



ML6



Increased value creation with generative AI applications

With expert guidance, adopting generative AI strategies early can set you on an exciting course that can only build momentum.

Early talk of generative artificial intelligence (AI) blanketed the business community like unexpected snowfall. With so much fresh, unexplored opportunity, the landscape seemed almost unrecognizable.

Why does this innovation wield such disruptive potential? At its core, generative AI illustrates the fusion of analysis and imaginative ability. It is an opportunity for technology not only to comprehend but create. It can help carve new business models, reinvigorate operational excellence, and allow companies to tap into previously undiscovered value streams, market segments, or geographical areas, expanding the boundaries of business potential.

Embracing AI can elevate productivity and amplify operational efficiency to unprecedented levels. Automatically generating concise summaries of lengthy documents, such as reports or articles, saves time and effort for employees, and enhances decision-making processes.

But depending on whether you want to use an out-of-the-box service anyone can explore—or go beyond to more customized exploration, having an experienced partner speeds up the discovery process. ML6 has built a team of more than 100 senior-level AI experts that can help you deploy custom solutions to accelerate this strategic process and realize business impact with AI fast. Regardless of your industry or previous AI experience, ML6 can help take your capabilities to the next level.

**Sharpen
your edge with
AI solutions
powered by
ML6 and AWS.**

At the foundation

Driving the generative AI revolution are foundation models—that is, large language models (LLMs) and large multimodal models (LMMs), which have the power to transform the way people interact with data and systems at large.

As LLMs grow in size and complexity, the infrastructure required to train, fine-tune, and deploy them becomes increasingly demanding, introducing the challenge of LLMOps—a specialized area of machine learning (ML) operations that focuses on the unique operational aspects of working with LLMs.

What LLMOps can help with:

- Making it easier to work with and search a company's domain knowledge
- Ensuring search is simpler and more accurate
- Overcoming siloed data
- Optimizing the costs and latency of operating LLMs in production
- Maintaining data privacy best practices
- Establishing a robust model for re-training and monitoring setup

While new technologies are on the horizon to address these unique challenges, at present, companies may need to develop custom solutions tailored to their specific requirements. In such cases, the knowledge and insights of machine learning professionals are not only useful but often critical to success.

A mountain of potential

LLMs can change how users interact with applications by using natural language—instead of coding or navigating complex user interfaces—as the main way to communicate. Instead of clicking through different windows, imagine one window in which a continual, casual conversation produces the materials you need. This makes interactions smoother and easier, enhancing productivity, efficiency, and accessibility in different industries.

For example, retrieval augmented generation (RAG) is a technique that combines the strengths of LLMs with the power of information retrieval systems. Using RAG, LLMs can access external knowledge sources to generate current, informed, and accurate responses, making them even more valuable in a wide range of applications. A RAG system implemented on internal documentation and resources, for instance, could tremendously boost productivity by putting the entire company's resources at an employee's fingertips.

AWS generative AI services offer several tools to accelerate such possibilities. For example, Amazon SageMaker helps ML6 teams to build, train, and deploy ML models. And Amazon Bedrock is a managed service offering a series of ready-to-use foundation models.

Before you can ski, you have to climb

Accelerate your understanding of this technology with powerful, hands-on learning opportunities guided by ML6 experts. The MLOps Accelerator on Amazon SageMaker JumpStart enables you to determine current MLOps maturity, educate existing teams about MLOps principles and build a road map, and co-develop a first solution on Amazon SageMaker that can act as a template for future solutions.

[Learn more](#)

Exploring different use cases

Understanding the varied capabilities of LLMs opens doors to numerous opportunities ripe for exploration and integration into existing business operations.

Information sharing

Generative AI excels in supporting and upskilling knowledge workers. It functions adeptly as a responsive question-and-answer system, similar to a chatbot but more advanced. Because it isn't limited to just one predetermined path. It can suggest and provide advice, embodying the role of a versatile virtual assistant.

Content generation and adaptation

Generative AI goes beyond simply retrieving information. It excels in summarization, transforming unstructured data, such as customer feedback or news articles, into structured formats that can be easily analyzed and used for further processing, such as sentiment analysis or trend detection.

Customer support

LLMs can also revolutionize customer support by providing fast, accurate, and personalized responses to customer inquiries—either directly or by assisting agents in real time. By integrating LLMs into chatbots or helpdesk systems, businesses can significantly improve customer satisfaction and reduce response times.

Accelerated product development

By using generative AI, companies are riding the edge of innovation and faster product development. These models change how businesses use data, making content creation, design, and problem-solving more efficient and creative. They offer a great chance to improve user experiences and move towards an even more productive future.

Navigating ethical AI

Building and deploying AI systems responsibly necessitates a multifaceted approach, demanding unwavering commitment and adherence to ethical standards. Striking this balance results in AI systems that not only unlock immense potential but also uphold ethical principles and stakeholder values.

