

# Premier Global Market Intelligence Firm

## The Customer

The customer, a renowned global leader in the technology sector, stands as a trusted authority in providing market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology industries. With a strong global presence and deep expertise, the customer is dedicated to delivering valuable insights, analysis, and strategic guidance to businesses and IT professionals worldwide. Their mission is to empower organizations to make informed decisions, stay competitive, and drive innovation in their respective fields. Through comprehensive research, thought leadership, and industry events, the customer plays a pivotal role in shaping the future of technology and enabling digital transformation across various sectors.

## The Challenge

To enhance analyst productivity, the customer aims to efficiently scan their vast knowledge corpus, encompassing a diverse range of data sources such as reports, articles, industry insights, market trends, and customer feedback. This comprehensive approach ensures that they can extract not only relevant but also timely and actionable content for their analysts.

## Why AWS

The customer strategically selected AWS as their premier cloud service provider for crafting secure and scalable enterprise applications, placing a strong emphasis on harnessing the power of machine learning (ML) capabilities. At the core of this solution is AWS Bedrock, renowned for its high scalability, robust AI and machine learning capabilities, rigorous data security and compliance measures, seamless integration options, and cost-effectiveness. This strategic alignment with AWS empowers the customer to drive innovation, achieve operational excellence, and deliver value-added services to their clients with confidence and efficiency.

## The Solution

To achieve the goal, we implemented an AI-driven architecture that prominently features the GenAI prompt method, alongside leveraging embedding and vector databases. This meticulously designed architecture consists of multiple layers, each meticulously crafted to serve a distinct and crucial function.

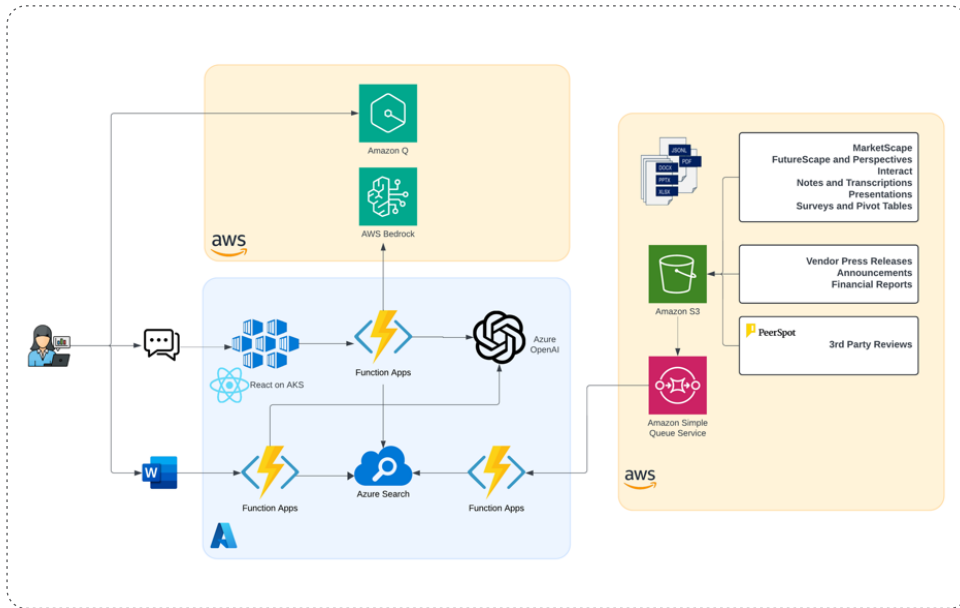
**1. Chatbot:** A custom chatbot for the analysts or internal stakeholders to search for the complete enterprise data. The data sources include customer's published research documents, Peerspot reviews, etc. The chatbot offered users unparalleled flexibility, allowing



them to select their preferred data source along with their desired LLM (Large Language Model) model. Among the options provided were the Bedrock suite, including Claude instant and Claude V2, ensuring users had access to cutting-edge AI capabilities for their data exploration needs.

- 2. API Integration:** The summarization API serves as a foundational tool for building diverse applications. One notable application developed by customers is a Microsoft Word plugin, extensively utilized by their analysts. This plugin seamlessly integrates with the API, allowing analysts to efficiently summarize and extract key insights directly within their familiar Word environment.
- 3. Amazon Q:** Implemented Amazon Q to streamline the addition of new features to our existing chatbot. This integration significantly reduces the lengthy development cycles traditionally associated with such updates. By configuring the knowledge base within Amazon Q, we've optimized our workflow and enhanced the chatbot's functionality effectively and efficiently.

## High-level Architecture



## About Presidio

Presidio is a global digital services and solutions provider accelerating business transformation through secured technology modernization. Highly skilled teams of engineers and solutions architects with deep expertise across cloud, security, networking, and modern data center infrastructure help customers acquire, deploy, and operate technology that delivers impactful business outcomes. Presidio is a trusted strategic advisor with a flexible full life cycle model of professional, managed, and support and staffing services to help execute, secure, operationalize, and maintain technology solutions. For more information, visit [www.presidio.com](http://www.presidio.com).

## Business Outcome

The implemented solution has significantly benefited the customer by enhancing data access, providing a tailored user experience, streamlining content processes, and accelerating development cycles. These enhancements have resulted in increased productivity for analysts, leading to better business outcomes and higher user satisfaction.

## Technologies Used

Amazon Bedrock, S3, Amazon Q, SQS.

## Partners



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