IMPETUS

Reimagine the
Intelligent Enterprise™ with

Impetus GenAI Innovation Labs

powered by AWS GenAI Services

Visit website

Impetus GenAI Innovation Labs, powered by AWS advanced services, provides business-driven solution development through rapid iteration that delivers predictable, demonstrable outcomes in a guaranteed timeline and budget.

Partnering with Impetus means fast-tracking your GenAI journey with minimal risk. We bring top-notch engineering expertise to assess data readiness, craft a solution reference architecture, and deliver a functioning proof of concept — all in under 6 weeks!
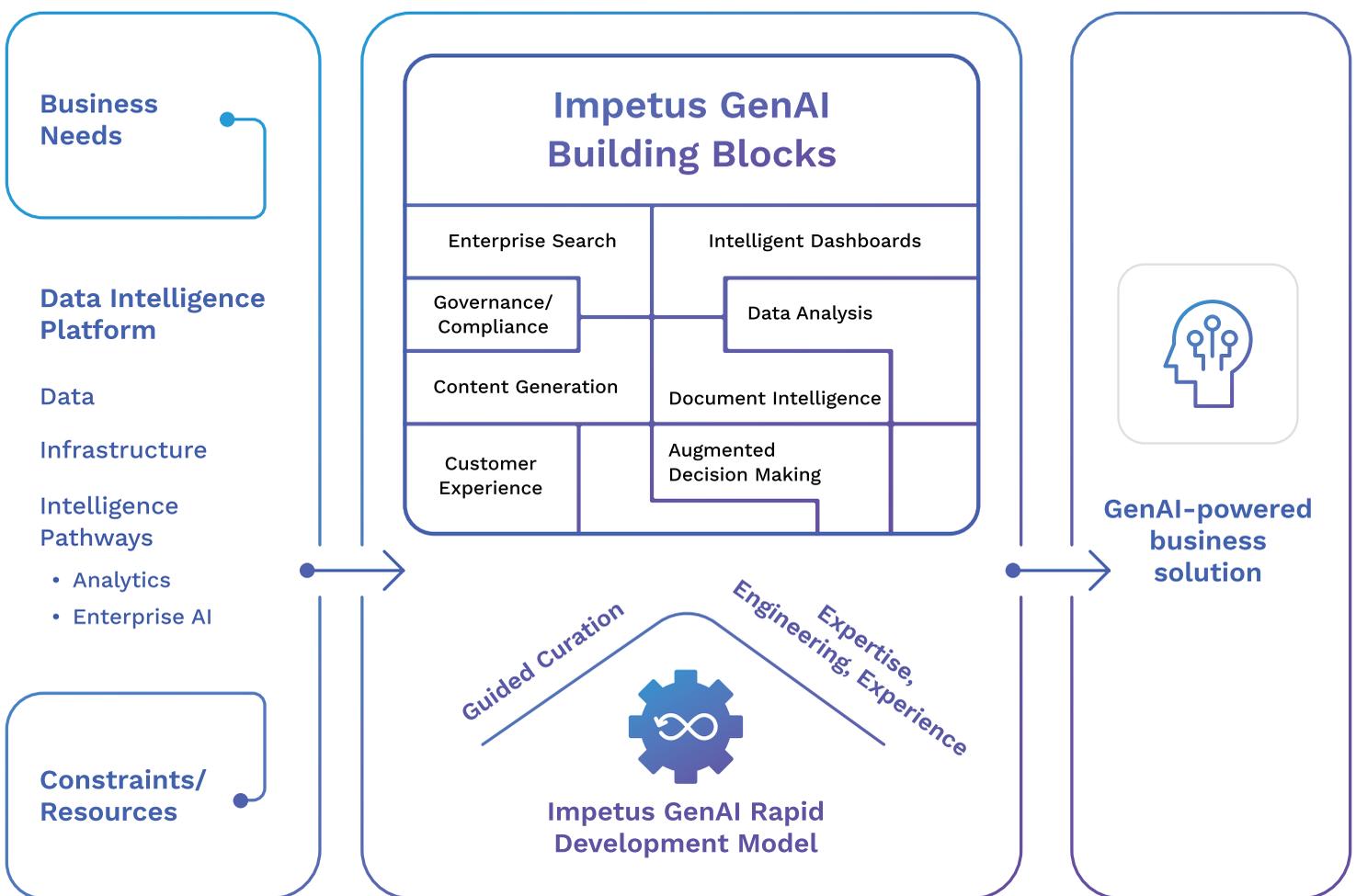
Our GenAI development model isn't just about keeping up - it's about leading the charge. We tap into the immense potential of GenAI to revolutionize business models, elevate customer experiences, create groundbreaking applications, and massively improve productivity.

