



Innovando en el Sector Financiero con GenAI

Oscar Cortés

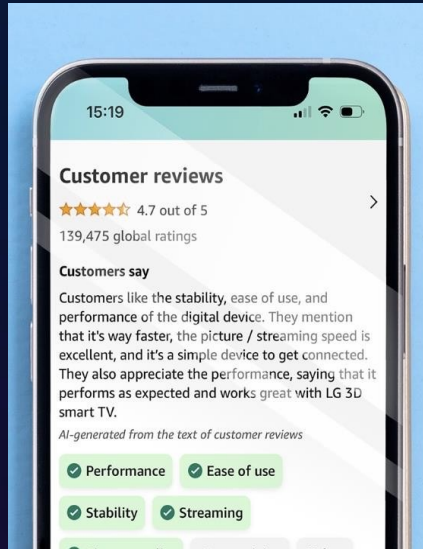
BDM FSI México

ECONOMIC GROWTH

\$7T increase in
global GDP over the
next 10 years

Source: Goldman Sachs

ML innovation is in Amazon's DNA



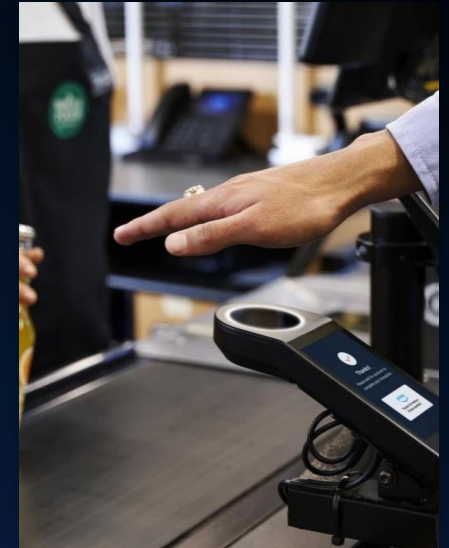
Review highlights
powered by generative
AI on Amazon.com



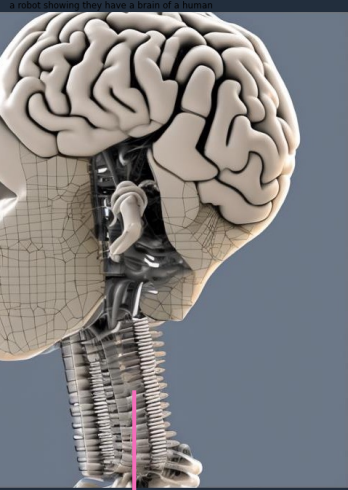
1.6M packages
every day



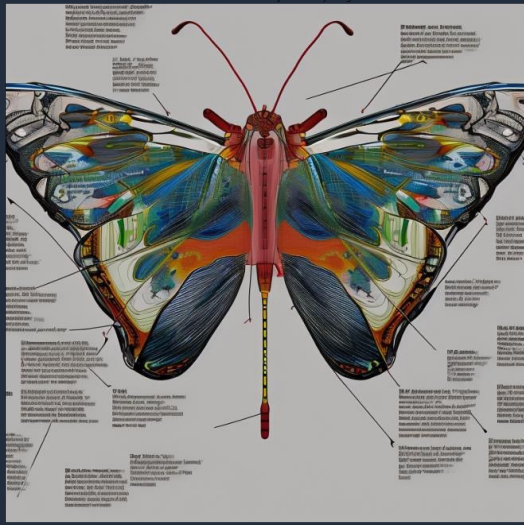
Billions of Alexa
interactions each
week



Pay with your palm
technology with
Amazon One



a robot character that has a brain of a human



beautiful robotic butterfly anatomy diagram



A golden retriever wearing glasses and a hat in a portrait painting

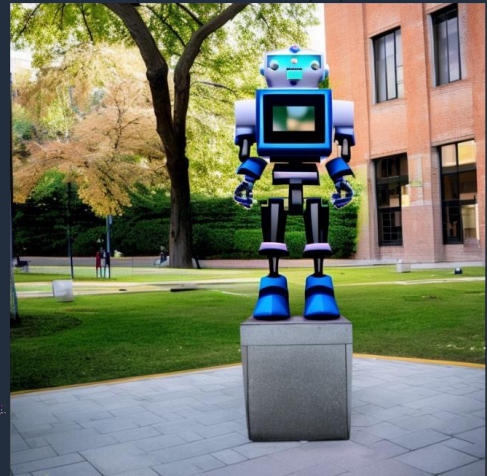


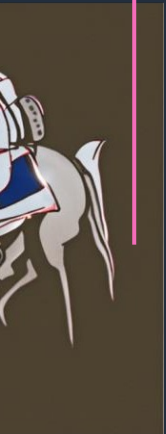
photo of a statue of a robot in university courtyard



