

The background features a dark blue gradient with abstract, glowing shapes in shades of purple and pink. Two thin, light blue lines intersect to form a large 'A' shape. The text is positioned on the left side of the image.

AWS re:Invent

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AIM280 - NEW

Enhancing software vendors' gen AI features with the Amazon Q index

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Agenda

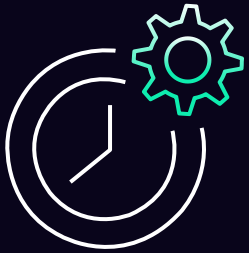
- 01 User demand for generative AI to improve productivity
- 02 Challenges with building generative AI experiences in apps
- 03 Amazon Q capabilities for software providers
- 04 Get started

Employees face technology overload



Applications' user experience is siloed

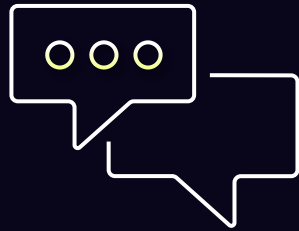
Demo Project Project management



Pricing proposal
review due today

Review Demo
Project for customer
meeting

Demo Project Messages



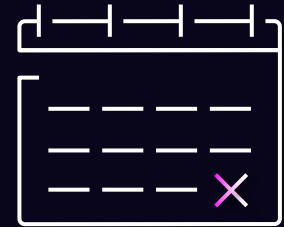
Pricing proposal
launch needs more
customer feedback

Demo Project Meeting transcript



AnyCompany Inc. is
concerned about the
new pricing proposal
and may
not renew contract
next month

Demo Project Calendar



Demo to
AnyCompany Inc.
tomorrow at 10am

Cross-app context enriches app user experience

Context delivered in ISV app user experience

Insights generated using data in different apps

Cross-app actions to complete work in preferred app

The screenshot displays a user interface for an Amazon ISV. At the top, it says "Home" and "Wednesday, May 31". A search bar and the Amazon logo are in the top right. The main content area is titled "Good afternoon, Andrew" and is divided into three columns. The left column, "Important Updates", features a highlighted card titled "AnyCompany has pricing concerns and may churn" with a summary of cross-app insights from Slack, Gmail, and Zoom. Below this card are action buttons: "Create Task", "Slack to Federico Torreti", and "Start a Call". The middle column, "New Pricing Program Revisions Require Feedback", includes a summary and action buttons: "Review 'Pricing Document'", "Mark Task as Complete", and "Mark as read". The right column, "Calendar Highlights", shows a "AnyCompany Customer Demo" and a "Leadership Presentation" with associated action buttons. A floating "Assistant" window on the right provides a Q&A user experience, displaying a query about VIP Gold members and a response that summarizes the pricing concerns from the left column. A "Write a reply..." input field is at the bottom of the Assistant window.

Dashboard or Q&A user experience

Challenges with building generative AI assistants



Lack of context



Limited data sources



Security and data privacy



Compliance

Challenges with building generative AI assistants



ISV application UX



Retrieval augmentation and LLMs



Cross-app data index



SaaS/ISV application integrations

Introducing Amazon Q Business capabilities for software providers

REIMAGINING HOW USERS INTERFACE WITH SAAS APPLICATIONS AND GENERATIVE AI



Amazon Q embedded: Quickly add a generative AI assistant to your webpage or application



Amazon Q index: Enhance your application's native generative AI features with access to a cross-app index

Amazon Q Business capabilities

Need AI assistant

High

Abstraction



Already have AI assistant

Low



Embed the Amazon Q Business user experience in your application



Create a custom user experience with Amazon Q Business

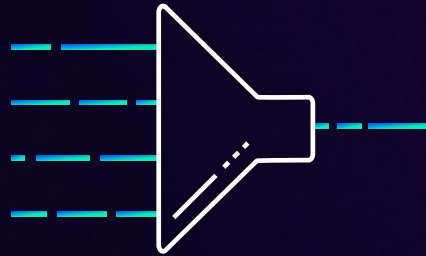


Enrich generative AI experiences with data from multiple applications

Solutions for software providers building generative AI assistants



Generate insights and actions with context spanning multiple apps



Securely combine and use data across apps



Software providers embed directly into their application UI



Improve content accuracy and quality with user-level data



Built-in connectors bring cross app context into your app

Unify content from all your enterprise sources together in a few clicks!

