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DECEMBER 2 – 6, 2024 | LAS VEGAS, NV

AIM280-NEW

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

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AWS

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Presenters

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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

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Employees face technology overload

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Applications' user experience is siloed

Demo Project

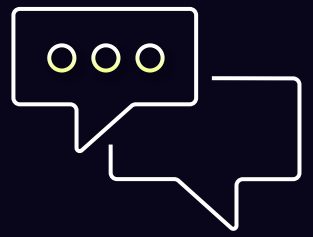
Project management

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

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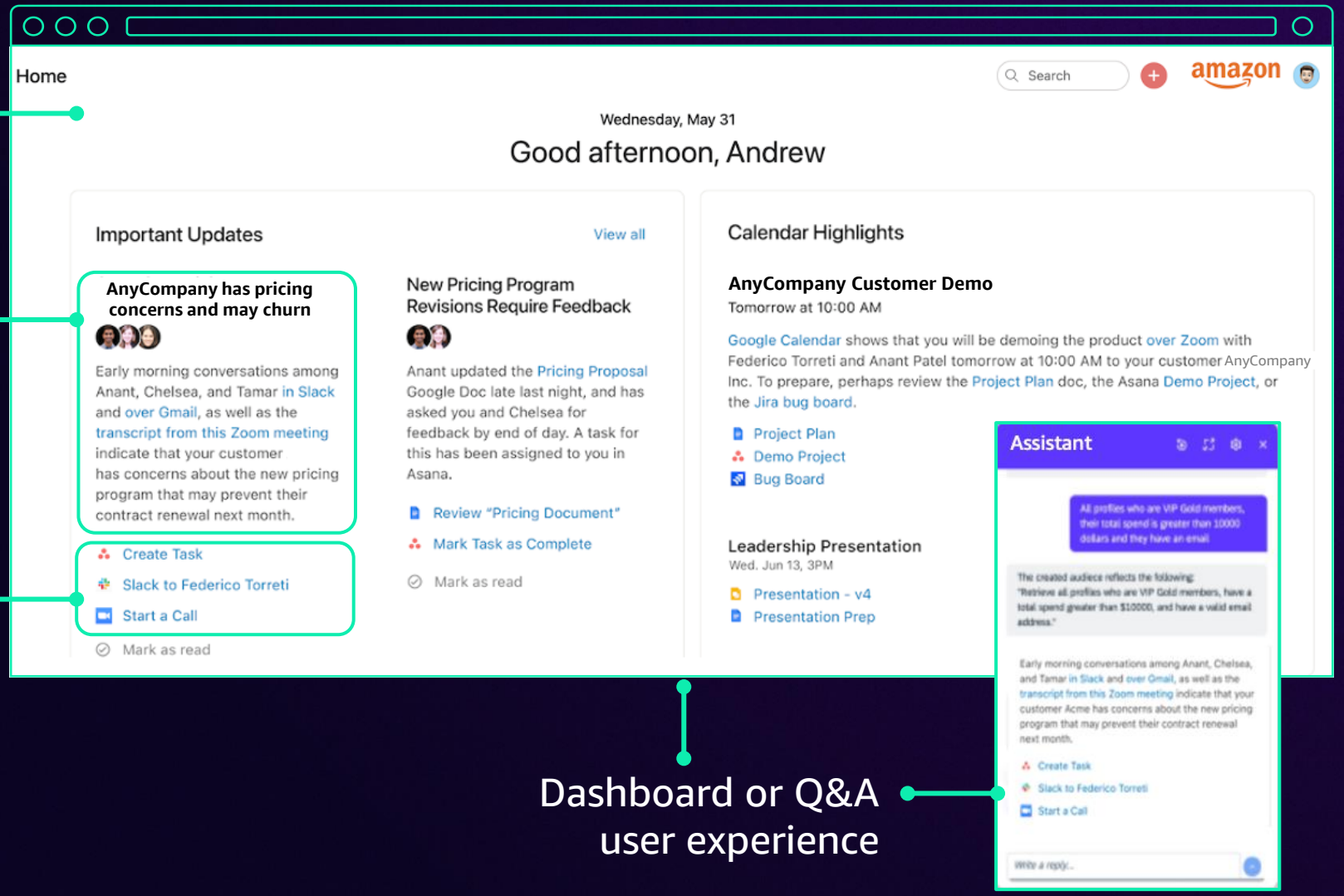
Cross-app context enriches app user experience

Context delivered in ISV app user experience

Insights generated using data in different apps

Cross-app actions to complete work in preferred app



Dashboard or Q&A user experience

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Challenges with building generative AI assistants

- Lack of context
- Limited data sources
- Security and data privacy
- Compliance

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Challenges with building generative AI assistants

ISV application UX

Retrieval augmentation and LLMs

Cross-app data index

SaaS/ISV application integrations

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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

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Amazon Q Business capabilities

High

Need AI assistant

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

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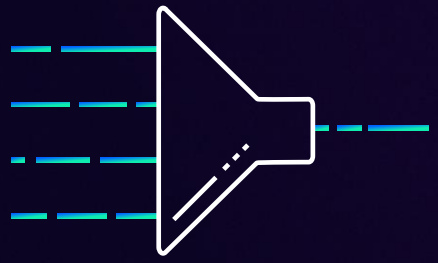
Solutions for software providers building generative AI assistants

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

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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