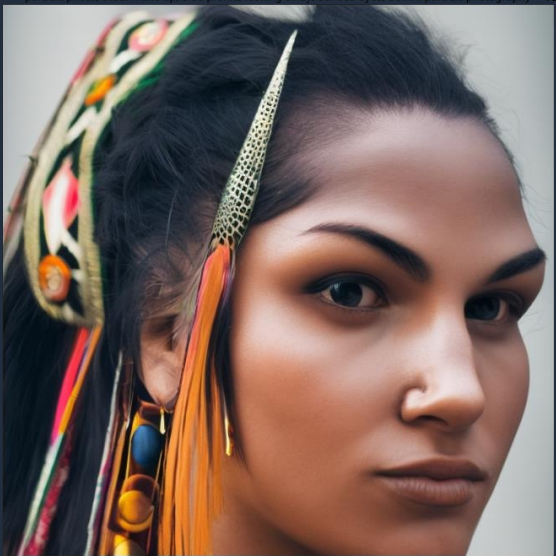
astronaut on a horse



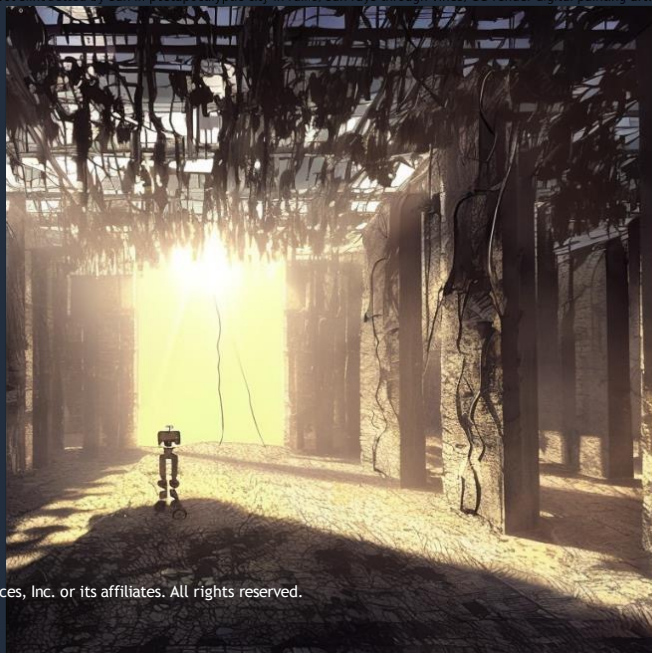
robot silhouetted by sun in postapocalyptic city in ruins, sun rays through vines, CG render digital painting artwork



collage in impressionist style



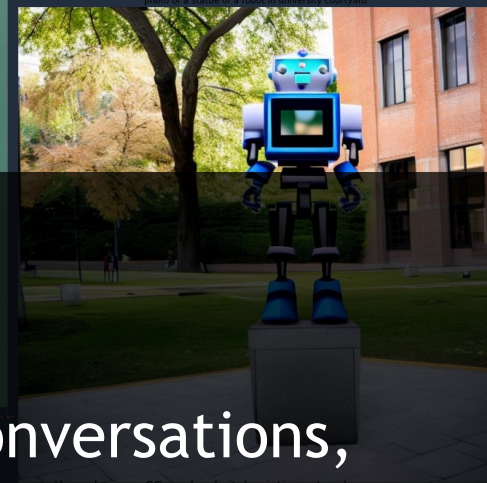
portrait photo, tribal make up, side profile, looking away, serious eyes, 50mm portrait photography



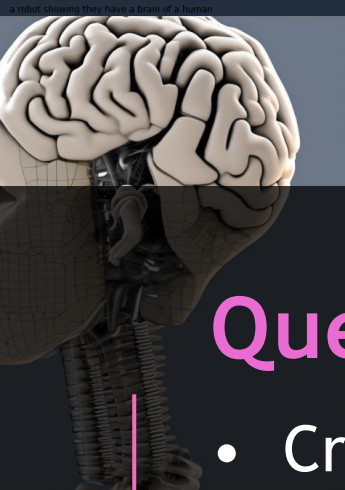
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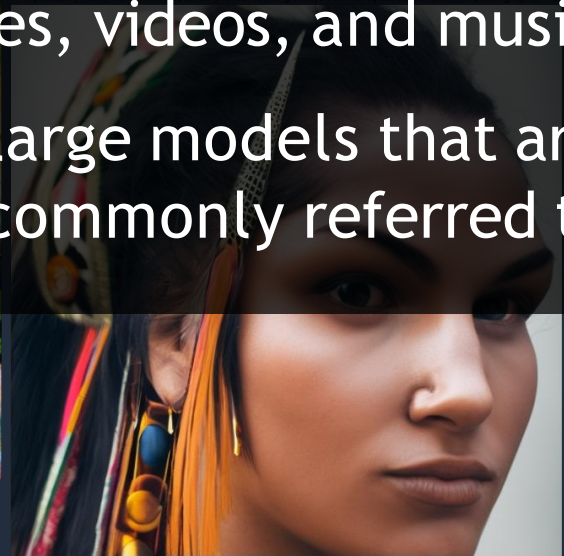
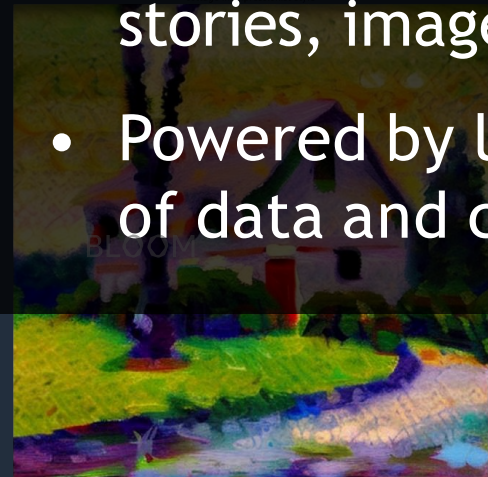
beautiful robotic butterfly anatomy diagram



a robot character that looks like a brain of a human

Question: What is generative AI?

