INNOVATIVE | aws | CUSTOMER SUCCESS STORY

TAILWINDS™
Innovative
GENERATIVE AI TO PROPEL YOUR ORGANIZATION

BUILT ON
Amazon Bedrock

INE's GenAI Journey to Enhanced Content Discovery and Personalization

INE (Internetwork Expert) is a leading provider of technical training for the IT industry, dedicated to equipping professionals with the necessary skills through affordable, high-quality training. This case study explores how INE will leverage Innovative Solutions' Tailwinds Generative AI accelerator to enhance their training content and improve user experience.

BUSINESS OBJECTIVES

INE aimed to achieve the following objectives:

1 **Extract key technical skills**
Build a comprehensive list of technical skills extracted from their training content.

2 **Enhance user content discovery, effortlessly**
Improve content discoverability and recommendations for users.

3 **Uncover new data-driven insights**
Uncover relationships between different pieces of training content for new insights.

4 **Offer relevant content solutions**
Utilize these insights to develop and offer new, relevant content to customers.

The motivation behind these objectives was to **provide a more personalized learning experience and to stay ahead in the competitive technical training market** by continuously innovating their content offerings.

THE CHALLENGE

INE faced the challenge of **processing vast amounts of technical training content** to extract relevant skills and knowledge. This task was **time-consuming and required a high level of accuracy** to ensure the right skills were associated with the appropriate content. **The company needed a way to automate this process efficiently** to enhance its content recommendation system and to identify gaps in its training material.

WHAT THE CUSTOMER IS SAYING...

"Leveraging Tailwinds and Amazon Bedrock has enabled INE to complete a project we always wanted to do but did not have the time or manpower to achieve. Our new AI recommendations will drastically cut down the time for customers to search and find the right courses. This novel technology will allow us to have even greater cross-sell conversions into new courses and increased customer satisfaction."

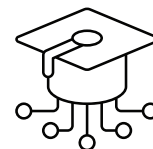Lindsey Rinehart, COO, INE

THE NOVEL SOLUTION

In partnership with Innovative Solutions, INE implemented the Tailwinds Generative AI accelerator to process their training content. The key features included:

Identify and Extract

Advanced natural language processing to accurately identify and extract technical skills from training transcripts.

Discover Relationships

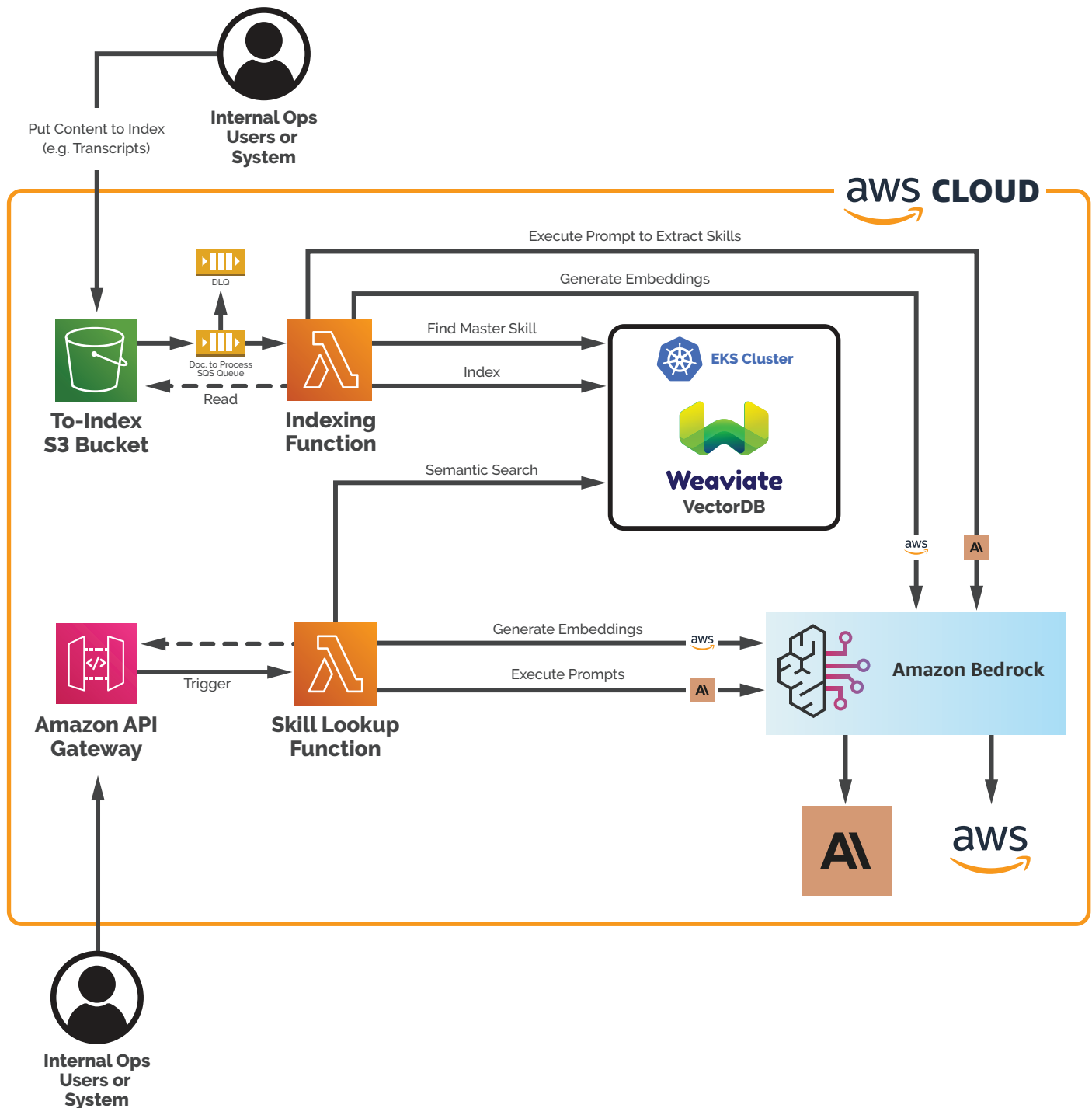Machine learning algorithms to discover relationships between different training modules.