Adobe Experience Manager

Alfresco

Amazon Simple Storage Service
(Amazon S3)

Asana

Atlassian Confluence

Amazon Aurora (MySQL, PostgreSQL)

Box

IBM Db2

Dropbox

Drupal

Custom Connector

Amazon FSx Windows

GitHub

Gmail

Google Drive

Jira

Microsoft Exchange

Microsoft OneDrive

Microsoft SharePoint

Microsoft Teams

Microsoft Yammer

Microsoft SQL Server

Quip

Salesforce

ServiceNow

Slack

Smartsheet

Web Crawler

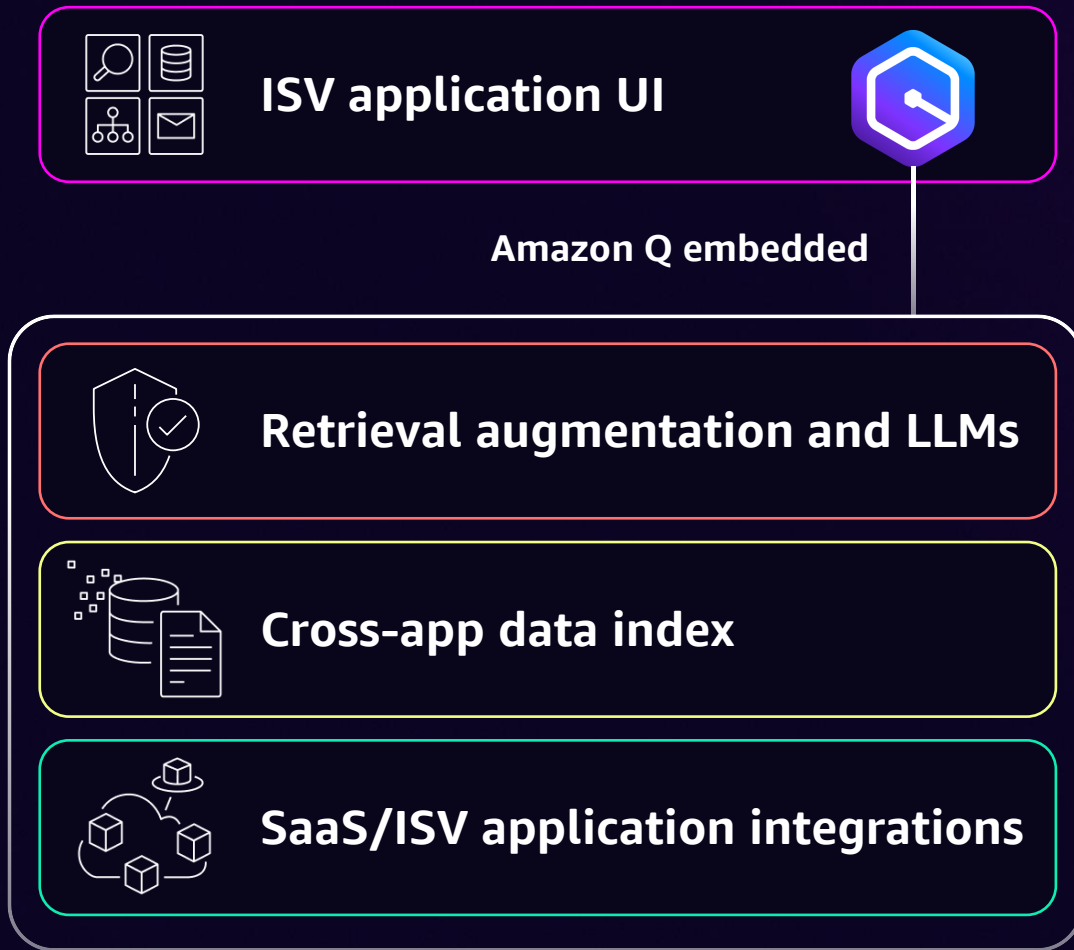
Amazon WorkDocs

Zendesk

Amazon Q embedded