- Creates new content and ideas, including conversations, stories, images, videos, and music
- Powered by large models that are pretrained on vast corpora of data and commonly referred to as foundation models (FMs)



Generative AI has potential to create significant business value



NEW EXPERIENCES

Create new innovative and engaging ways of interacting with your customers and employees



PRODUCTIVITY

Radically improve productivity across all lines of business



INSIGHTS

Extract insights and clear answers from all your corporate information, enabling faster and better decisions



CREATIVITY

Create new content and ideas, including conversations, stories, images, videos, and music



85%

Financial Services leaders have a strategy for using generative AI in product and service development

Generative AI use cases in Financial Services

Improve customer experience



Accelerate response to questions with search and summarization

Leverage repository of customer interactions with summarization and queries

Create knowledge articles from disparate internal sources

Increase the efficiency of knowledge workers



Quickly draft investment research, loan documentation, insurance policies, regulatory communications, RFI's, business correspondence

Increase business value of unstructured content

Understand market and customer sentiment



Generate customized sentiment analysis for investment portfolios

Summarize new themes and surface new investment opportunities and risks

Build new products and automate business processes



Create on-demand structured data products from large unstructured data sources

Enhance productivity tools for end-users

Improve developer productivity with automatic code generation

How AI/ML and generative AI is applied in Banking



Onboarding & KYC

Use of computer vision, OCR, and NLP to streamline the customer onboarding process



Loan origination

Use of OCR and NLP to automate loan document processing



Credit decisioning

Leverage ML across alternative data sets to better assess the credit risk of your customers



Fraud & Surveillance

Leverage ML across alternative data sets to identify anomalous behavior



Customer interaction

Use chatbots and speech capabilities to improve the customer experience



Personalized recommendations

Use ML to forecast the needs of your customers and personalize recommendations

Banco de Bogotá



PENNYMAC



OakNorth



Santander



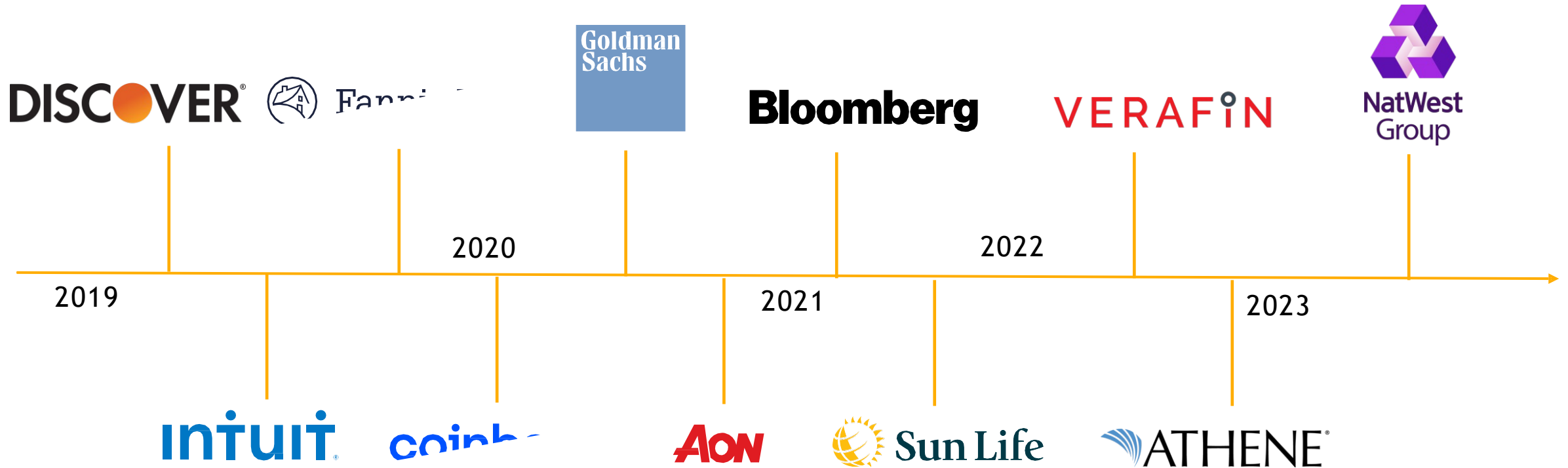
nab



NatWest Group

Financial institutions are transforming using AWS AI/ML

INDUSTRY LEADERS SHARE THEIR AI/ML JOURNEYS AT RE:INVENT EACH YEAR





Gracias

Oscar Cortés

