# AWS SageMaker

## Why consider this choice over the AI GCP platform?

NEONCUBE

# Introduction

## How does AWS SageMaker support business development in Mediatech?

Artificial intelligence (AI) is redefining the way Mediatech companies manage content, recommendations and audience analytics. Choosing the right AI platform is crucial for operational efficiency and cost optimisation. AWS SageMaker offers comprehensive tools to train, deploy and manage AI models, providing a competitive advantage over Google Cloud AI Platform.

NEONCUBE

# The popularity and capabilities of AWS SageMaker

AWS SageMaker is gaining recognition through:

**A larger developer community,** which means better support, documentation and educational resources.

**Scalability and flexibility** to handle dynamic workloads in AI systems.

**Cost optimisation,** thanks to the pay-as-you-go model.

**Deep integration with the AWS ecosystem** to facilitate data management and AI workflows.

**Rapid deployment thanks to Low-Code/No-Code tools**, reducing set-up time.

**Reliability and security**, meeting data protection and regulatory compliance standards.

**Amazon SageMaker**

NEONCUBE

# Problems and challenges in implementing AI at Mediatech

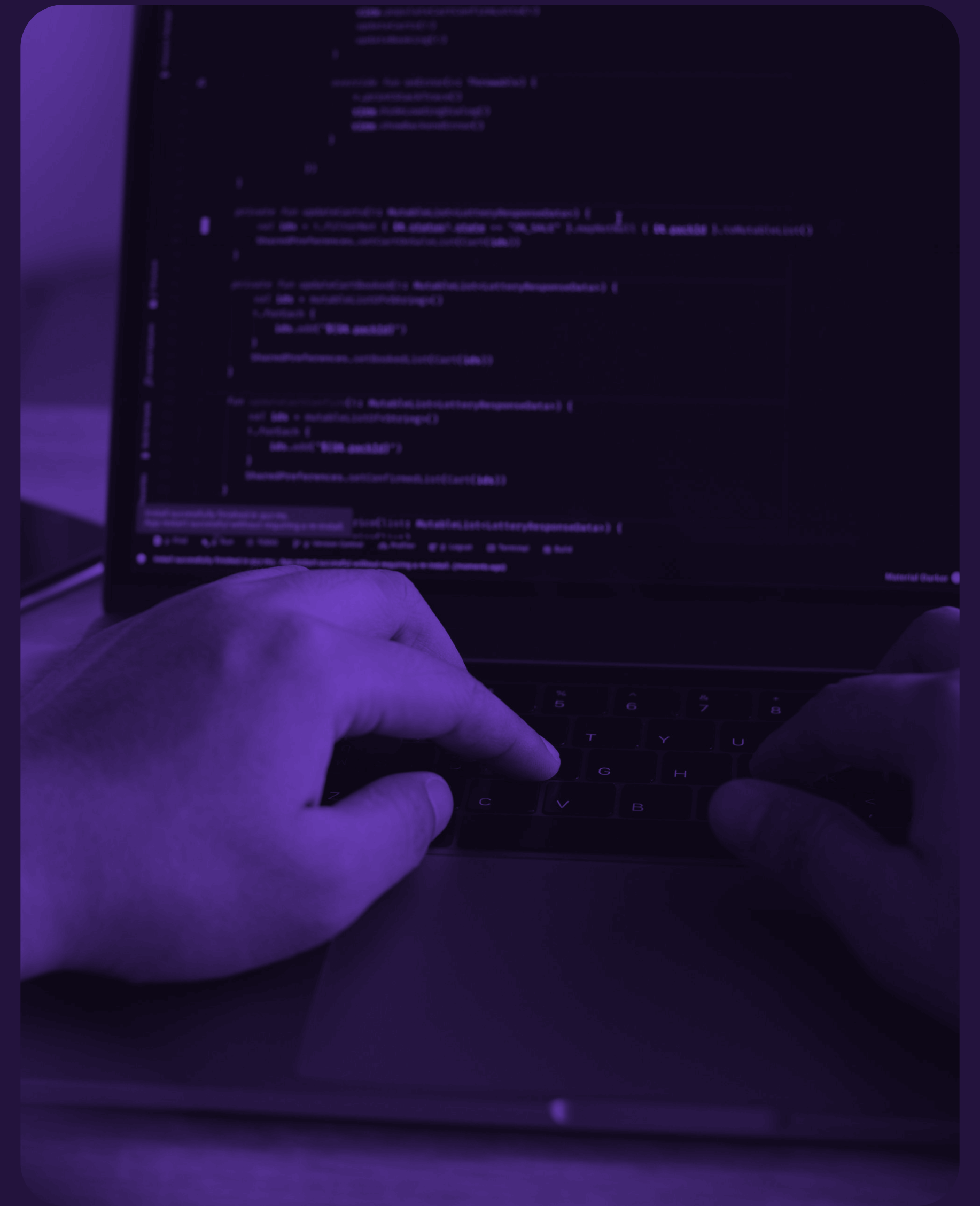Mediatech companies face key issues before implementing AI:

**Scalability** – AI applications need to handle sudden spikes in traffic.

**Complexity of integration** – AI requires collaboration with databases and analytical tools.

**Cost management** – optimising expenditure while maintaining efficiency.

**Security and compliance** – AI must meet data protection standards.

AWS SageMaker addresses these challenges by simplifying the AI implementation process.

NEONCUBE

# The main problem

How can Mediatech companies deploy scalable and cost-effective AI solutions, ensuring integration with the cloud ecosystem and regulatory compliance?

NEONCUBE

# Idea

AWS SageMaker allows Mediatech companies to::

- Scale and optimise AI implementations.
- Reduce operating costs through a pay-as-you-go model.
- Easily integrate AI into existing systems.
- Quickly implement AI models without having to write complex code.

NEONCUBE

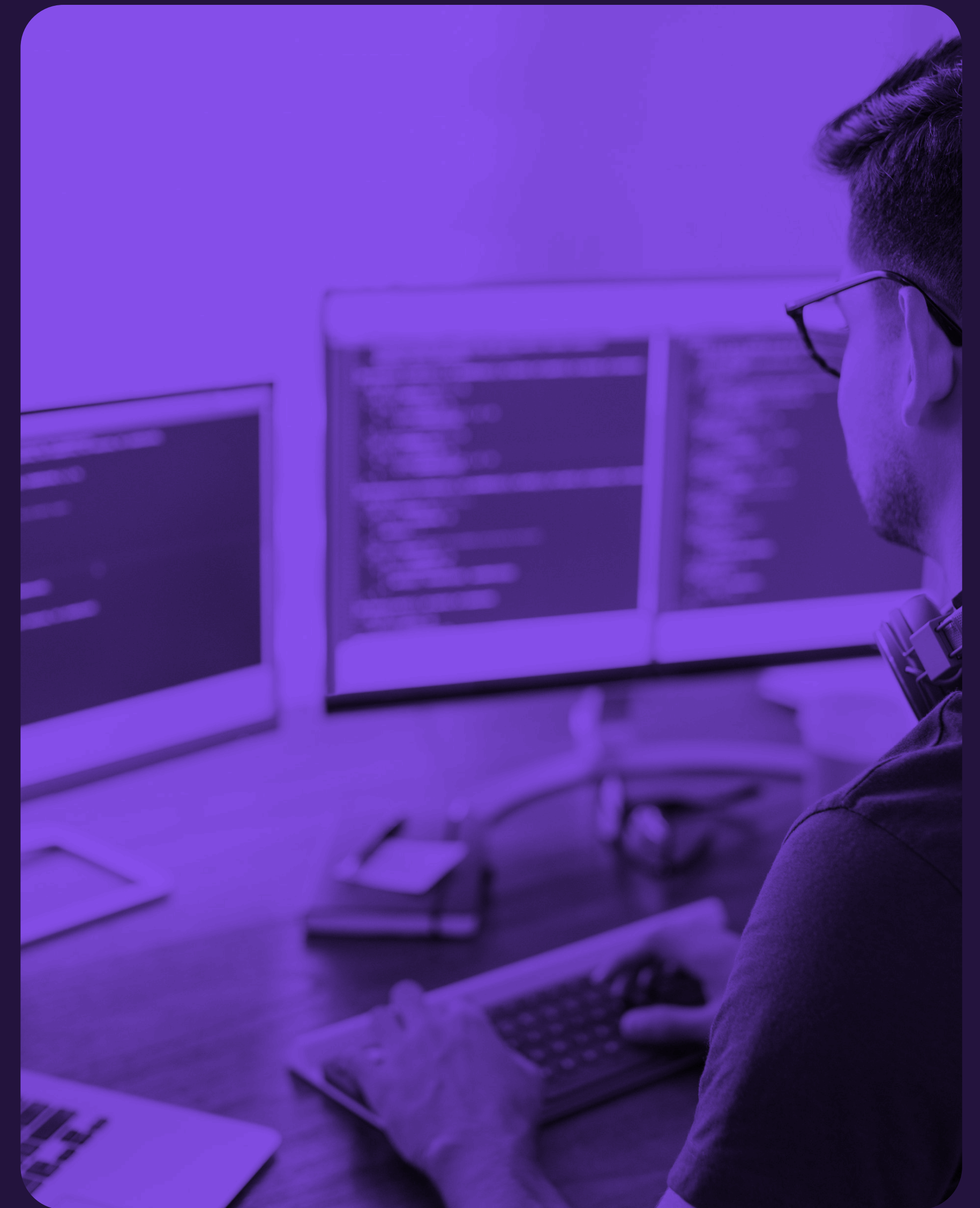# Key elements of an AWS SageMaker implementation

**Needs analysis** - Identification of business requirements.

**AI model design** - Selection of tools and functionality.

**Model training** - AI training using data.

**Optimisation and implementation** - Implementation of the model in a production environment.

**Monitoring and development** - Automatic hyper-optimisation and performance analysis.

NEONCUBE

# Success rates and ROI

**Reduce AI implementation time by 40%** - Deliver business value faster.

**Reduction in operating costs by 30%** - Improved management of AI resources.

**Improved scalability** - Seamless adaptation to changing needs.

Increased efficiency of data analysis - Better personalisation of content and recommendations.