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Amazon Q embedded

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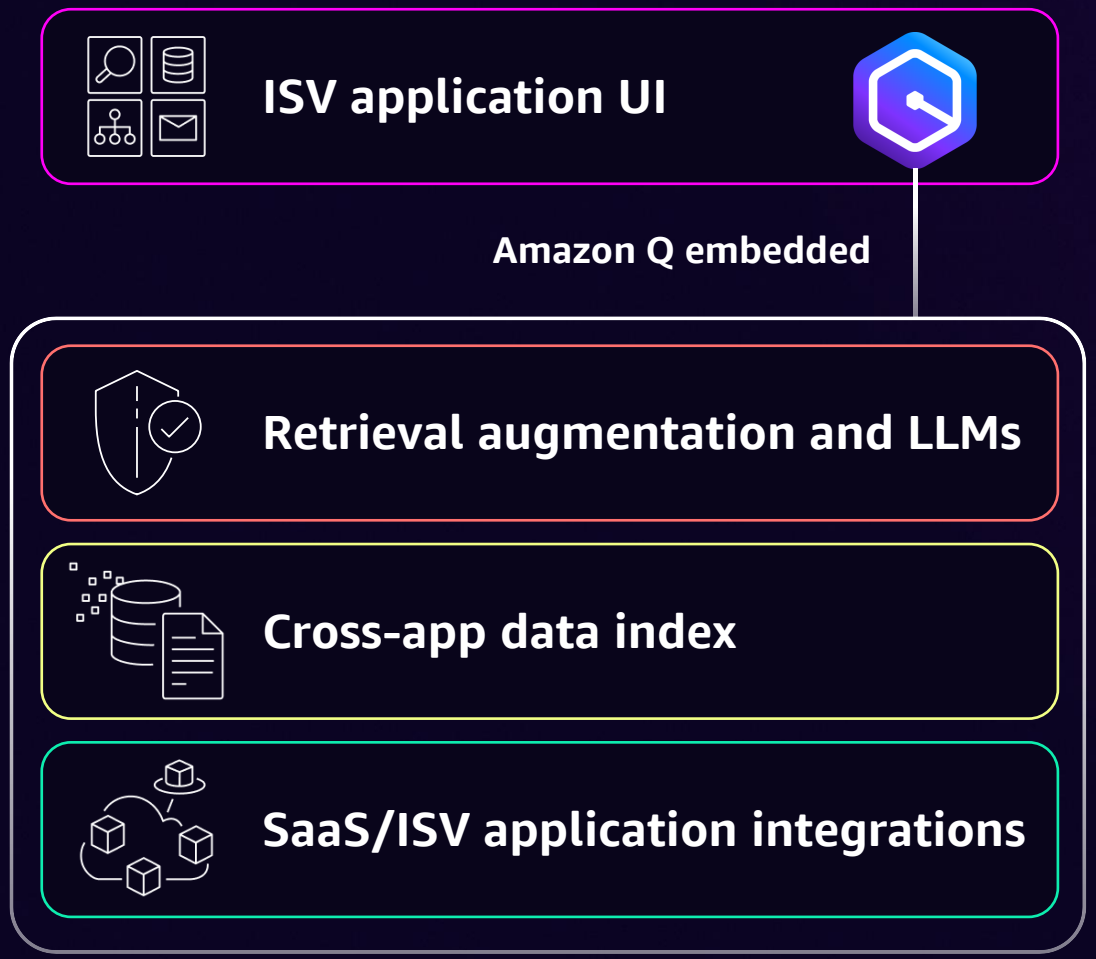
Embed the Amazon Q Business user experience in your application



Customize the design to match your corporate branding

Users stay in your app with generative AI assistant capabilities

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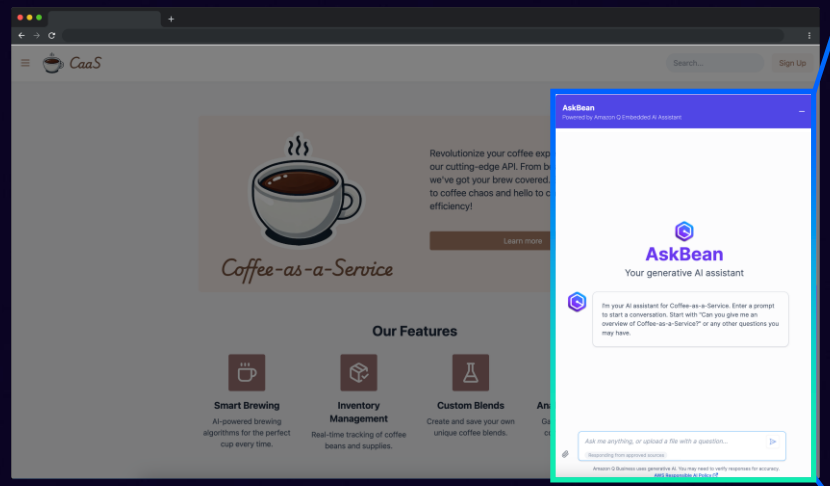
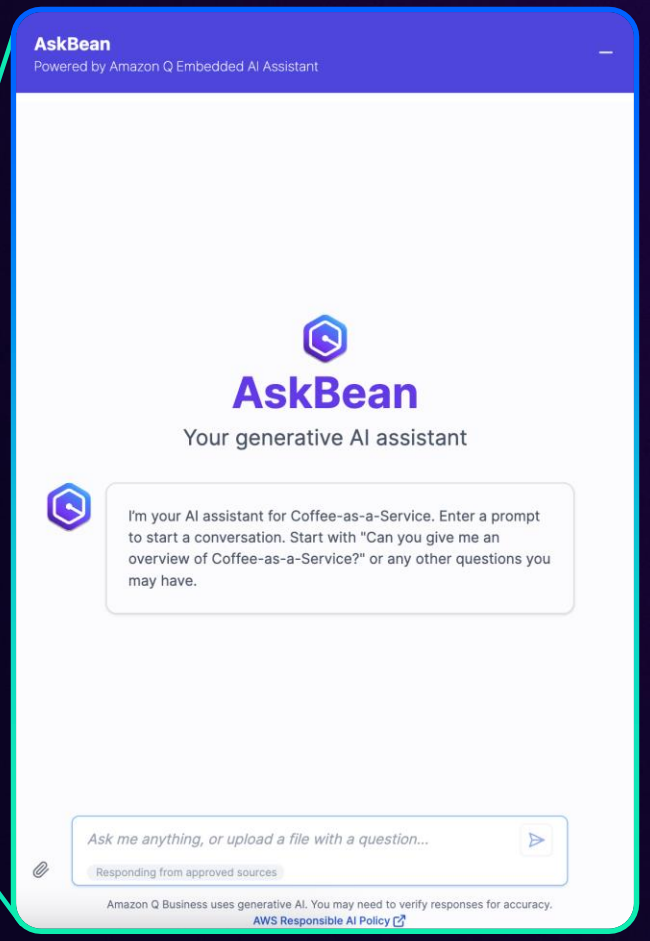
Bring Amazon Q Business to your webpage

