# AWS Certified AI Business Strategist Cheat Sheet

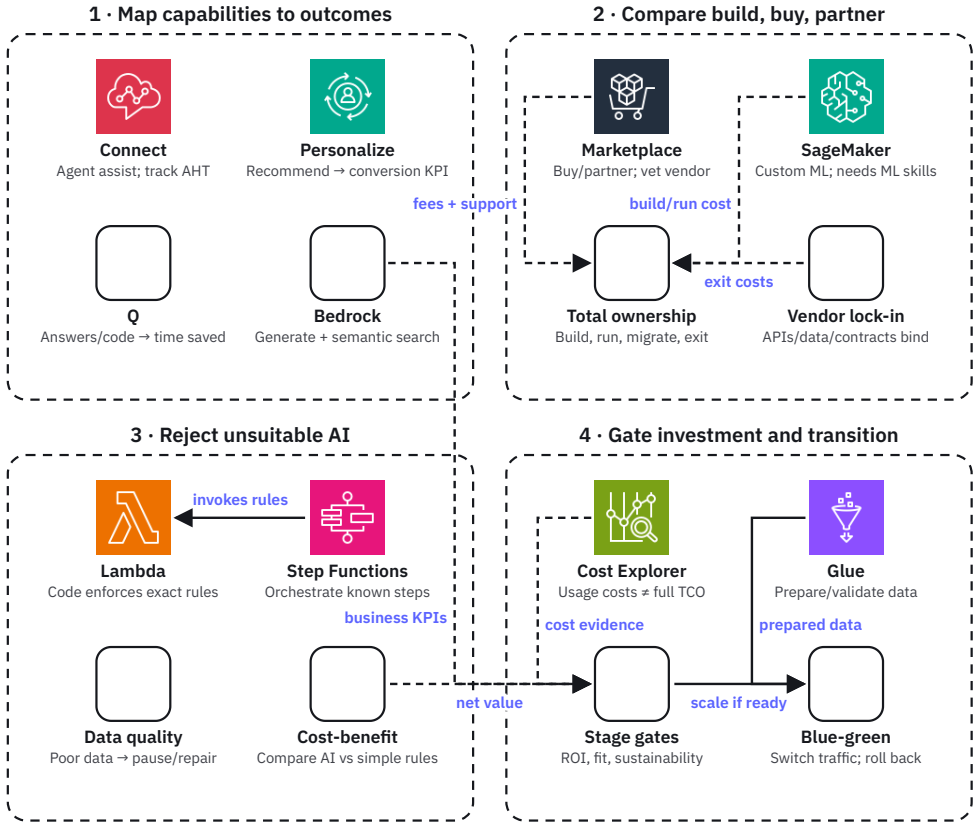
AIB-C01 (beta) · Domain 2 of 4

BlowStack

DOMAIN 2 · AI STRATEGY AND BUSINESS VALUE CREATION · 28% OF THE EXAM · TASK STATEMENT 2.1

## Develop AI strategies that align with business objectives

### Map, compare, validate, transition




### 1 Map capabilities to outcomes

**Business KPIs** need a baseline, target, and review period. Match Text Generation to drafting and Semantic Search to retrieval; select contact-center, recommendation, or employee/developer tools by outcome.

### 2 Compare build, buy, partner

**Build-buy-partner** weighs budget, timeline, skills, vendor evidence, compliance, TCO, and exit costs. Build for justified control; buy/partner for faster capability. Managed models reduce operations, not governance.

### 3 Reject unsuitable AI

**Determinism** means repeatability, not correctness. Prefer rules for exact specifications and known workflows. AI needs benefits above development, operating, and error costs; poor data needs repair, not a bigger model.

### 4 Gate investment and transition

**Stage gates** scale, pause, or terminate using ROI, feasibility, strategic fit, and sustainability. Before switching, validate data, inference latency, migration TCO, and continuity; retain rollback and test failover.