Embed the Amazon Q Business user experience in your application



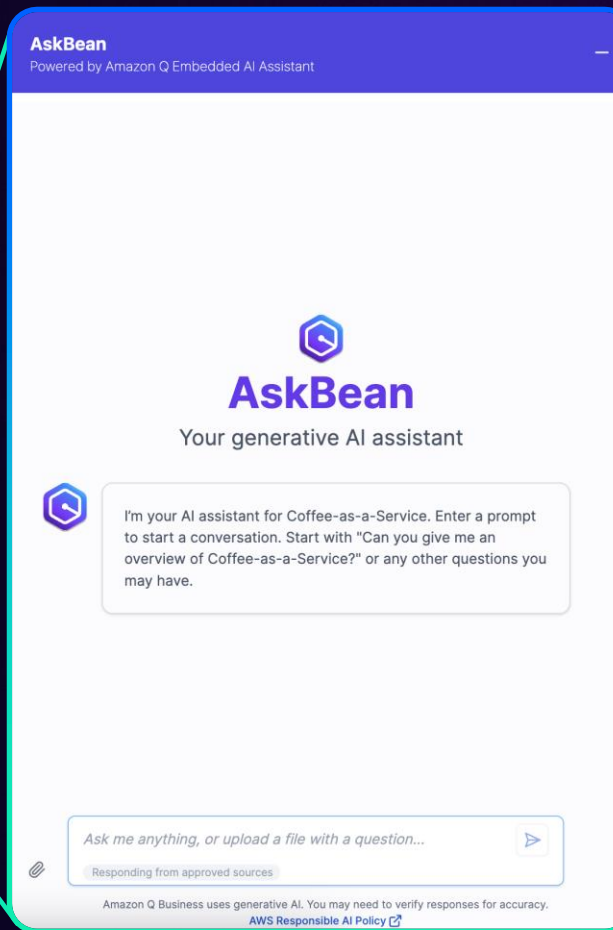
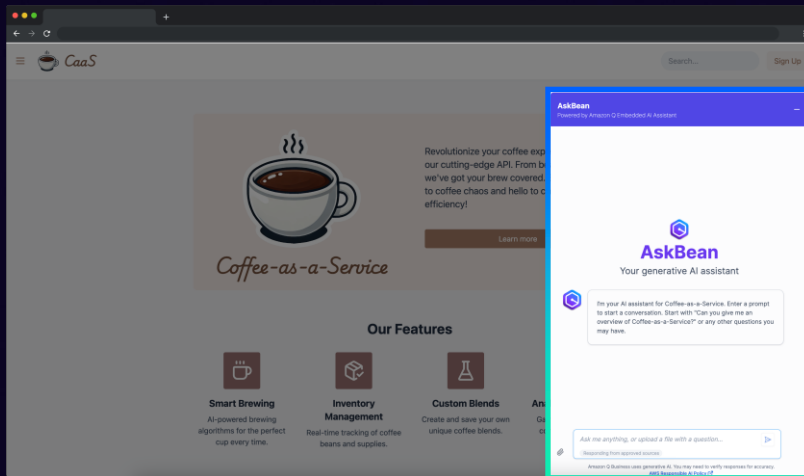
Customize the design to match your corporate branding



Users stay in your app with generative AI assistant capabilities

Bring Amazon Q Business to your webpage

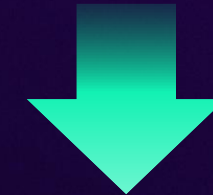
FULLY MANAGED GENERATIVE AI ASSISTANT



Low-code **embeddable chat UI**

Connected to

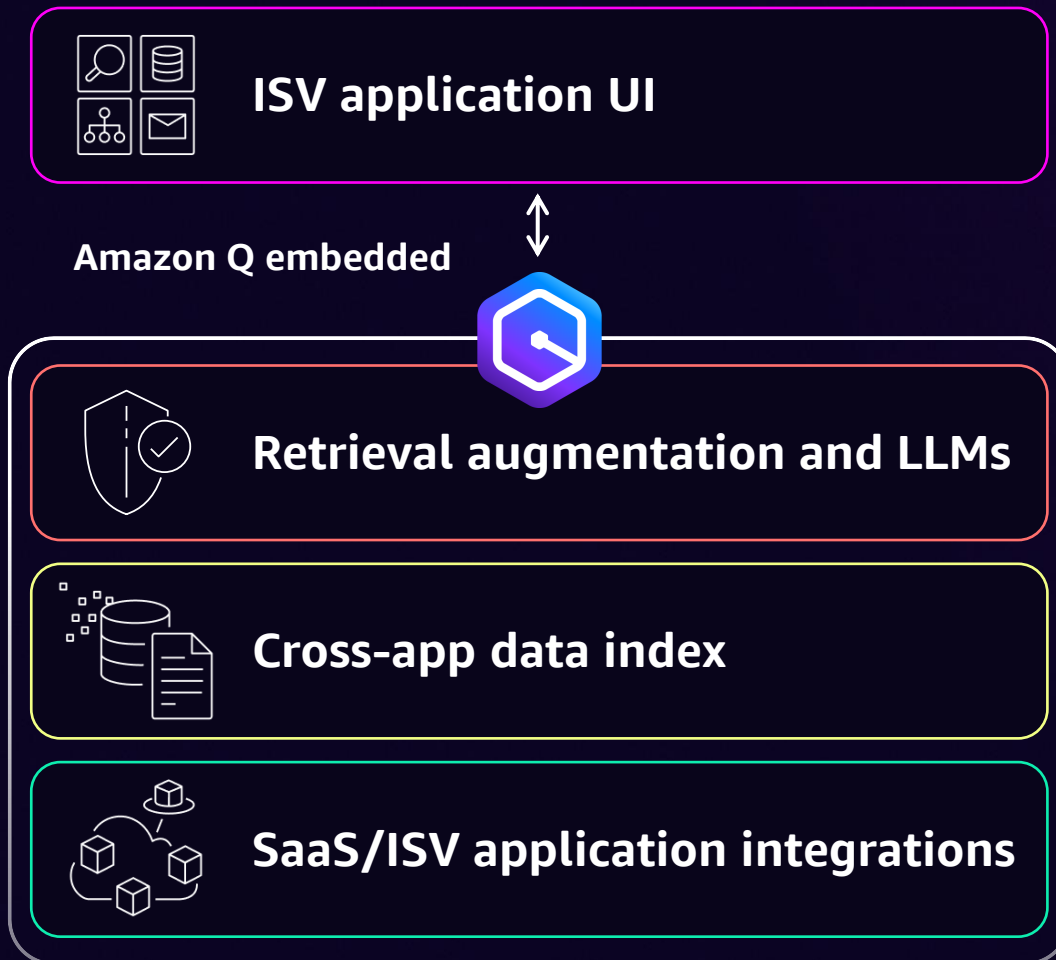
- Your public data
- Your customer's application data