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

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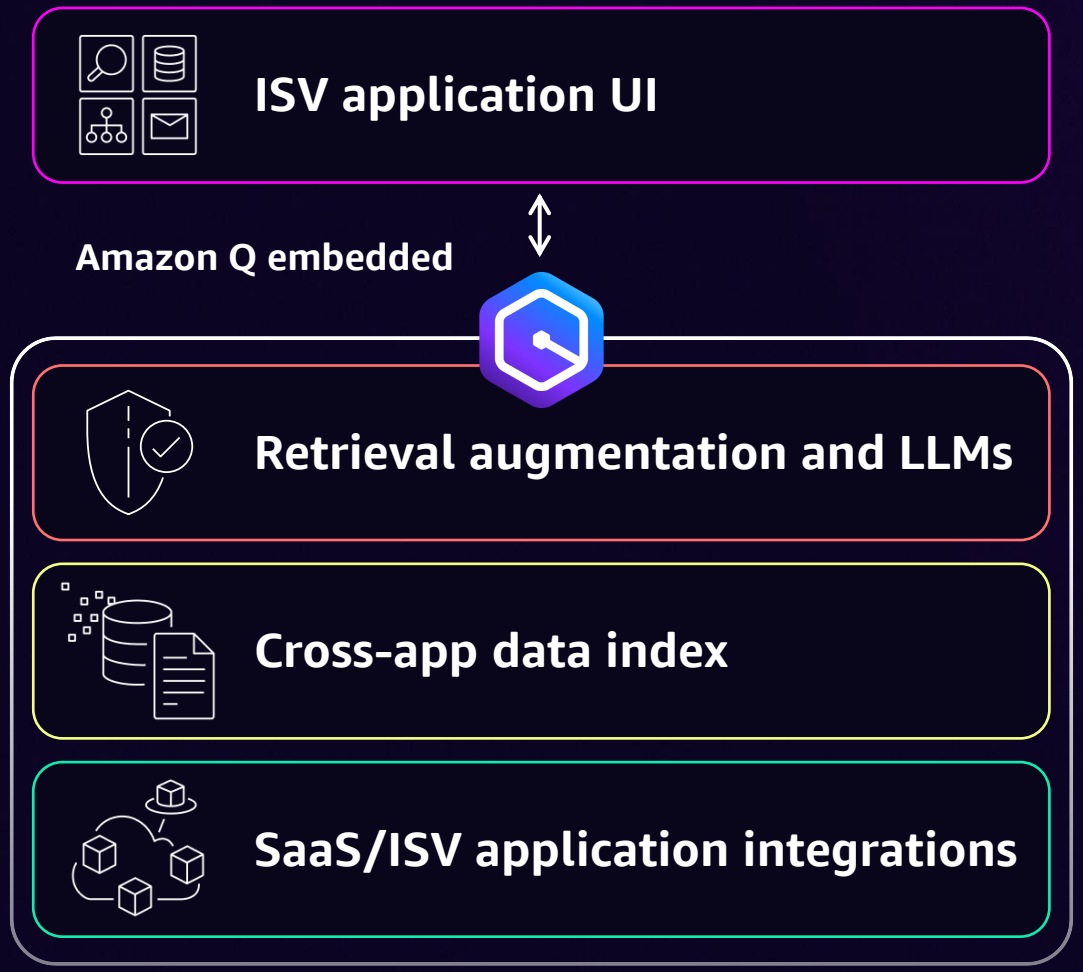
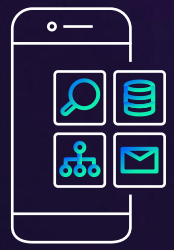
Create a custom user experience with Amazon Q Business



Build a managed Amazon Q Business chat experience in your application



Generated responses include data from users' other applications

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Product brief brainstorm

Bring context and creativity to your project development cycle.

Gather context

Dive into your project with context

Generate insights

What is the problem?

What do customers want?

External research and competitor analysis

Ideate on next steps

Generate ideas

Create a kickoff presentation

Fill out the deck

Product leader

Get feedback & suggestions

[Project name]

Kickoff | [DATE]

Agenda

Problems to solve

Problem 1

Problem 2

Problem 3

Problem 4

Connection to the strategy

Impacted users

Why now

What success looks like

<Major Requirement 1> (if any)