## Exam traps

- Higher accuracy alone is not **ROI**: ROI relates net benefits to investment cost. Sustainability also weighs energy, emissions, water, and hardware demand.
- The lowest model price is not the lowest **TCO**. Include integration, people, evaluation, errors, migration, and exit costs; AWS Cost Explorer does not capture all of them.
- **Blue-green deployment** validates a replacement and switches traffic; failover redirects work after failure. Neither guarantees continuity without compatible data, dependencies, and tested recovery.

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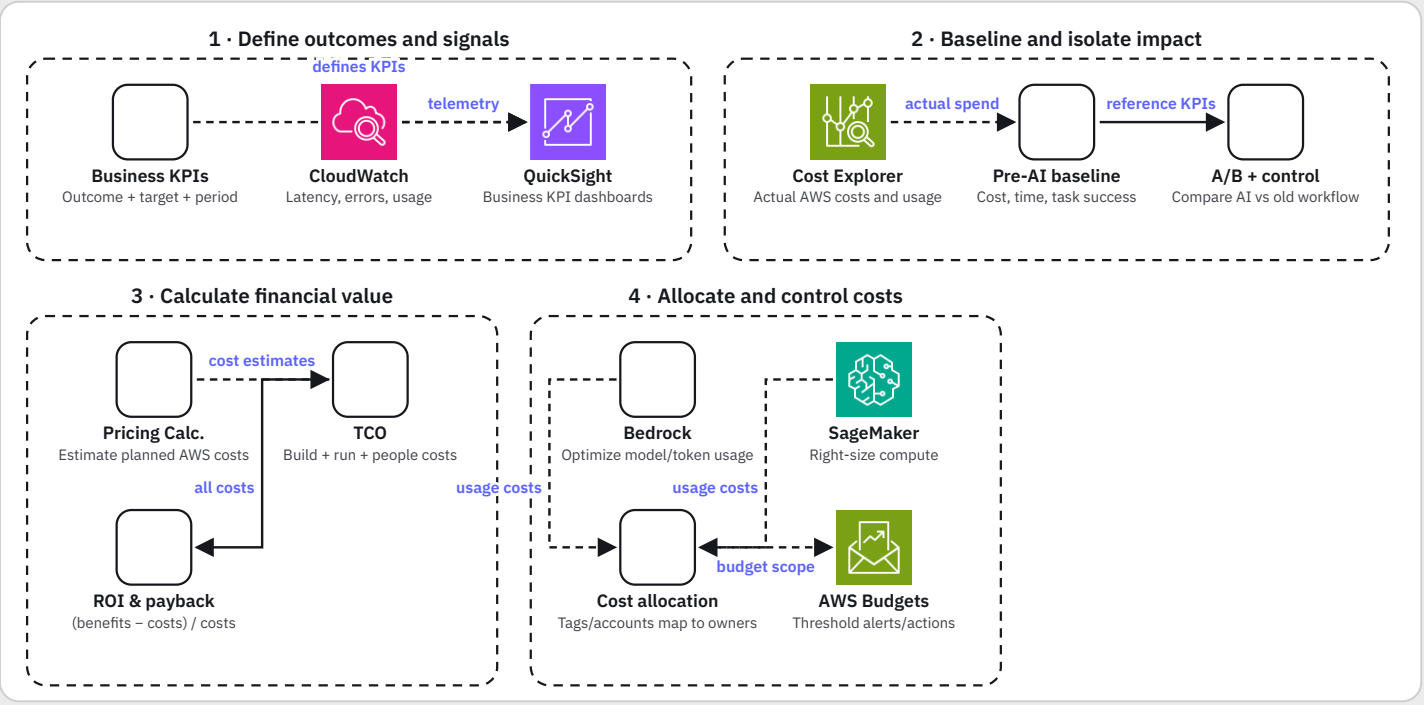
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DOMAIN 2 · AI STRATEGY AND BUSINESS VALUE CREATION · TASK STATEMENT 2.2

## Measure and demonstrate AI business value

### Measure, compare, calculate, control




### 1 Define outcomes and signals

Set cost/revenue, task completion, user satisfaction, and labor productivity KPIs with targets and review periods. **Leading indicators** such as adoption predict value only when validated against later outcomes.

