



We are... **FITZROY**

A team of dedicated professionals who can help you manage and optimise your cloud usage.

GenAI and the Fitzroy IT AI-Readiness Workshop

It's difficult to walk down the street without being bombarded with media hype related to AI. There's lots of talk and speculation about AI, and it can be difficult to discern fact from fiction.

What you need is a trusted partner who knows the reality. Someone who understands the core technologies in play, and has experience using them in real-world situations to solve actual problems or make processes more efficient.

As a fully certified AWS Advanced Consulting Partner, Fitzroy IT is ideally positioned to help you identify how Generative AI technologies can make your business better.



What exactly is Generative AI?

Generative AI is a transformative technology that leverages massive data banks to create seemingly original content, including text, images, audio, and video.

Accessed through online apps and websites, generative AI tools take user-supplied prompts such as "write me three paragraphs about how EVs work" or "create a photograph of a unicorn in a desert", infer meaning from it and then analyse existing materials to create the desired result. Prompts can be simple or quite detailed, and limited only by the imagination of the prompt writer.



Prompt: "create a photograph of a unicorn in a desert".

There are numerous applications for Generative AI, and each generally requires its own specific data set and training regime to create a customised model. Current AI Models can perform language translation, convert text to speech, make recommendations to e-commerce customers, assist with medical diagnosis, automatically grade student essays, moderate content posted online, perform compliance checks and create predictive models.

With new models, or refinement of existing ones, many more applications will be utilised by businesses just like yours.

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What can Generative AI do for me?

For small businesses, generative AI offers powerful solutions for executing complex tasks efficiently. But what tasks, and what tools should you use?

The answer to this question is becoming clearer as the hype settles down, and GenAI software solutions mature. GenAI's capabilities are broad and varied, and so **your focus should be on the problems you are trying to solve within your business**: the pain points that you have with current processes and tools, and the things that slow you down, or make it difficult to reach your potential.

And every business has different pain points, thus every business will use AI tools in a different way.

The new generation of AI tools is incredibly valuable because they can be customised to incorporate specific insights about your business's operations. They can take actions using the data and expertise found in your company's knowledge bases, code repositories, and enterprise systems. [Amazon Q](#) is a generative AI-powered assistant that operates in this fashion. It is designed specifically for work tasks and can be tailored to your business to have conversations, solve problems and generate content. Amazon Q provides quick, relevant, and actionable information to help streamline tasks, speed decision-making, solve problems, and help spark creativity and innovation at work.

Your business will also likely use AI via new functionality added to the tools you are already using. Tools like [Amazon CodeWhisperer](#) can integrate into programmers' IDEs, while services like Rekognition, Textract and Comprehend can be easily integrated into existing business workflows, to automate manual tasks.

Amazon also offers best-of-breed GenAI models such as Claude and Stability Diffusion for custom content generation via [Amazon Bedrock](#), with access to integrate them however you wish, and more importantly refine what they can do by giving them information specific to your business, so that they can respond with more context.

How can Fitzroy IT help?

You've got a business to run. AI and GenAI are incredibly fast paced fields. Let Fitzroy IT be your AI Partner, as we stay on top of the latest trends and new developments.

Our AI-Readiness Workshop is designed to start a conversation about the role AI could play in your business.

It looks at what you do in your business, and presents some of the innovative technologies available, and also introduces you to the concept of Corporate AI Policies – policies to cover the responsible use of AI in your organisation, with topics like security, privacy, compliance and copyright. Because with great power comes great responsibility.


Start your GenAI journey with Fitzroy IT today

Wherever you are on your AI journey, book in for a chat with Fitzroy IT because a trusted partner makes all the difference.

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Contact us for a **FREE** consultation
with our AWS specialists.

The logo for Fitzroy IT, featuring the company name in a stylized, white, sans-serif font. The letters 'I' and 'T' in 'FITZROY' are enclosed within a circular graphic element. The background of the logo area is a vibrant, abstract pattern of colorful, flowing lines in shades of purple, blue, and green.