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

Other requirements

Requirement

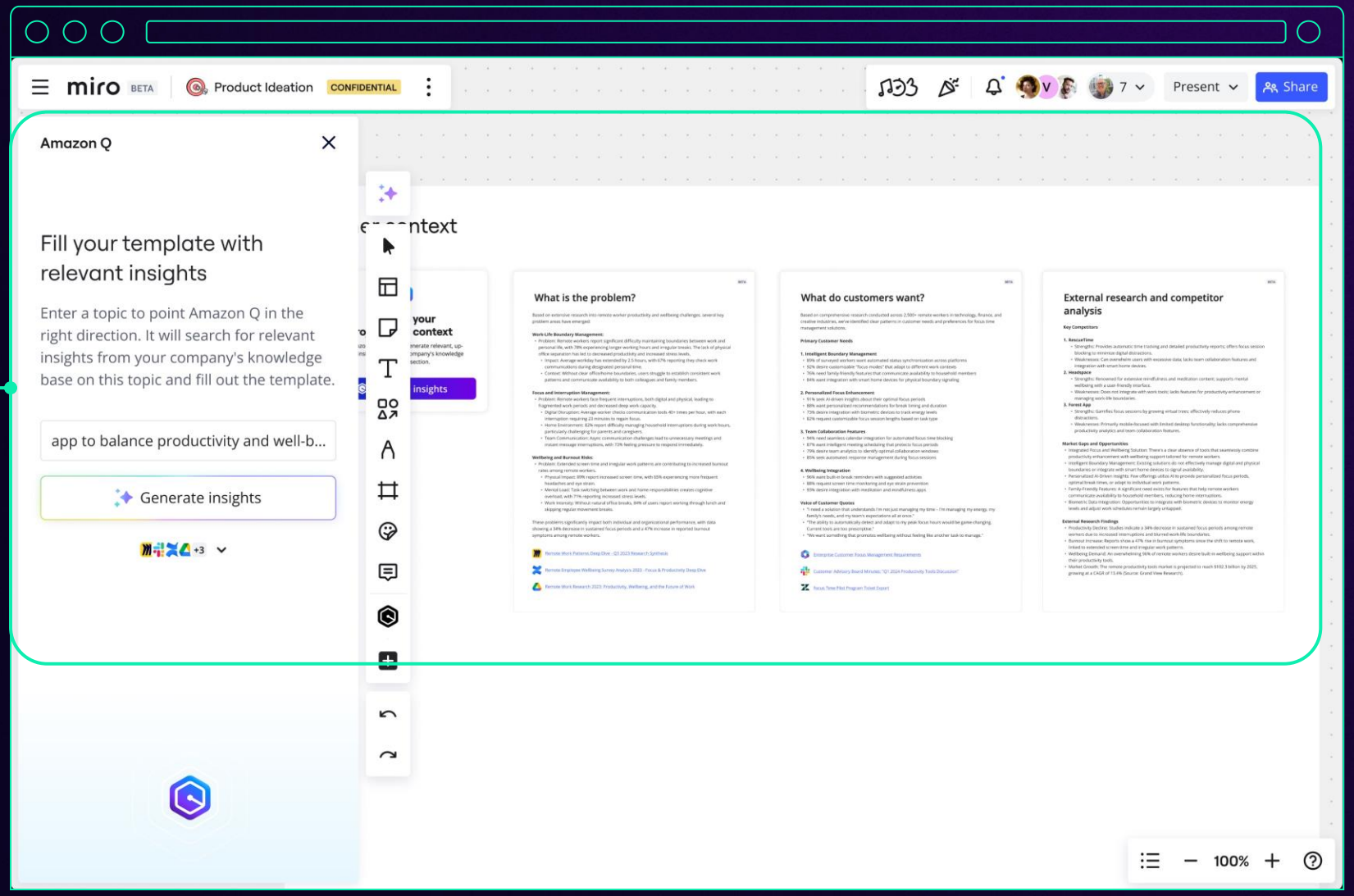
Details

RACI

Next Steps

Miro + Amazon Q embedded

- Chat API Integration
- Help generate insights for common use cases



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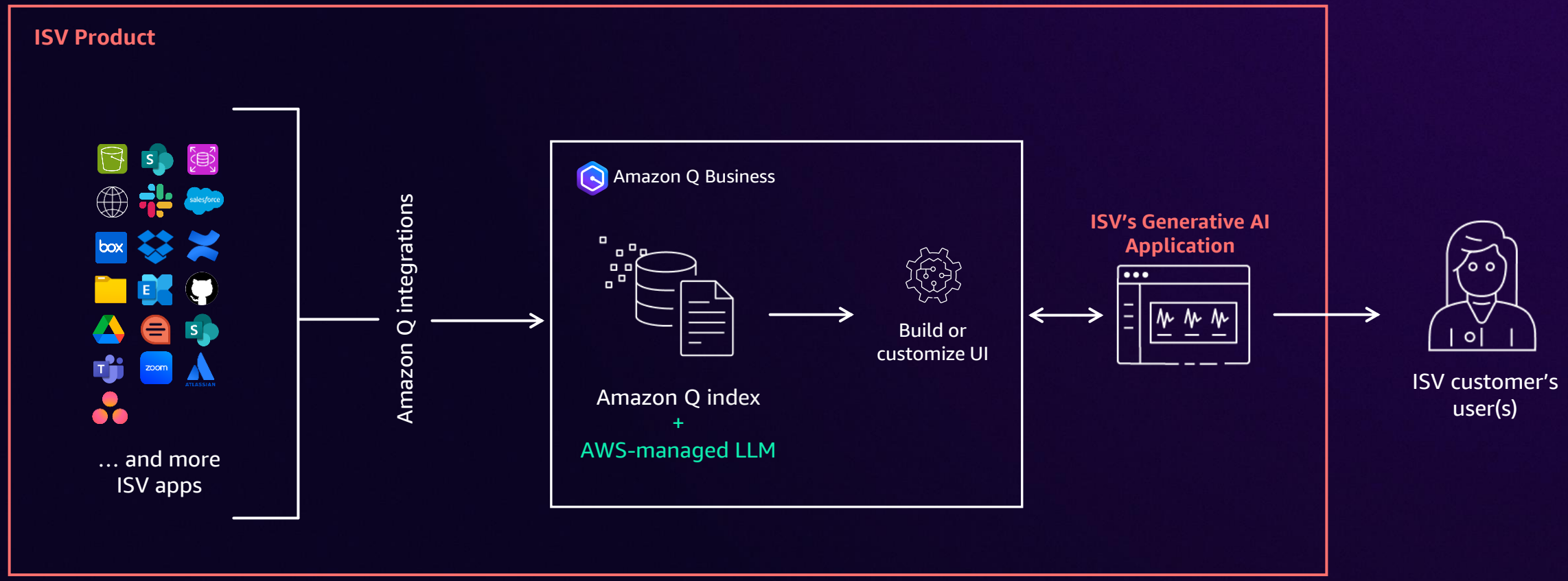
