This week was London's turn to host the AWS Partner Equip at Amazon HQ 2024. An invitation only event for Advanced EMEA AWS Partner's with speciality competencies.

Attended by hundreds of partners the event is a great opportunity to learn from both AWS and fellow partners on active trends across the market, early access to future roadmaps, as well as informed predictions on what opportunities and demand we expect to see in the proceeding year.

The event discusses a wide range of topics from changes to any partner or funding programs, upcoming releases, as well as industry trends and patterns.

Generative AI

As you would likely expect Gen AI had it's fair share of airtime at the event and whilst many of the topics discussed can not be shared currently, one thing is certainly clear and falls inline with what we have been saying all year.

If you are not using Generative AI in your business to improve efficiencies, quality, user experience, first-time-to-value and innovate, you will fall behind.

Three key reenforced takeaways:

- If you are not using Generative AI in your business you will be at a disadvantage to your competitors and fall behind the market very quickly.
- Your data is your differentiator and will determine your success with Generative A.I. Have a plan for your data, keep it clean, contextualised and labelled.
- If you are using only On-Prem, consider leveraging cloud. You can not reap the rewards of Generative AI On-Prem.

Innovative Solution Value Proposition

The week was topped off with a 30 minute team exercise to develop and present an Innovative Solution Value Proposition with AWS, with the objective to accelerate business value for customers within the Energy & Utilities sector.

It was great fun, a great way to further network and to not only that, but our team won top spot 🏆
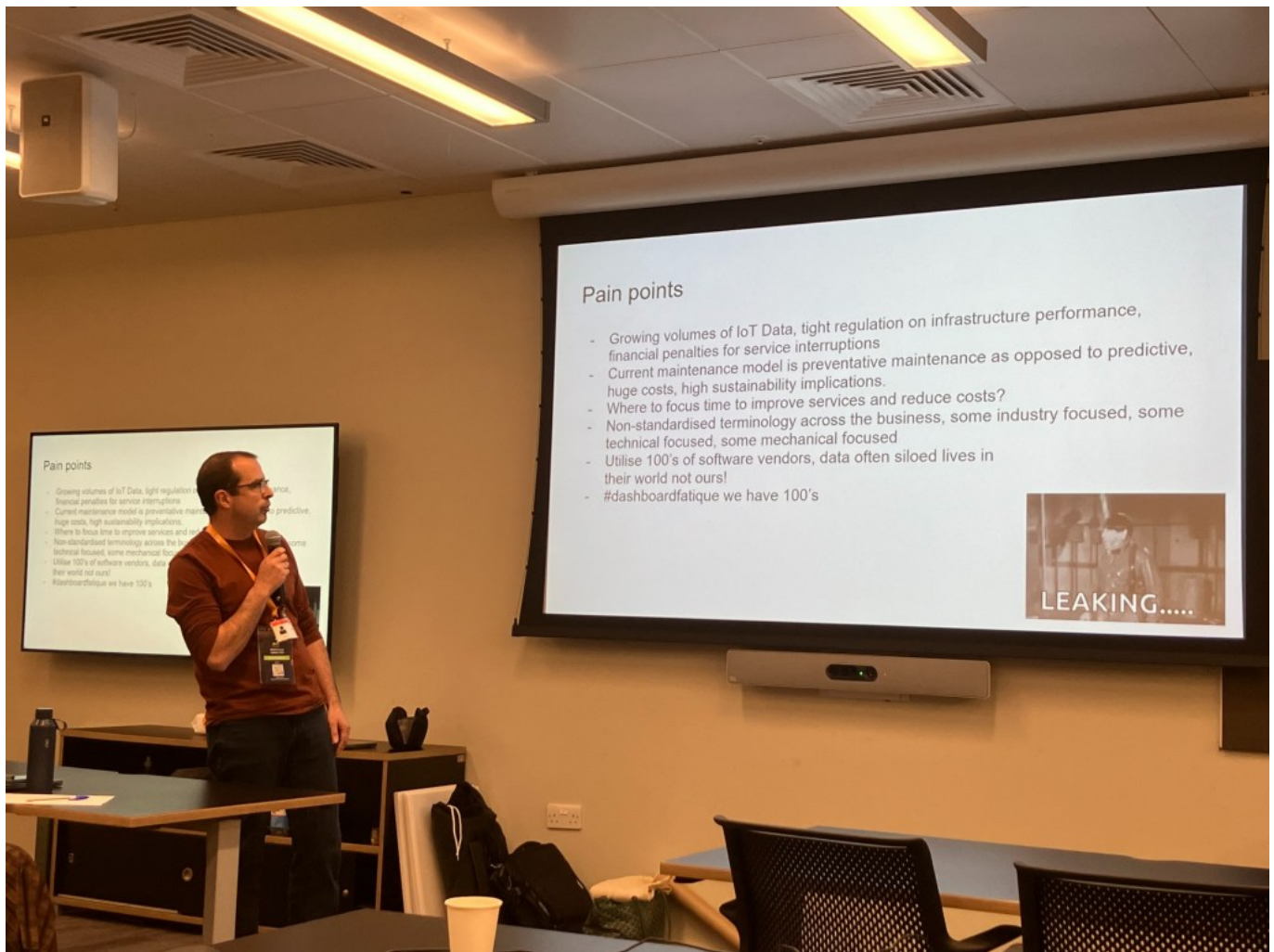
AWS Partner Equip at Amazon HQ 2024

Further information

[AWS Partner Equip](#)

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