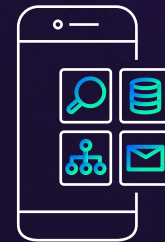
- Drive higher customer self service
- Handle more support cases
- Increase product adoption
- Increase product differentiation



Create a custom user experience with Amazon Q Business



Build a managed Amazon Q Business chat experience in your application



Generated responses include data from users' other applications



Product brief brainstorm
Bring context and responsibility to your product development cycle.

Gather context

Dive into your project with context
Analyze your development team's background and experience to better understand their perspective.

Generate insights

What is the problem?

What do customers want?

External research and competitor analysis

Ideate on next steps

Generate ideas
The more ideas you generate, the more likely you are to find a solution that works.

Generate ideas

Create a kickoff presentation

Fill out the deck
This is a template for a kickoff presentation. Fill out the information in the fields below.

Product leader
This is a role for a product leader. Fill out the information in the fields below.

Get feedback & suggestions

Problems to solve

Problem 1: Problem 2:

Problem 3: Problem 4:

Major Requirement 1 (if any)
More info about the major requirement (copy this slide if you have more major reqs)

Agenda

- Problem to solve
- Connection to strategy & goals
- Requirements
- ROI
- What's next

Connection to the strategy
How does this problem connect to your strategy?

Impacted users
How many users will be impacted by this problem?

Other requirements

Requirement 1: Requirement 2:

Requirement 3: Requirement 4:

RACI

Role	Responsible	Accountable	Consulted	Informed
Product				
Design				
Development				
QA				
Marketing				
Support				

Why now
Why is this problem important to solve right now?

What success looks like

Success:

Failure:

Next Steps
How do you plan to solve this problem?

Step 1: Step 2:

Step 3: Step 4:

Miro + Amazon Q embedded

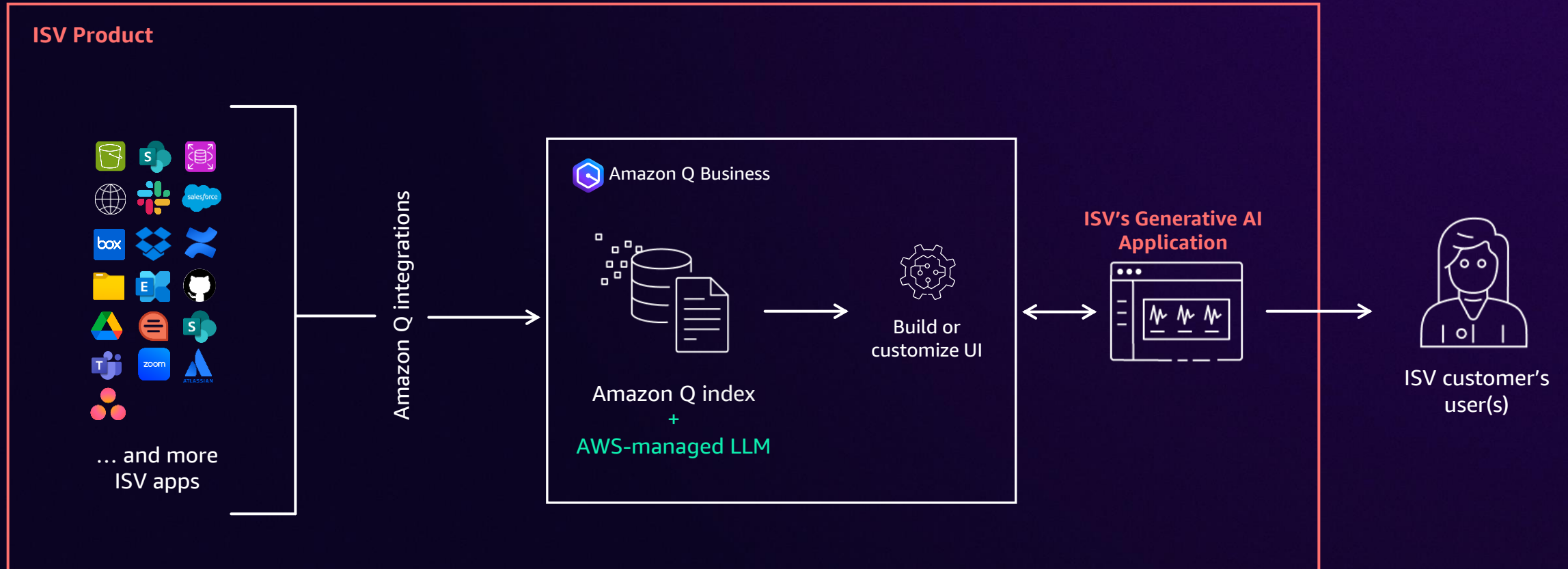
Chat API Integration

Help generate insights for common use cases

The screenshot shows a Miro workspace titled "Product Ideation CONFIDENTIAL" with a toolbar at the top. An Amazon Q chat window is open, displaying a prompt: "Fill your template with relevant insights. Enter a topic to point Amazon Q in the right direction. It will search for relevant insights from your company's knowledge base on this topic and fill out the template." Below the prompt is a text input field containing "app to balance productivity and well-b..." and a "Generate insights" button. The chat window also shows a "your context" sidebar with icons for context and insights. The main workspace contains a template with several sections: "What is the problem?", "What do customers want?", and "External research and competitor analysis". Each section contains bullet points and links to relevant documents. The bottom right corner of the Miro interface shows a zoom level of 100% and a refresh icon.

Amazon Q embedded

CUSTOMIZE AND EMBED A GENERATIVE AI ASSISTANT INTO YOUR APPLICATION



The Amazon Q index



The Amazon Q cross-app index for software providers



ISV application UI



Retrieval augmentation and LLMs

Amazon Q
SearchRelevantContent API



Cross-app data index



SaaS/ISV application integrations



Create new experiences that extend beyond your app



Maintain flexibility to use your preferred LLMs



Generate responses using data from multiple apps

Zoom AI Companion uses the Amazon Q index

REIMAGINING VIRTUAL MEETINGS



Zoom AI Companion uses the Amazon Q index

ENHANCING ZOOM AI COMPANION

Help customers securely connect data from outside of Zoom

Enhance user productivity with Zoom AI Companion

Information is surfaced in the right place, at the right time

The screenshot displays a Zoom meeting interface. At the top, it shows 'Meeting' and 'Lea Hahn's whiteboard'. The main area features three video thumbnails of participants: Lea Hahn (top left), Glen Rodgers (top right), and Nakita Metcalfe (bottom center). The bottom toolbar includes icons for Audio, Video, Participants (3), Chat (1), React, Share, AI Companion, More, and Leave. On the right side, the 'AI Companion' chat window is open, showing a query: 'What is the status of the Acme Corp. project?' (9:20 AM). Below the query is a 'Summary of chat threads about Acme' with two points: 'There is an open Jira ticket with a status of blocked in Jira for Acme Corp. 1' and 'Also, according to the document Acme Corp. Project Plan, the team is waiting for customer feedback. 2'. A 'Google Docs' card is also visible, titled 'Acme Corp. Project Plan', with the source provided by 'Amazon Q'. At the bottom of the chat window, it says 'No other participants can see this conversation'.