Impetus enables you to showcase how GenAI can deliver unparalleled business outcomes, all while aligning with your unique vision, leveraging your data, and empowering your people.

Impetus GenAI Innovation Labs Development Model

Impetus GenAI Innovation Labs combines advanced AWS services with an iterative, collaborative development approach and GenAI building block model to ensure successful outcomes. From initial assessment to a working proof of concept, we streamline your GenAI journey with unmatched precision and speed, providing continuous feedback and improvements throughout the process.

Business Needs

Data Intelligence Platform

Data

Infrastructure

Intelligence Pathways

- Analytics
- Enterprise AI

Constraints/ Resources

Impetus GenAI Building Blocks

Enterprise Search	Intelligent Dashboards
Governance/ Compliance	Data Analysis
Content Generation	Document Intelligence
Customer Experience	Augmented Decision Making

Guided Curation   *Expertise, Engineering, Experience*

Impetus GenAI Rapid Development Model

GenAI-powered business solution

Impetus GenAI Innovation Labs AWS Powered Development Model

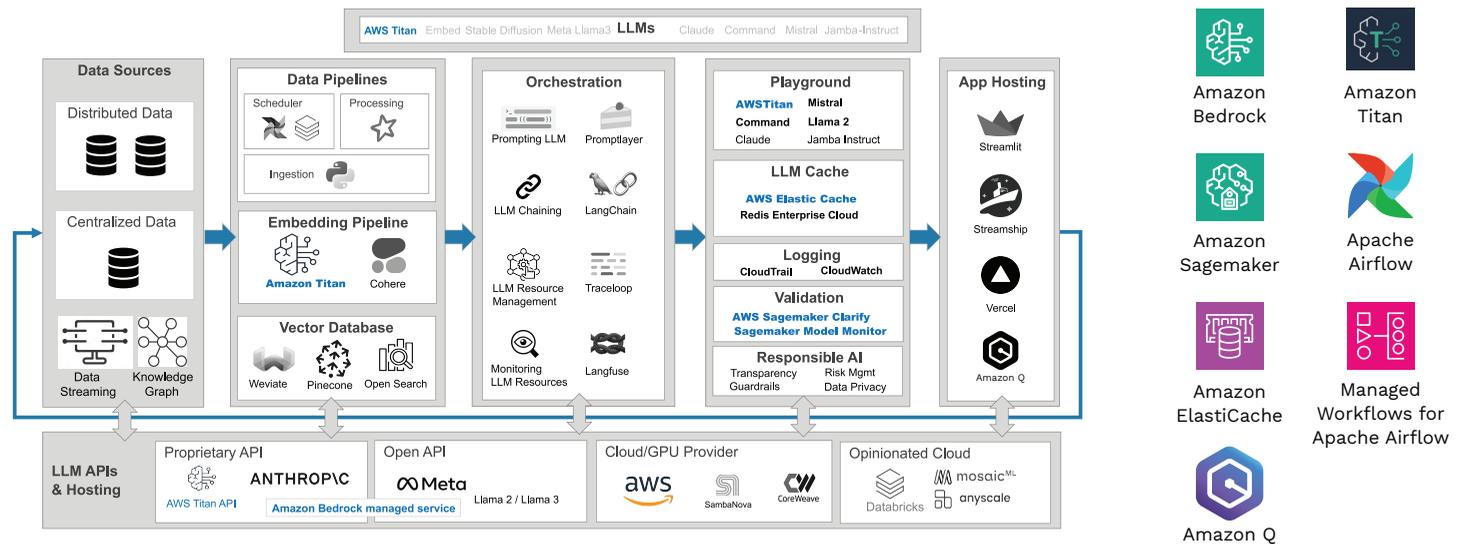For more information contact us at: inquiry@impetus.com

