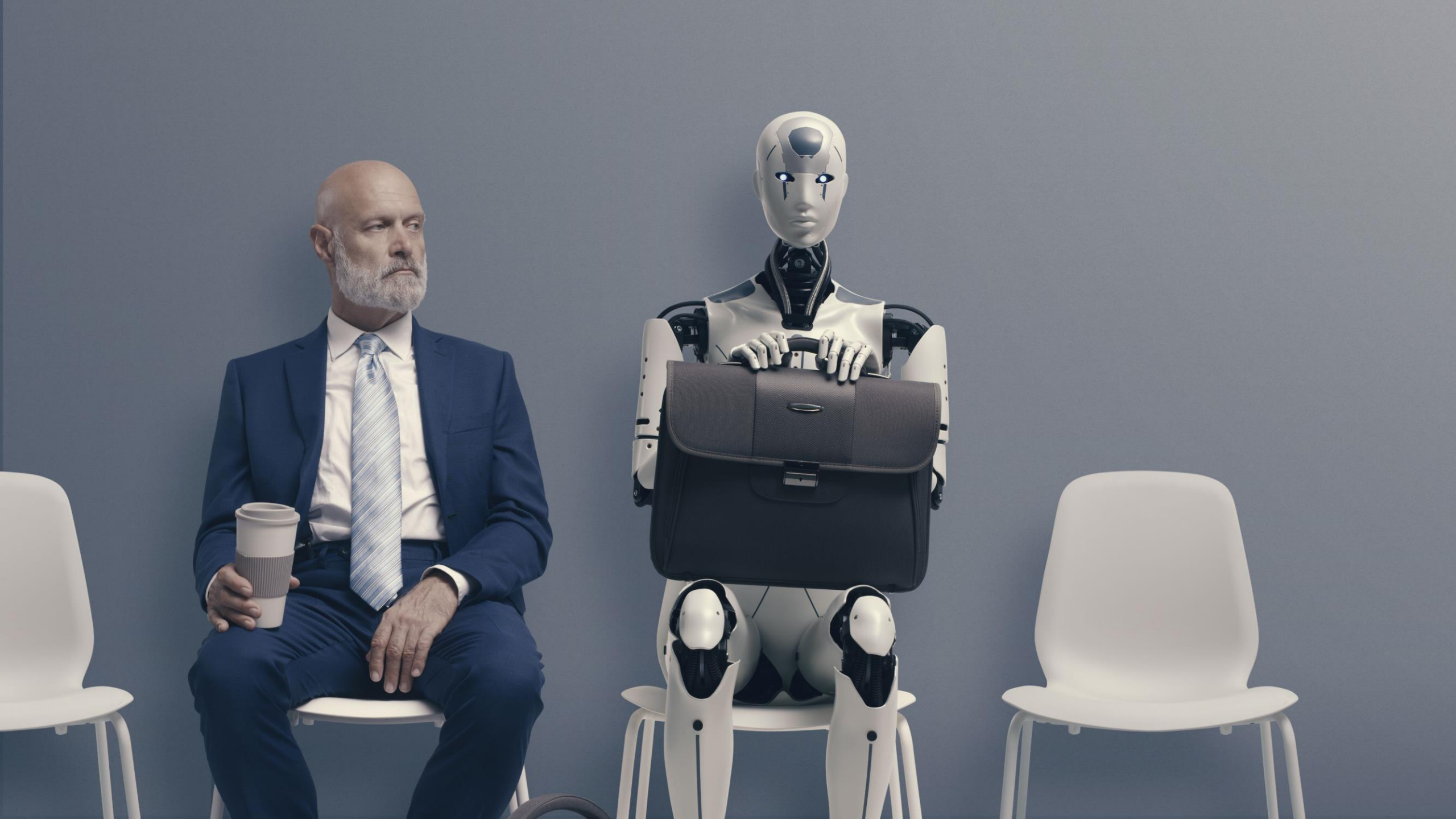


Will AI take jobs from people?



AI is here to stay

Do you know how your team feels about AI?



How do you overcome fear of AI?

“The best way not to be afraid of AI is to use AI.”

So many possibilities!