Asana Smart Chat uses the Amazon Q index

REIMAGINING ENTERPRISE WORK MANAGEMENT



- Home
- My Tasks
- Inbox

- Insights +
- Portfolios
- Goals
- Reporting
- Projects +
- Teams +



Marketing portfolio > Campaigns

Creative Request Intake

At risk

List Board Guidelines

+ Add task Filter Sort Hide

Task name

Inbox / To be triaged

In Progress

- Marketing site page for new AI feature launch
- Marketing website refresh with new brand colors
- WIS launch moment story
- Email campaign for Q4 launch
- Social media ads for Q3 launch features
- Permissions feature launch
- OKR feature launch
- Targeted LinkedIn ads
- WIS video production & script
- Write Q3 campaign blog post
 - Discovery article
 - Discovery videos
 - Awareness articles

Add task...



Hey Stephanie, what can I help you with today?

I can help you with things like:

What is Marketing Team working on?

What projects should I join?

Set up your first project
Get help on creating a project with features tailored to your needs

Have we decided on our new brand colors yet?

Send

Asana + Amazon Q index

Responses enriched with multiple applications

The screenshot shows the Asana interface for a goal titled "Q4 Tech Deployment". The goal is marked as "off track". A summary states that the goal is off track due to unexpected issues with a vendor partner. A post by Stephanie Mitchell, 2 days ago, provides more context. The goal completion is at 60% with 32 days left in Q4 FY23. The latest status is "No status". A progress bar shows 60% completion. An Asana AI chat window is open on the right, displaying a response to a query about the goal's status. The response includes a summary of the issue, related information about vendor issues and Salesforce escalations, and links to related content like "Account Escalations" and "Monthly SteerCo rescheduled".

Home
My Tasks
Inbox

Insights +
Portfolios
Goals
Reporting

Projects +
Teams +

Create Search

Goals > Q4 Tech Deployment

Q4 Tech Deployment

This goal is **off track**.

Q4 Deployment off track

Summary
The Q4 Tech Deployment goal is currently off track due to unexpected issues with our vendor partner. We're actively working with them to understand the causes and expedite the timeline.

Stephanie Mitchell
2 days ago

Goal completion
60%
32 days left in Q4 FY23

Latest status
No status
Set status

Progress
+ Update progress

100%
80%
60%

Invite Help

Asana AI

Let's find out.

Q4 Tech Deployment Initiative

It looks like the Q4 Tech Deployment goal is delayed due to vendor issues, but teams are collaborating to identify the cause. Some additional information that may help add context:

Related information
The project team is still awaiting clear direction and sign-off on the proposed timeline from leadership before key workstreams can be prioritized.

Comment from Beth Adler in Microsoft Teams

Several critical support escalations in Salesforce are currently paused, awaiting the upcoming deployment. Further delays could impact the health of key accounts.

Account Escalations

Leaders across the organization will be at an executive offsite next month. This means the Executive Steering Committee meeting has been pushed out, delaying decisions that require executive-level input.

Monthly SteerCo rescheduled

Ask me anything

Miro AI uses the Amazon Q index

REIMAGINING VIRTUAL COLLABORATION



Search tools...

Tools Marketplace

Formats






 Document
Create and edit text-based documents

 Diagram
Visualize processes and systems

 Presentation
Design and showcase your slides


 Prototype
Design and test interactive mockups

 Data table
Organize and visualise data

 Timeline
Organize and visualise data


 Collection
Bring resources from across your company into a tailored list


Essentials

 Card
Browse advanced shapes


 Mind map
Create wireframing using components

 Grid
Upload from device, Google Drive, Box...

 Skylar Culhane

 Justin Rosser

 Zaire Baptista

 Miracle Workman

Miro + Amazon Q index

Search Relevant Content
API integration

Curate content to
power Miro AI

The screenshot displays a Miro workspace with a search interface. The search query is "Remote work productivity". The results are displayed in a list:

- Remote Work Productivity and W...** Edited in October 2024. Analysis of survey findings on remote worker productivity, highlighting challenges in work-life boundary management, focus interruption...
- Remote Work Productivity and W...** Edited in October 2024. Analysis of survey findings on remote worker productivity, highlighting challenges in work-life boundary management, focus interruption...
- Remote Work Challenges and Sol...** Edited in August 2024. Mapping of key issues faced by remote employees, including productivity barriers, interruption management, and proposed wellbeing initiatives...
- Resource title relevant to the topic** Edited in October 2023. A brief overview of why this item is relevant to your search, with key insights or citations as needed. Should fit in 3 lines.

On the right, a document titled "Product. Customer problems" is open, showing an introduction and primary customer needs:

Introduction
Remote work brings unique challenges to productivity and wellbeing. Research with over 2,500 remote tech, finance, and creative workers identified key needs for a focus management solution.

