

AWS' AI clearinghouse faces competition beyond Microsoft and Google

Article

The news: On Thursday, Amazon Web Services (AWS) released **Bedrock**, an AI toolkit for the enterprise.

- Bedrock provides AWS customers a suite of generative AI tools, including tech for companies to build their own chatbots, per [Insider](#).

- The platform grants access to a variety of AI models from different companies including [Anthropic's Claude](#), Stability AI's Stable Diffusion, AI21's Jurassic-2, and Amazon's Titan.
- A preview of Bedrock is currently available to a few AWS customers like Uber, The New York Times, and Coda.

A strategic road less traveled: Amazon has been more gun shy about diving into commercial generative AI compared with rivals Microsoft and Google, but Bedrock could be a turning point.

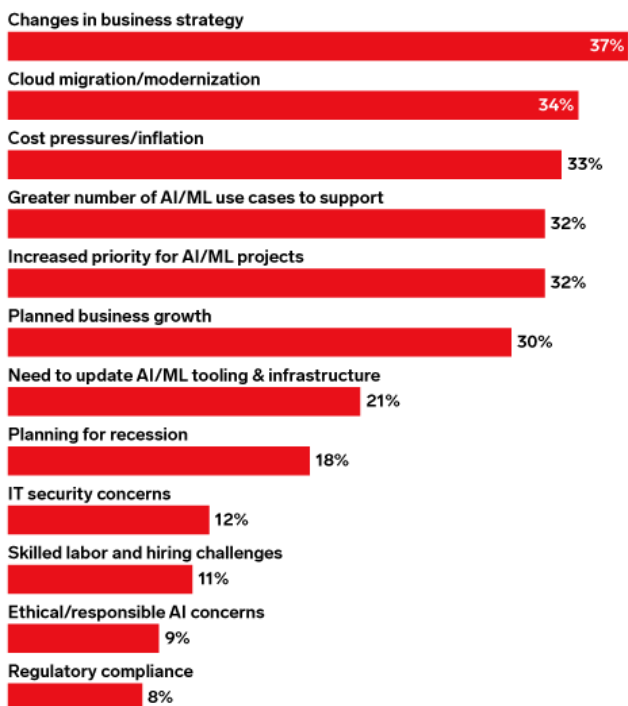
- The ecommerce giant has a [partnership with startup Hugging Face](#), but Bedrock's collection of models from different startups shows that it's casting a wider collaborative net than big cloud competitors—giving clients a one-stop shop for trying out different tools.
- Another key strategic difference is that Amazon is focusing on corporate customers instead of deploying generative technologies—like ChatGPT, Bing, and [Bard](#)—to individual consumers.
- **Focusing on the enterprise helps Amazon avoid some of generative AI's social pitfalls**, like [effects on mental health](#), while still capitalizing on the tech's hype.
- More corporate access to AI tools could exacerbate rising concern about widespread AI-induced job losses, including among [sales professionals](#).

Fresh competition: Cloud providers like AWS, Microsoft, and Google are betting on generative AI to help bolster revenues, but **on-prem alternatives could weaken the outlook**.

- Software startup [Databricks just released its Dolly 2.0](#), an open source, instruction-following large language model (LLM) as well as free training data to help companies cheaply develop AI chatbots in-house.
- Meanwhile, [Meta's new family of small, efficient generative AI models called LLaMa](#) could be a precursor to a class of advanced LLMs that can run on mass-market hardware.
- Incidents like [Samsung employees leaking corporate secrets to ChatGPT](#) are a sign of a growing need for custom AI tools that keep IP data secure.
- Although Amazon's Titan model could be a safer choice because clients can adapt it with their own training data, **some customers may eventually prefer to keep generative AI capabilities on-prem**.

Factors Driving AI/ML Spending at Their Company This Year According to US* Tech Professionals, Jan 2023

% of respondents



Note: *74% of respondents were US-based

Source: Verta, "2023 AI/ML Investment Priorities," March 21, 2023

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