Leverage our GenAI building blocks across business functions

Our GenAI building blocks are scalable, optimized components designed to seamlessly integrate with your existing data and infrastructure. These critical, AWS-powered capabilities, selectively leveraged across your unique use case, enable the creation of robust, enterprise-class solutions.

Document Intelligence	Customer Experience	Intelligent Dashboards	Augmented Decision-making
Translation, summarization, entity resolution, OCR	**Chatbot, sentiment analytics, product reviews, customer 360 analytics, personalized offers**	**Prompt-driven interactive dashboards**	**Automating workflows with GenAI, alerting**
› Leverage tools like Amazon Textract, Translate, and AWS Entity Resolution › Higher accuracy › Contextualized responses › Better relevance › Scalability to millions of documents	› Improved caller matching › Higher accuracy of intent classification › Creation of personalized offers › Real-time response and insights	› Natural language querying › Easy visualization of new KPIs › Improved interactivity › Faster response › Leverage powerful technologies such as Amazon Q and QuickSight for superior insight and business outcomes	› Manage PII information in workflows › Automated data extraction › Task combination or elimination › Quick report generation

Enterprise Search	Governance/ Compliance	Content Generation	Data Analysis
Vector search, RAG, metadata filtering	**Tagging, responsible AI, bias detection, explainability, privacy**	**Synthetic data, documents, emails, images, audio, video**	**Anomaly detection, forecasting, log analysis**
› Contextual search with LLMs › High result relevance › Confidentiality enabled with RAG › Better results from fine-tuned LLMs	› AI policy and trustworthy LLMs › Guardrails and adversarial testing › Geographic AI compliance › Transparency and auditability	› Synthetic data generation using GANs and LLMs › Report, code, and translated text generation › Creation of images, audio, and video for marketing	› Insight generation from unstructured data › Chatbot interaction with data › Task processing with LLM agents

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Comprehensive GenAI reference architecture and services for AWS

Our robust GenAI architecture streamlines the entire AI lifecycle, from data sourcing and processing to embedding, orchestration, and application hosting by leveraging AWS-native services. We integrate data sources, processed through pipelines that handle scheduling, ingestion, and vector embeddings using popular large language models (LLM) models like Amazon Titan and Cohere. Tools like LangChain and LLM PromptLayer manage interactions with LLMs, while Langfuse handles monitoring. Additionally, caching, logging, and validation tools like Amazon SageMaker and Amazon ElastiCache support operational efficiency and model monitoring.

Impetus' GenAI reference architecture featuring advanced AWS technology services

Power your success from strategy to delivery

No matter where you are in your GenAI journey, our AWS-powered curated labs can help you **incubate, innovate, and accelerate** to gain competitive advantage

Strategy GenAI Lab (2-days)	Design GenAI Lab (1-3 weeks)	Build GenAI Lab (3-5 weeks)
Align all stakeholders on the use case and solution approach	**Develop a comprehensive GenAI solution design plan**	**Develop and deliver an enterprise-class proof of concept in less than 6 weeks**
$10K value, **complimentary** for qualified organizations	$100K value, **complimentary** for qualified organizations	$240K value, for a promotional **$50K fixed price and scope**

Launch your AWS-powered Intelligent Enterprise with
Impetus GenAI Innovation Labs today!