Primary Customer Needs

- Intelligent Boundary Management Automated Status Synchronization (89%): Users want their availability automatically updated across all communication platforms to minimize interruptions. Customizable Focus Modes (92%): Desire for tailored focus settings adaptable to different work contexts. Family-Friendly Features (76%): Need to communicate availability to household members to reduce home interruptions. Smart Home Integration (84%): Interest in using smart devices to signal focus mode.
- Personalized Focus Enhancement AI-Driven Insights (91%): Seeking intelligent identification of optimal focus periods based on personal work patterns. Personalized Break Recommendations (88%): Want tailored suggestions for break timing and duration. Biometric Integration (73%): Desire to track energy levels through wearable devices to optimize focus sessions. Customizable Focus Sessions (82%): Request flexibility in setting focus session lengths based on task type.
- Team Collaboration Features Seamless Calendar Integration (94%): Need for automatic blocking of focus times in calendars. Intelligent Meeting Scheduling (87%): Want to protect focus periods from being interrupted by meetings.

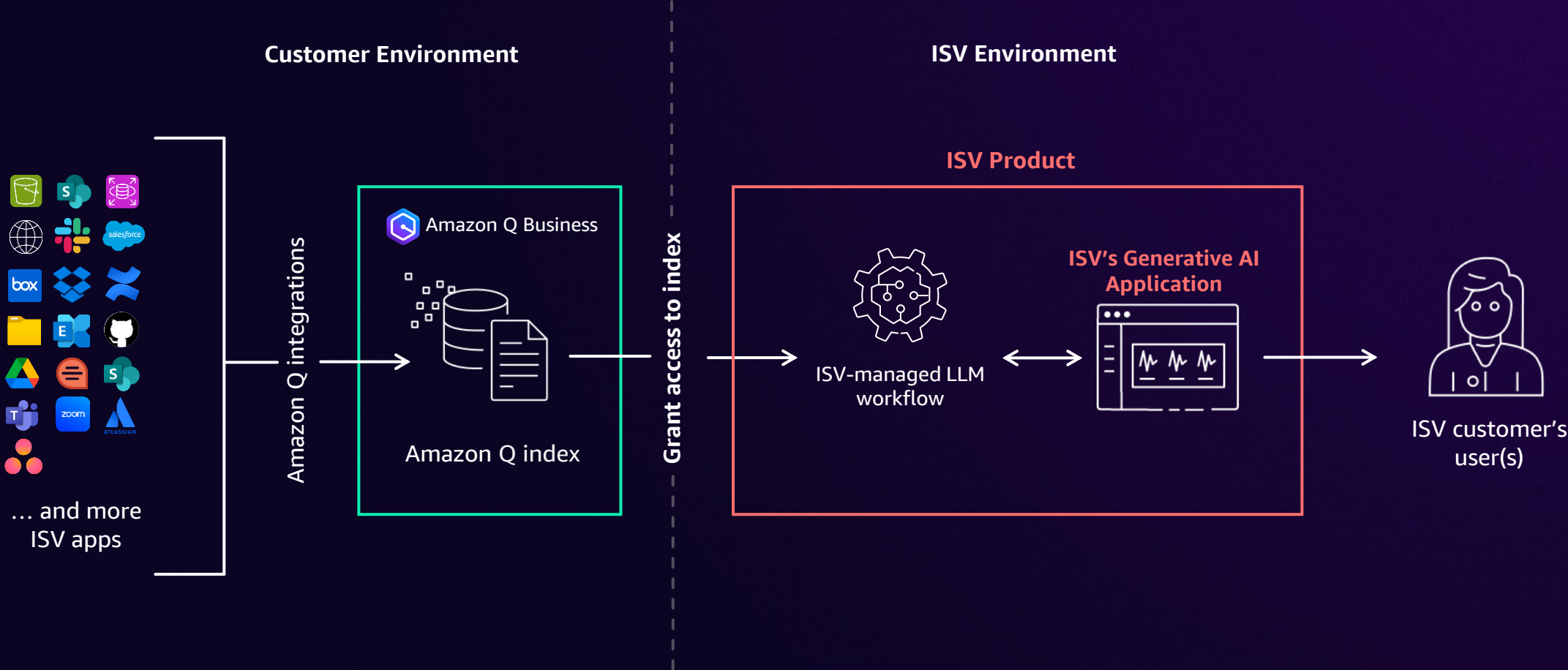
At the bottom of the document, a "Voice of Customer" section includes:

- "I need a solution that understands I'm managing my energy, my family's needs, and my team's expectations all at once."
- "Automatically detecting and adapting to my peak focus hours would be game-changing. Current tools are too prescriptive."