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THE ARCHITECTURE

This solution addressed INE's challenges by **automating the skill extraction process, enabling targeted content recommendations, and providing valuable insights for content development.**

Put Content to Index
(e.g. Transcripts)

Internal Ops Users or System

aws CLOUD

DLQ

Execute Prompt to Extract Skills

Generate Embeddings

Doc. to Process SQS Queue

Find Master Skill

EKS Cluster

Index

Read

To-Index S3 Bucket

Indexing Function

Weaviate VectorDB

Semantic Search

Generate Embeddings

Execute Prompts

Amazon Bedrock

Trigger

Amazon API Gateway

Skill Lookup Function

Internal Ops Users or System

CUSTOMER GOALS

INE plans to enable customers to **analyze and select relevant training material 50% faster**, with more targeted recommendations leading to more efficient learning. The result will be improved job preparedness and skill augmentation, **reducing the time IT managers spend on building training paths by up to 25%**, increasing internal efficiency for INE's customers.

TRANSFORMING CUSTOMER EXPERIENCE AND RESULTS

The Tailwinds GenAI accelerator will transform the INE customer experience by:

Automation
Automating the identification, labeling, and data association of INE training content using Amazon Bedrock.

Discover
Enhancing the discoverability of relevant training materials by aligning content to topical labels.

Industry Leader
Setting a new industry standard for technical training platforms by making next-step training discoverability a first-class citizen.

By implementing the Innovative Tailwinds, INE will achieve amazing results that will contribute to its growth and solidify its position as a leader in technical training.

1. **A more EFFICIENT content recommendation system.**
2. **REDUCED TIME for users to find relevant training content.**
3. **Insights that lead to the development of NEW TRAINING MODULES.**
4. **INCREASED customer satisfaction and loyalty.**
5. **GREATER CROSS-SELL AND UP-SELL opportunities for INE and its customers.**

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WHY PARTNER WITH INNOVATIVE SOLUTIONS

The partnership between INE and Innovative Solutions has led to a significant enhancement of INE's training platform that will benefit both the company and its customers. This case study demonstrates the potential for other businesses to benefit from similar AI-driven solutions.

For more information or to explore how Innovative Solutions can assist your company, please contact us.

TAILWINDS
GENERATIVE AI TO PROPEL YOUR ORGANIZATION

Innovative Tailwinds is a Generative AI service that transforms your data into actionable insights, accelerating your digital transformation journey.

LEARN MORE AT
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