### 2 Baseline and isolate impact

Record metrics before deployment. **Control groups** retain the existing workflow; compare both groups before and during rollout under similar conditions to separate AI effects from seasonality, staffing, or demand.

### 3 Calculate financial value

Use **ROI** over a defined period; payback = upfront investment / periodic net benefit. TCO includes integration, training, and oversight. Sensitivity analysis varies adoption, savings, and costs to test break-even assumptions.

### 4 Allocate and control costs

**AWS Budgets** provides alerts and configured actions, not a guaranteed spending cap. Allocate spending to owners; optimize model/token usage and right-size capacity using observed demand without sacrificing required quality.

## Exam traps

- **Time saved is not automatically cash saved**: labor productivity can increase capacity without reducing payroll. Counting the same hours as both savings and productivity benefits double-counts value.
- **Estimates are not actual spend**: AWS Pricing Calculator models planned configurations; AWS Cost Explorer analyzes incurred AWS costs and usage. Neither alone captures full business TCO.
- **Cost-benefit analysis** compares AI with simpler alternatives. Higher accuracy or satisfaction alone does not prove business value; payback speed does not measure total profitability.

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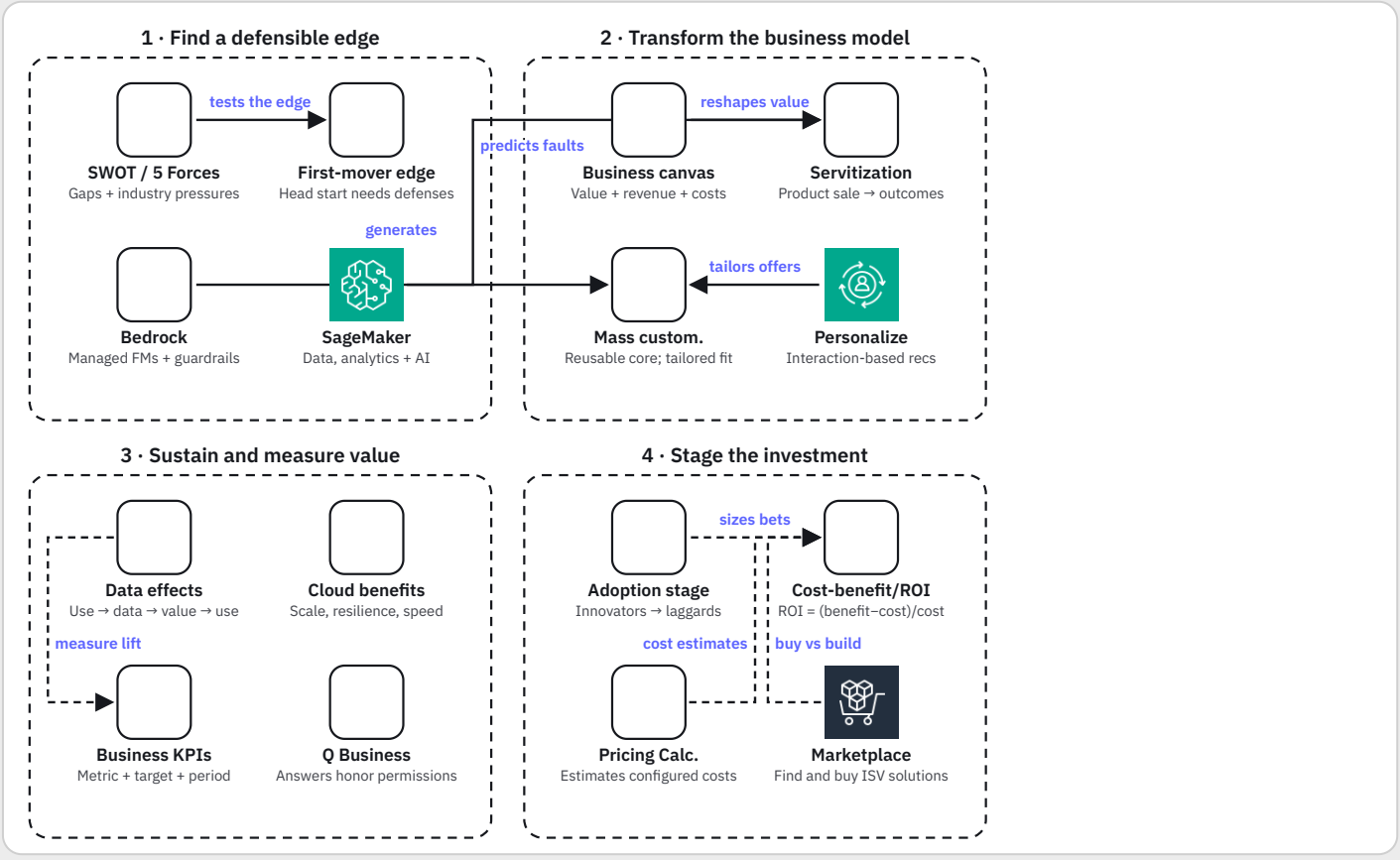
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DOMAIN 2 · AI STRATEGY AND BUSINESS VALUE CREATION · TASK STATEMENT 2.3

