

Firemind Achieves the AWS Generative AI Competency



London, United Kingdom Mar 11, 2024 ([Issuewire.com](https://www.issuewire.com)) - Firemind, a specialist AWS Data and AI partner, has achieved the Amazon Web Services (AWS) Generative AI Competency in both Service and Software following an AWS audit of their ability to deliver innovative solutions to AWS customers using generative AI with proven transformational results. This demonstrates Firemind's expertise in not only implementing generative AI solutions for customers, but also developing software products, such as PULSE, that leverages generative AI technologies on AWS.

Firemind's [PULSE](#) solution enables a reliable, secure and scalable platform for customers to confidently utilise generative AI in a safe, secure and responsible manner on AWS. PULSE has enabled organisations to achieve rapid results across multiple industries including; FSI, Media & Entertainment, Advertising, Retail & CPG, Sports and Gaming.

"We are thrilled to be one of the first AWS partners in our region to achieve the AWS Generative AI Competencies and one of two globally to be recognised for both Services and Software," said Ben Wheeler, Chief Technology Officer at Firemind. "Generative AI is fast becoming a significant paradigm shift in the way our customers are thinking about leveraging their data, and this award recognises our capabilities in this area. Our engineers are uncovering new value for our customers every day and it is very exciting to see how this bleeding edge technology from AWS is enabling us to help accelerate our customers' own data strategies."

Dr. Malte Polley from MRH Trowe shared his experience on partnering with Firemind, stating: “Firemind expertly guided us through AWS’s ML FastStart program, quickly understanding our use case and implementing it technically. Transparent weekly reports allowed the project to stay on track, delivering on time and meeting our goals. The resulting IT system has significant potential for future collaboration.”

The AWS Generative AI Competency Program offers two distinct pathways: Services and Software. The Services Competency are partners with expertise in guiding businesses through the entire generative AI journey, from adoption and strategy to operation, maintenance, and responsible AI practices. The Software Competency, on the other hand, focuses on partners who leverage foundation models (FMs) to automate specific tasks and enhance customer value across diverse business functions. This category further differentiates partners based on their offerings, ranging from pre-built generative AI applications and FM development tools to infrastructure and data solutions.

Firemind is an AWS Advanced Consulting Partner, with a history of helping global brands transform their businesses through data and AI. Firemind remains focused on offering solutions that support businesses in their digital transformation journeys, and to further business outcomes through the power of AI.

ABOUT FIREMIND

Firemind is an AWS Data and AI Partner, specialising in innovative enterprise solutions for their customers in the UK, Europe, North America, Australia and the Middle East. Their services span AI/ML, Data and Analytics, Database, DevOps, SaaS, and cloud migration.

Firemind has served 200+ customers, including the Premier League, Center Parcs, and multinational insurance and financial firms, since its inception in 2018.

In 2023, Firemind launched PULSE, a Generative AI solution developed using the AWS Partner Solution Factory framework. PULSE has enabled AWS customers to accelerate business outcomes using Generative AI on AWS across various industries.

Firemind recently earned the [AWS 2023 UKI Rising Star Award](#), a testament to its sustained growth and expertise in AI and ML. Firemind continue to disrupt customer’s technology boundaries, across all industries, to deliver rapid business value.

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