

# Foundry for AI by Rackspace (FAIR)

Accelerate the responsible adoption of AI with a solution that's:

- Symbiotic
- Secure
- Sustainable



## Capitalize on the power of generative AI, quickly and responsibly

*Artificial Intelligence (AI), once confined to the realm of science fiction, has rapidly transcended into a reality that is fundamentally altering industries, economies, and societies. As machine learning algorithms grow more sophisticated and capable, their integration into various aspects of our lives is poised to unlock unparalleled opportunities.*

From revolutionizing healthcare and automating industries, to influencing creative endeavors and shaping governance, the AI-powered future presents a landscape brimming with potential, where the synergy between human ingenuity and machine intelligence holds the key to unprecedented progress.

### FAIR for AWS

The Foundry for AI by Rackspace (FAIR™) for AWS is a groundbreaking practice dedicated to accelerating the responsible and sustainable adoption of AI solutions across industries leveraging the power of AWS. FAIR for AWS builds on Rackspace's extensive expertise building cutting-edge technology solutions on AWS.

Rackspace Technology® believes that for most organizations, the starting point for AI adoption can be found at the use-case level. What do you do every day, and how can AI help you do it better? Rackspace has already established hundreds of use cases for virtually every industry. This is where FAIR for AWS can help your organization open the door to rapid and responsible AI adoption.

### Key use cases

Here are some of the most common ways you can use generative AI today:

**Knowledge management:** Execute search and summarization by generating insights from telephone calls, creating individualized learning plans, and summarizing information from documents, videos and chat data.

**Semantic search:** Perform semantic searches on documents, data, images, videos and audio for question and answers, and image, document and video retrieval.

**Content generation:** Generate new content quickly and accurately using large-language models (LLMs) that create text, images and videos to help with personalized recommendations and content.

**Code generation:** Use natural-language query tools to generate code, such as SQL, Python, Javascript, shell script and more to optimize your development lifecycle.

**Synthetic data:** Use generative AI models, like LLMs and Stable Diffusion, to boost existing data sets or create data sets from scratch to improve the efficacy of AI/machine learning models with limited data sets for training.



## Use cases by industry

<p><b>Insurance</b></p> <ul style="list-style-type: none"> <li>✓ Streamline customer service automation and call center analytics</li> <li>✓ Automate insurance claims</li> <li>✓ Improve chatbot conversations</li> <li>✓ Support agent knowledge management</li> </ul>	<p><b>Legal</b></p> <ul style="list-style-type: none"> <li>✓ Automate legal document generation</li> <li>✓ Summarize and highlight changes in regulatory documents</li> <li>✓ Answer questions from legal documents</li> <li>✓ Provide knowledge management and assist with research</li> </ul>
<p><b>Healthcare</b></p> <ul style="list-style-type: none"> <li>✓ Explain diagnoses and treatment plans</li> <li>✓ Summarize patient records and doctors' notes</li> <li>✓ Conduct medical research</li> <li>✓ Improve medical imaging</li> </ul>	<p><b>Travel and hospitality</b></p> <ul style="list-style-type: none"> <li>✓ Provide personalized recommendations</li> <li>✓ Deliver multilingual customer support</li> <li>✓ Respond to customer emails, chats and online reviews</li> <li>✓ Improve call center analytics</li> </ul>
<p><b>Financial services</b></p> <ul style="list-style-type: none"> <li>✓ Improve fraud detection</li> <li>✓ Personalize responses to messages</li> <li>✓ Personalize loan offers</li> <li>✓ Automate credit risk assessments</li> </ul>	<p><b>Manufacturing</b></p> <ul style="list-style-type: none"> <li>✓ Improve operational efficiencies on equipment</li> <li>✓ Optimize supply chains</li> <li>✓ Conduct design optimization</li> <li>✓ Analyse sensor data for quality control</li> </ul>

## AWS tools for building generative AI applications

- Amazon Athena
- Amazon RDS
- Amazon Aurora
- Amazon Redshift
- Amazon Bedrock
- Amazon SageMaker
- Amazon CodeWhisperer
- Amazon Titan
- Amazon EMR
- AWS Glue
- AWS HealthScribe
- AWS Inferentia
- AWS Trainium

All of our AI solutions are purpose-built on AWS and designed to help you accelerate business outcomes and:

- Enhance creativity with new content
- Reduce errors to improve quality
- Increase productivity for knowledge workers
- Optimize costs using intent-driven automation

## FAIR for AWS offerings

FAIR for AWS delivers the following generative AI services:

**FAIR Generative AI Ideate:** Start your generative AI journey on Amazon Web Services (AWS) with a Generative AI Ideation offer. Gain new insights on leveraging data, employing machine learning and enhancing digital experiences with AWS native services and a cloud-first approach. Overcome the complexities of transitioning to a new data infrastructure, managing custom machine learning requirements, meeting analytics demands, enabling real-time data streaming and embracing the emerging field of generative AI.

FAIR Generative AI Ideate leads you on your first steps to:

- Explore what generative AI can do for you
- Evaluate the intended and unintended consequences of adding generative AI to your operations
- Review the quality and integrity of your data as a key ingredient of generative AI
- Plan how to embed your company values, fairness and governance into your generative AI operations

**FAIR Incubate Accelerator:** Justify the ability of generative AI to deliver on knowledge management, semantic search, content generation, code generation and synthetic data integration by rapidly launching an MVP solution on AWS. Rackspace will add Amazon Titan, native AWS frameworks such as Amazon Bedrock, open-source frameworks, agile delivery methodologies and powerful tools to build your use case.

Fair Incubate Accelerator helps you go from concept to solution in four weeks to:

- Deliver a secure generative AI landing zone
- Help you select, adopt, align and optimize a foundation model
- Run LLM-powered application with enough features to validate the architecture and business benefits

**FAIR Industrialize:** Assure the success of your solution by transforming AI into a functional product that aligns with established metrics and governance guardrails. This helps ensure greater explainability of your AI models, efficiency and dependability leading to widespread adoption AI as part of your digital transformation initiatives.

Industrialize involves:

- Integrating AI into your business processes with automated feedback functions for monitoring performance and drift
- Establishing DataOps, MLOps and LLMOps frameworks
- Implementing AI governance policies and help to set up the organizational structure for enforcing AI supervision and governance protocols
- Processes for sustainable cost management
- Devising strategies for incident management
- Committing to ongoing enhancement and training initiatives

## About Rackspace Technology

The experts at Rackspace help you accelerate the adoption of secure and responsible AI solutions leveraging the latest AWS technologies.

- 3,200+ certified technical experts
- Customers in 120+ countries
- 2,500+ AWS accreditations
- 16 AWS competencies
- 16 AWS service delivery designations
- AWS 2021 Migration Partner of the Year (U.S. and Canada)

## Take the Next Step

Let's talk about how FAIR generative AI expertise helps you achieve your AI-powered goals.

1-800-961-2888  
[fair.rackspace.com](https://fair.rackspace.com)