Amazon Q embedded

CUSTOMIZE AND EMBED A GENERATIVE AI ASSISTANT INTO YOUR APPLICATION



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The Amazon Q index

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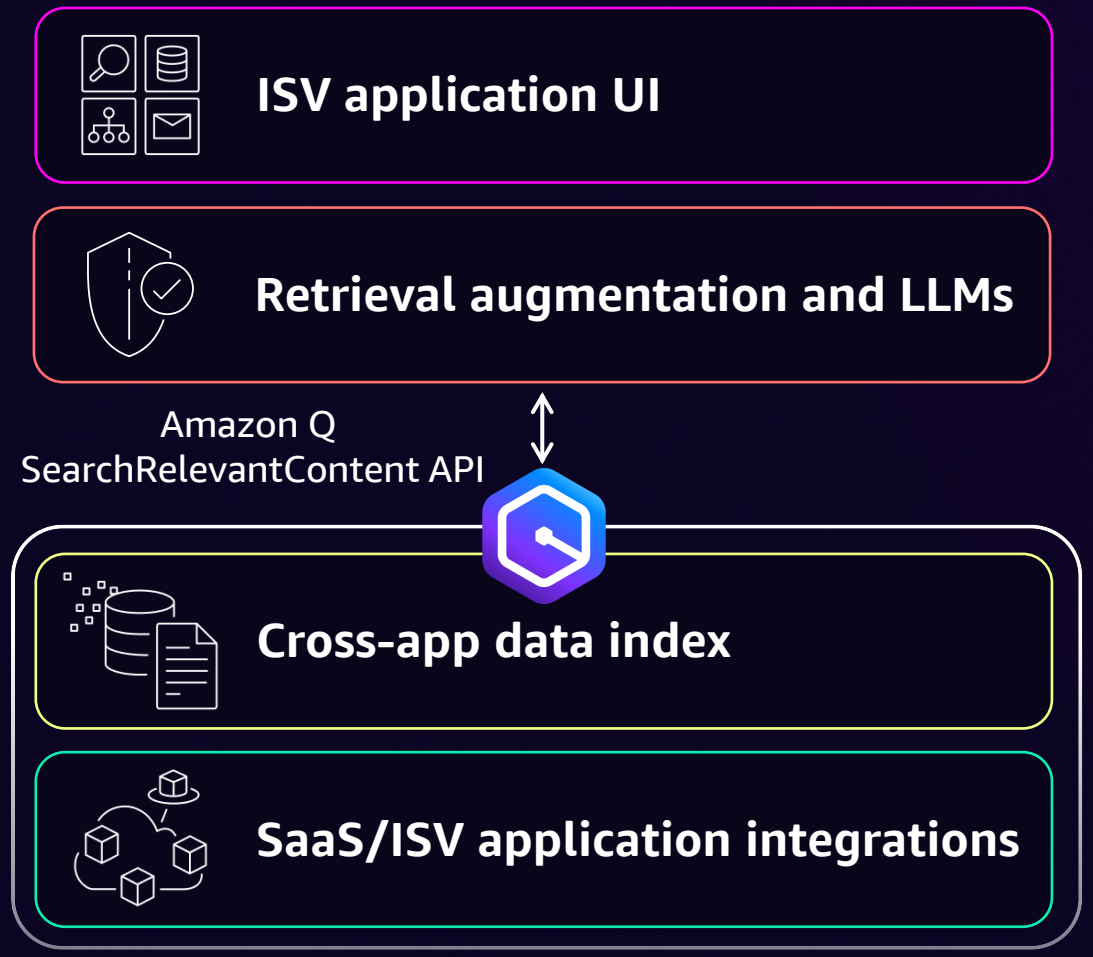
The Amazon Q cross-app index for software providers