Avoid toxic, harmful, or discriminatory content

To address this, meticulous curation of training data is vital, emphasizing diversity and representation while eradicating offensive content. Ensuring inclusivity and fairness in AI responses requires constant vigilance and human feedback to eliminate biases and discriminatory content.

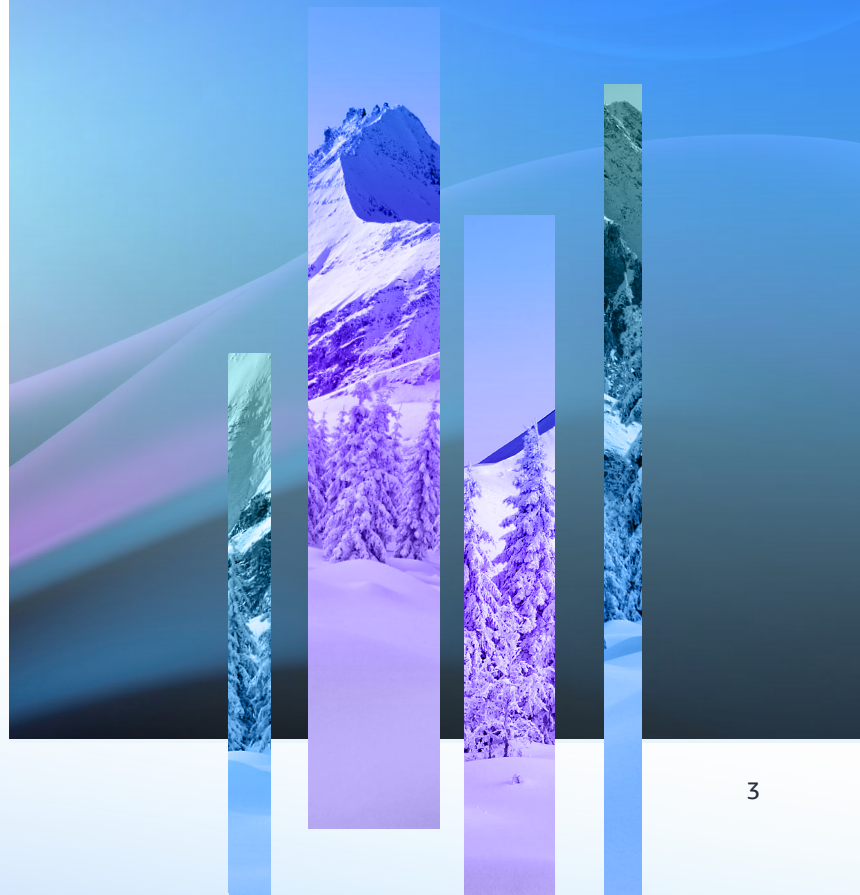
Ensure factual accuracy

Factual inaccuracies, or hallucinations, pose another ethical challenge. Utilizing LLM parameters, source verification, and careful prompt design can minimize this risk. Transparently communicating the limitations of AI systems to users builds trust and sets realistic expectations about potential inaccuracies.

Enhance data protection and compliance

From a legal standpoint, data protection and compliance with regulations like the EU AI Act are crucial. Respecting data privacy, copyright, and ensuring transparency in data sources are paramount. The EU AI Act focuses on governance measures, compute power disclosure, and deployment accountability, ensuring responsible AI usage.

[Learn more](#)





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](#)

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

Why invest in generative AI now?

In today's ever-evolving business landscape, staying ahead is crucial. Embracing generative AI early on offers a strategic advantage that goes beyond simply integrating advanced technology—it redefines corporate strategies and enhances market responsiveness.

By integrating generative AI, companies equip themselves with a toolset to swiftly adapt and address evolving market needs. The result is a powerful snowball effect that builds momentum and potentially accelerates progress in all aspects of your business.

Working with ML6 expert teams can empower your organization to lead in innovation by harnessing the transformative capabilities of AI-driven content creation, design optimization, and problem-solving. This proactive stance fosters an environment where innovation becomes a cultural norm rather than a reactive response.

Embracing AI can elevate productivity and amplify operational efficiency to unprecedented levels.

Launch your generative AI run.

[Elevate your capabilities with ML6 expertise](#)

ABOUT THE AWS PARTNER

ML6

An AWS Advanced Tier Services Partner, ML6 is a leader in the AI/ML space with 100+ experts based in Ghent, Amsterdam, and Berlin. ML6 partners with top-tier international clients, assisting them in developing AI solutions that not only meet their needs but also guide them through their AI journey. The company emphasizes ethical practices, ensuring that all solutions are secure and compliant with relevant standards and regulations. This holistic strategy allows ML6 to support its clients effectively, from conceptualization to implementation, fostering innovation while maintaining a strong commitment to ethical considerations.