The Miro interface also shows a toolbar on the left with various drawing tools and a top navigation bar with "Present" and "Share" buttons.

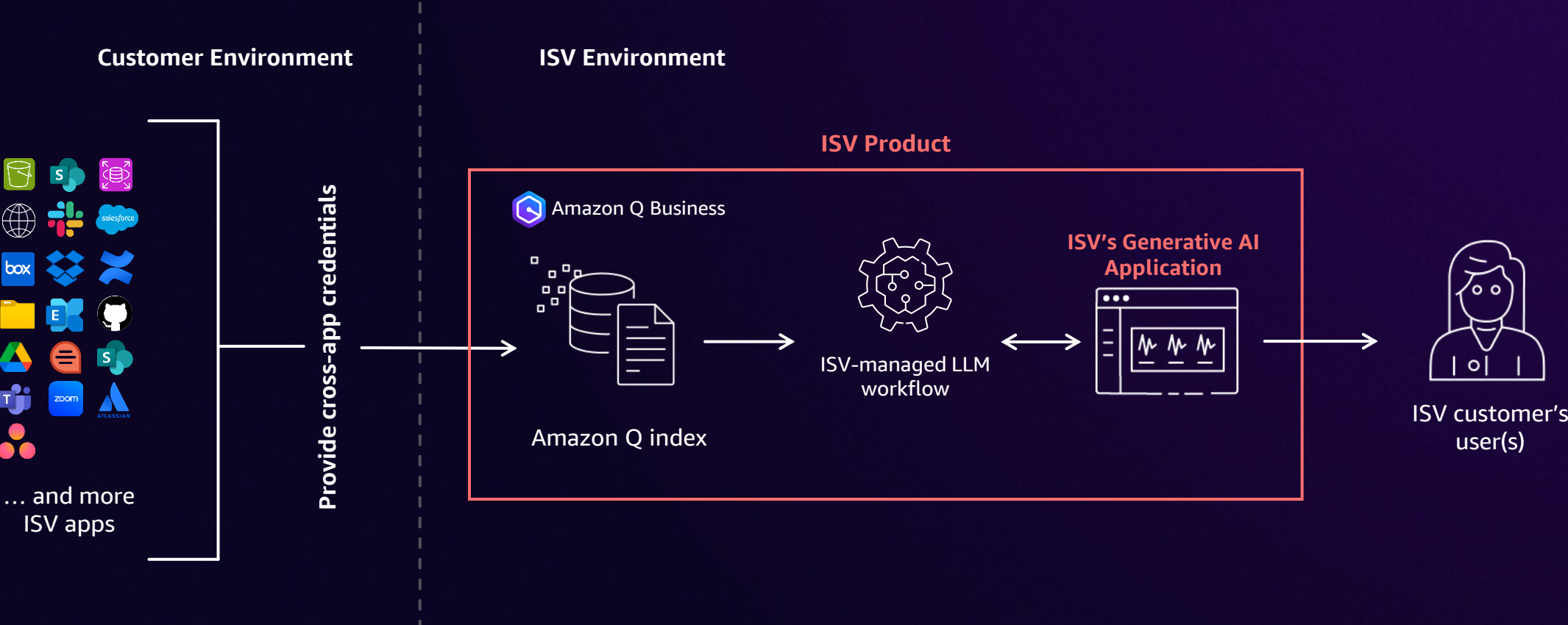
The Amazon Q cross-app index

AMAZON Q BUSINESS CUSTOMERS GRANT ISVS ACCESS TO THE AMAZON Q INDEX



The Amazon Q cross-app index

ISV MANAGED ONBOARDING EXPERIENCE



Amazon Q Business benefits for software providers

Top-line growth

1

Onboard all customers

Build new or enrich existing generative AI features

Richer app experiences

2

Retain full control of your UX/UI

Personalized app experiences based on context from multiple applications

Focus resources on innovation

3

Eliminate the need for building and managing integrations

Securely access data from multiple applications

Improve the quality of AI results

4

Increase quality and usefulness of existing AI features

Get started – Amazon Q embedded

Amazon Q embedded

Create an Amazon Q Business application

Connect data sources

Customize chat UI

Embed into your application



aws.amazon.com/q/software-provider

Get started – the Amazon Q index

The Amazon Q index

Sign up

Integrate the index into your
generative AI features

Customers authorize access to
their index



aws.amazon.com/q/software-provider

Thank you!

Anant Patel

pnant@amazon.com

Ashish Khare

khareash@amazon.com



Please complete the session survey in the mobile app