Create new experiences that extend beyond your app

Maintain flexibility to use your preferred LLMs

Generate responses using data from multiple apps

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Zoom AI Companion uses the Amazon Q index

REIMAGINING VIRTUAL MEETINGS

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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

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Asana Smart Chat uses the Amazon Q index

REIMAGINING ENTERPRISE WORK MANAGEMENT

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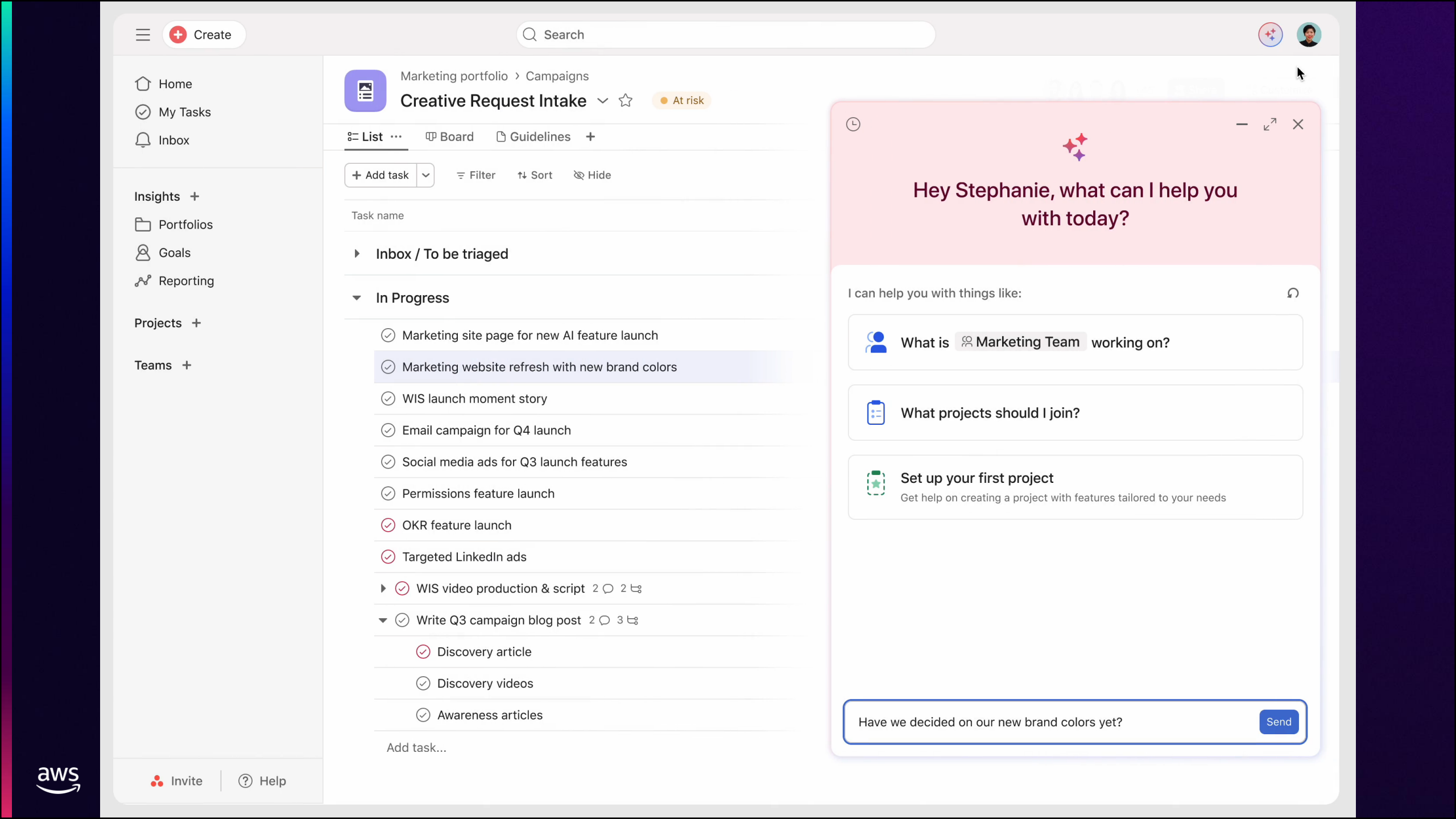
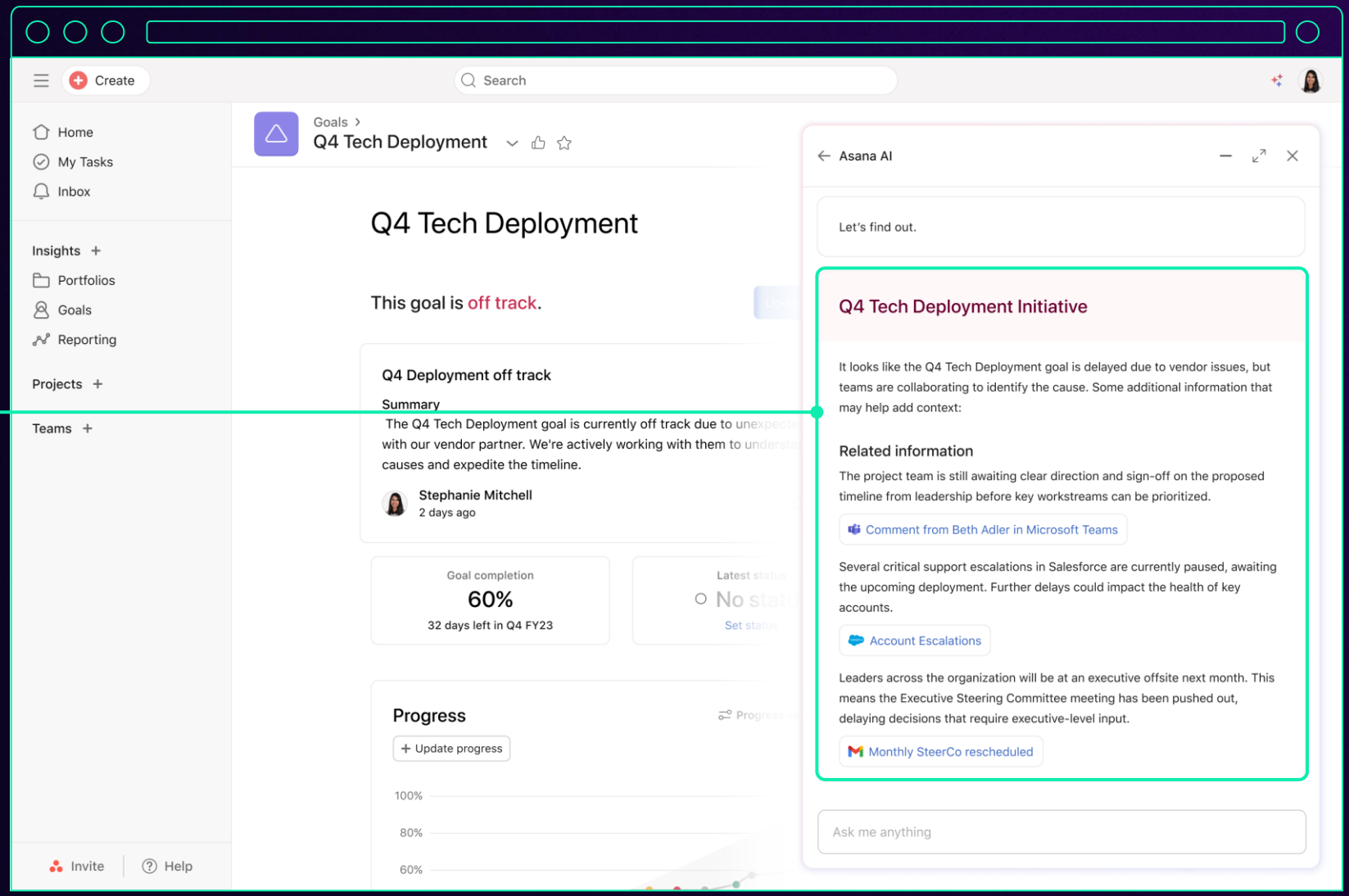