NEONCUBE

# Summary

AWS SageMaker is a key tool for Mediatech companies looking to develop AI in a scalable, secure and cost-effective manner. By integrating with the AWS ecosystem, SageMaker enables rapid deployment, automation and optimisation of AI processes, resulting in better cost control and higher operational efficiency.

**Choosing AWS SageMaker allows companies to:**

- **Reduce operating costs through a pay-as-you-go payment model, eliminating unnecessary IT infrastructure expenditure.**

- **Accelerate the deployment of AI, which provides a competitive advantage in the rapidly growing Mediatech sector.**

- **Increase the efficiency of data analysis, which enables better personalisation of content and tailoring of services to users' expectations.**

- **Improve security and compliance with advanced data protection mechanisms.**

AWS SageMaker is an investment in the future of AI technology, providing flexibility, reliability and long-term scalability. Companies that opt for this platform will not only gain a state-of-the-art tool for managing AI models, but also real business benefits to maintain a competitive position in the market.

AWS SageMaker is a key tool for Mediatech companies that want to develop AI in a scalable, secure and cost-effective way.

NEONCUBE

# The Neoncube Team

Feel free to contact us!

## Jacek Nosal

jacek@neoncu.be

+48 693 293 324

## Michał Smoliński

michal@neoncu.be

NEONCUBE