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Store design

AI powered exterior and interior store design

Content Creation

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Personal Stylists

Provide product recommendations based on shopper's intended use, tastes, and trends

Image Generation

Provide backgrounds for product images to lower production costs

Virtual Try on

Take a product and put it on a model that looks like me (different size, skin tone, etc)

AI powered POGs

AI decides on optimal product placement and display in a store

In store personalization

AI adjusts media in store to align with current demographics

In store personalization

AI adjusts media in store to spotlight things in a customers wish list or most likely to buy list

Fashion modeling

AI generated images of people wearing latest styles on any background

Product innovation

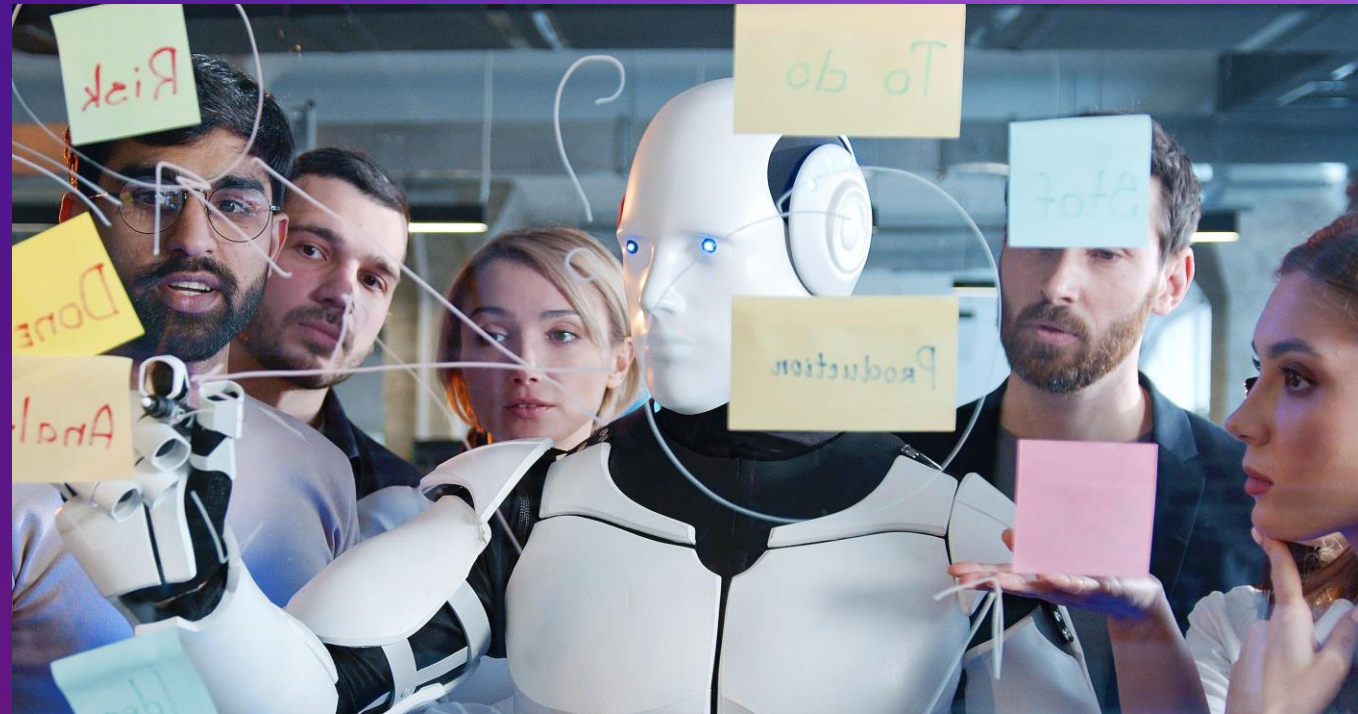
Generate new materials to perform and meet environmental targets

Store associates

AI generated 3D interactive images to help with in-store directions, product information

Seven things you can do now to leverage AI in your business

- Don't wait!
- Listen to your team
- Identify your change agents
- Set guardrails
- Identify your use cases
- Assemble the team
- Build, deploy, learn, and repeat!





Thank you!

Doug Tiffan

AWS