Create
Search
Home
My Tasks
Inbox
Insights
Portfolios
Goals
Reporting
Projects
Teams
Invite
Help
Marketing portfolio › Campaigns
Creative Request Intake
At risk
List
Board
Guidelines
Add task
Filter
Sort
Hide
Task name
Inbox / To be triaged
In Progress
Marketing site page for new AI feature launch
Marketing 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 2 2
Write Q3 campaign blog post 2 3
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



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Miro AI uses the Amazon Q index

REIMAGINING VIRTUAL COLLABORATION

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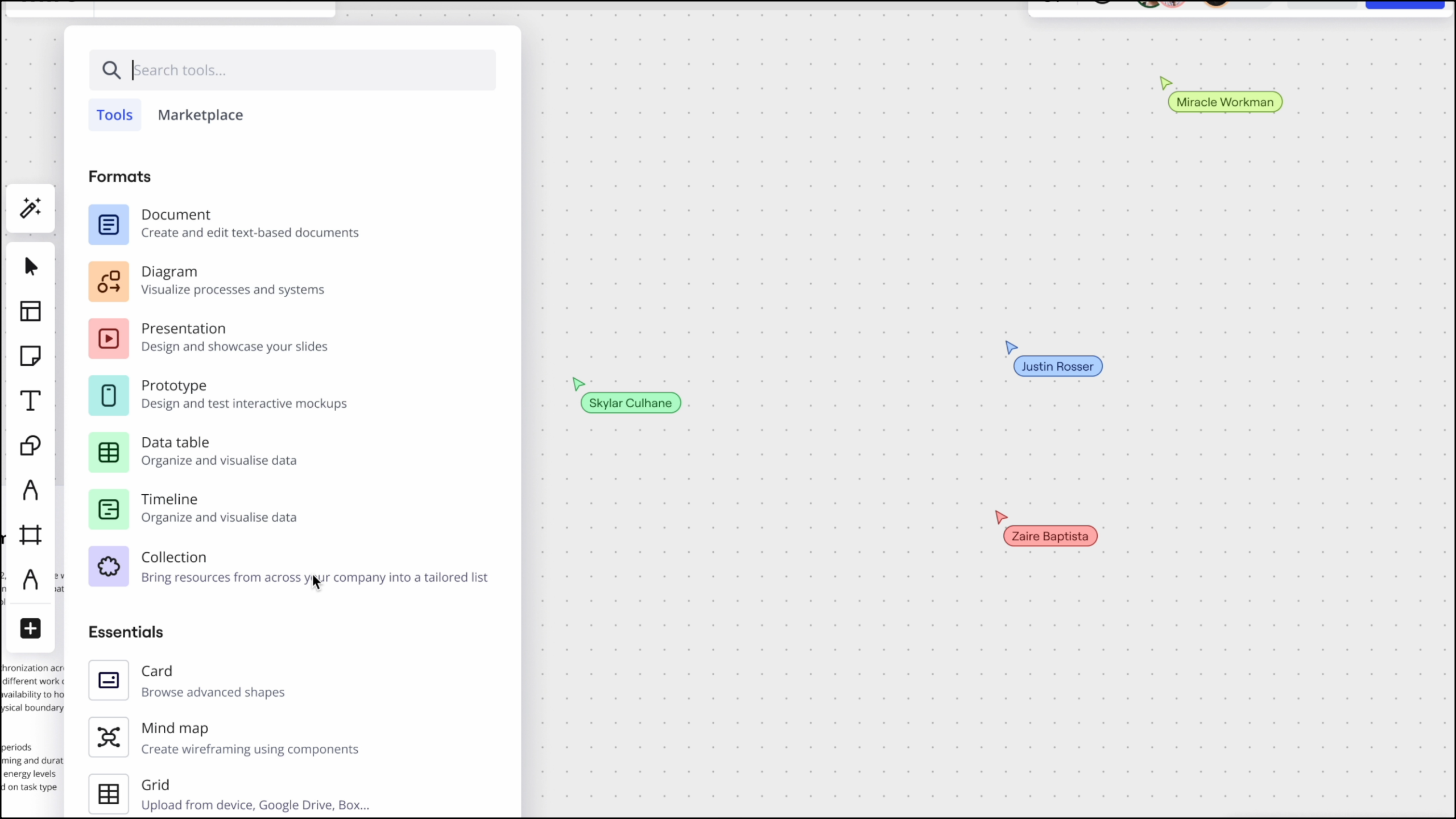
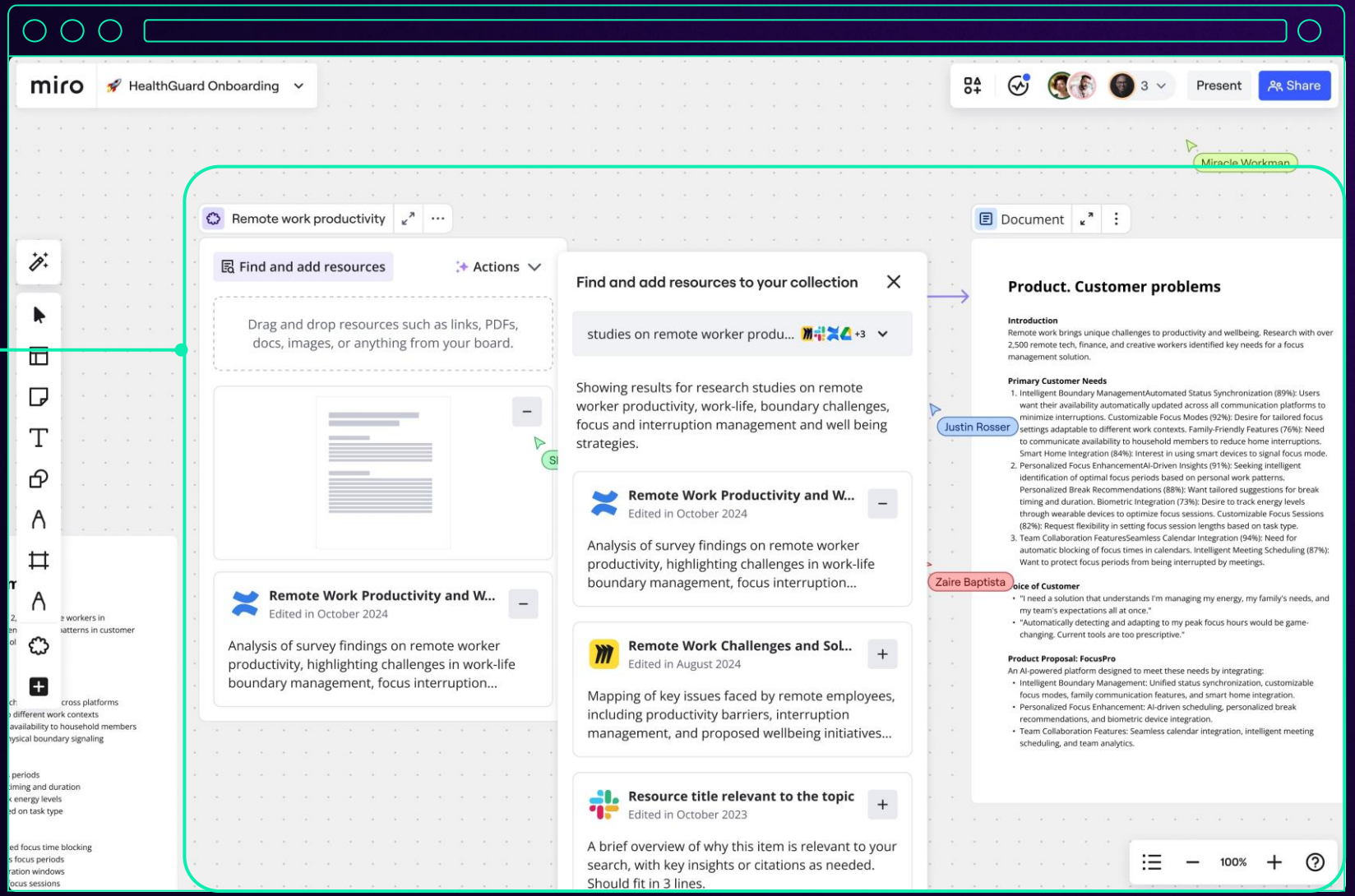

Search tools...
Tools
Marketplace
Formats
Document
Create and edit text-based documents
Diagram
Visualize processes and systems
Presentation
Design and showcase your slides
Prototype
Design and test interactive mockups
Data table
Organize and visualise data
Timeline
Organize and visualise data
Collection
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...
Miracle Workman
Justin Rosser
Skylar Culhane
Zaire Baptista