## Position AI for competitive advantage

### Assess, transform, sustain, invest




### 1 Find a defensible edge

**Porters Five Forces** assesses rivalry, entrants, substitutes, and buyer/supplier power. SWOT compares internal strengths/weaknesses with external opportunities/threats. Being first alone creates no durable moat.

### 2 Transform the business model

**Business model change** alters value delivery or revenue, not just task speed. The Business Model Canvas exposes these changes; servitization sells ongoing outcomes, while mass customization tailors at scale.

### 3 Sustain and measure value

**Data network effects** require hard-to-copy data and better user outcomes. Cloud benefits depend on architecture, cost control, and readiness. KPIs connect AI improvements to business outcomes.

### 4 Stage the investment

**Stage investment** by industry adoption, competitive pressure, and readiness. Compare benefits with full lifecycle costs and simpler alternatives. Pricing estimates are not guaranteed bills; buying does not establish ROI.

## Exam traps

- Treating **first-mover advantage** as automatic is wrong: rivals can copy generic AI capabilities. Proprietary data, accumulated learning, and workflow integration can make the lead defensible.
- Equating **more data with network effects** is wrong: additional adoption must generate useful data that improves outcomes and encourages further adoption. Data volume alone proves no reinforcing cycle.
- Equating **model accuracy with ROI** is wrong: ROI measures net financial benefit relative to cost. Cost-benefit analysis includes development, integration, operations, oversight, and error costs.

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DOMAIN 2 · AI STRATEGY AND BUSINESS VALUE CREATION · WHAT TO REMEMBER

# Concepts and services of AI Strategy and Business Value Creation

## Concepts to know

### Key Performance Indicators

KPIs connect business objectives to measurable targets and review periods. **Measure business outcomes**, not model accuracy alone; establish a baseline and use control groups to separate AI impact from unrelated changes.

### Return on Investment

ROI = (benefits – costs) / costs over a defined period. **Prioritize measurable net value**, including adoption and operating costs; time savings become financial benefits only when capacity is productively redeployed or spending falls.

### Total Cost of Ownership

TCO includes acquisition, integration, data preparation, operation, governance, migration, and exit costs. **Compare full lifecycle costs** for build-buy-partner and platform decisions, rather than choosing the lowest initial price.

## Core services

### Amazon Bedrock

Choose for **managed foundation model access** when generating content or building retrieval-based assistants; compare model quality, latency, cost, and safety against business requirements.

### Amazon SageMaker

Choose for **custom ML development and lifecycle control** when specialized models or training requirements justify the data, expertise, development time, and operating costs.

### AWS Cost Explorer

Choose for **analyzing incurred AWS costs and usage**, tracking trends, and identifying optimization opportunities; AWS Pricing Calculator estimates planned costs, while AWS Budgets sets thresholds.

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