Miro + Amazon Q index

- SearchRelevantContent API integration
- Curate content to power Miro AI



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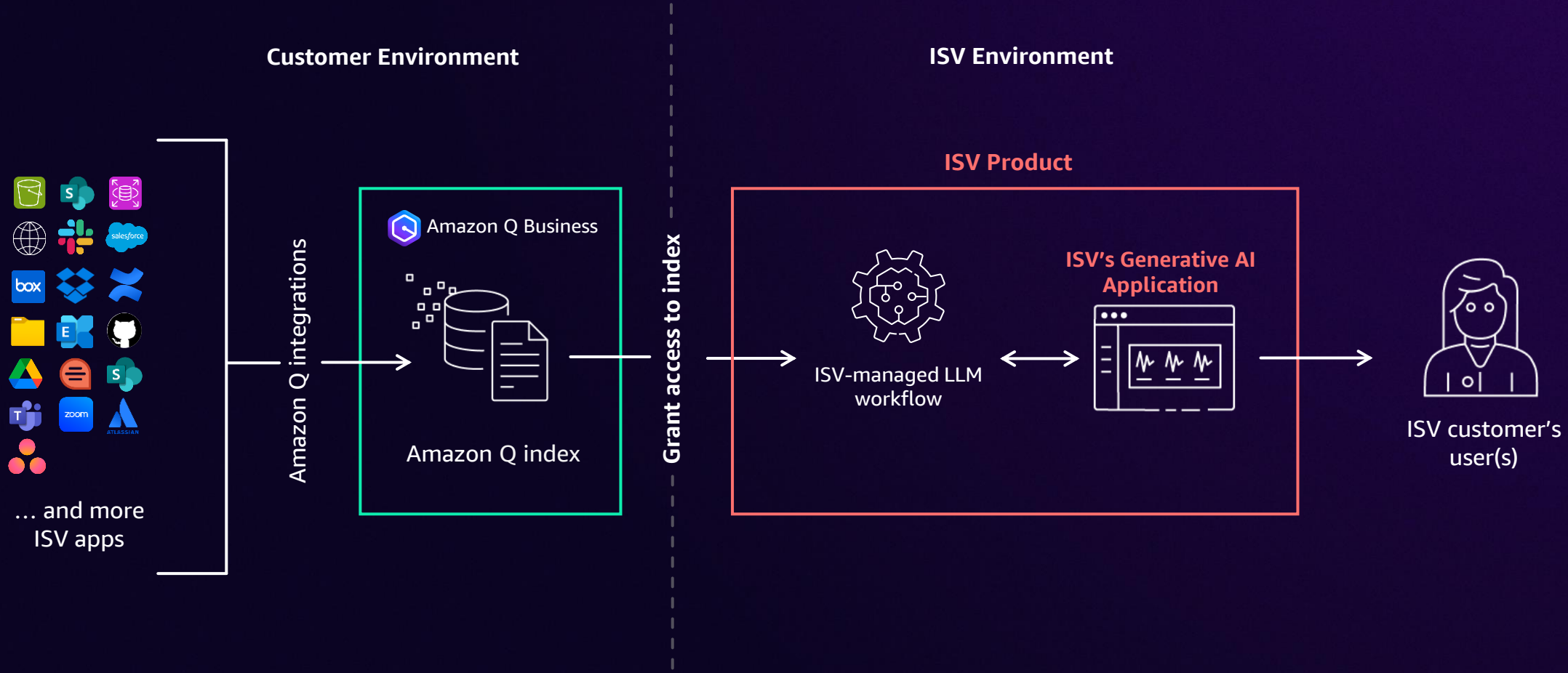
The Amazon Q cross-app index

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



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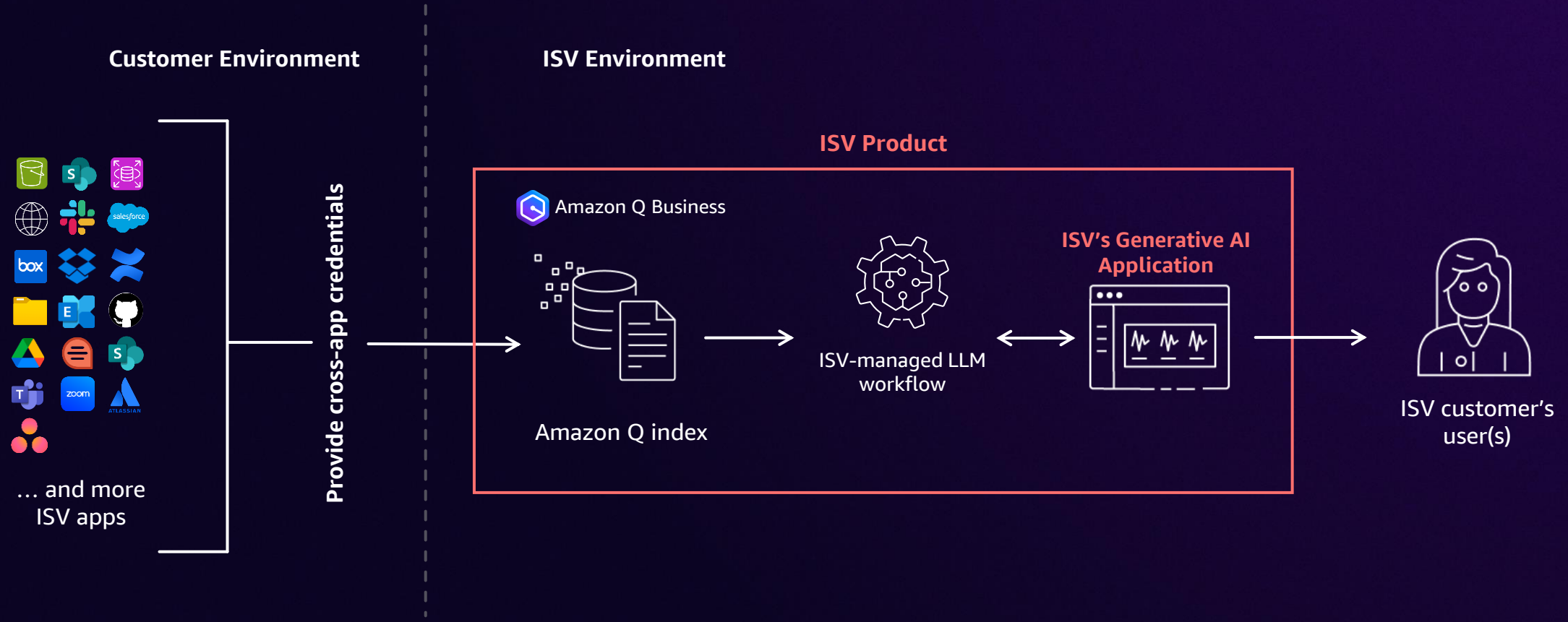
The Amazon Q cross-app index

ISV MANAGED ONBOARDING EXPERIENCE



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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

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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

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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

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Thank you!

Please complete the session survey in the mobile app

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