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AIM391-NEW

Accelerate your generative AI roadmap using Amazon Q Business

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Global Head of GTM
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AWS

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Agenda

01 Amazon Q Business overview

02 Amazon Q Business new features for app developers

03 Enhancing end-user experiences with Amazon Q embedded

04 Re-imagining productivity with Amazon Q index

05 Getting started

06 Q&A

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Amazon Q Business overview

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Generative AI tools and services

APPLICATIONS THAT LEVERAGE LLMs AND FMs

- Amazon Q Business
- Amazon Q Developer
- Amazon Q in QuickSight
- Amazon Q in Connect

TOOLS TO BUILD WITH LLMs AND OTHER FMs

Amazon Bedrock

Guardrails | Agents | Studio | Customization capabilities | Custom model import

INFRASTRUCTURE FOR MODEL TRAINING AND INFERENCE

- GPUs
- AWS Trainium
- AWS Inferentia
- Amazon SageMaker
- Amazon EC2 UltraClusters
- EFA
- EC2 Capacity Blocks
- Nitro
- Neuron

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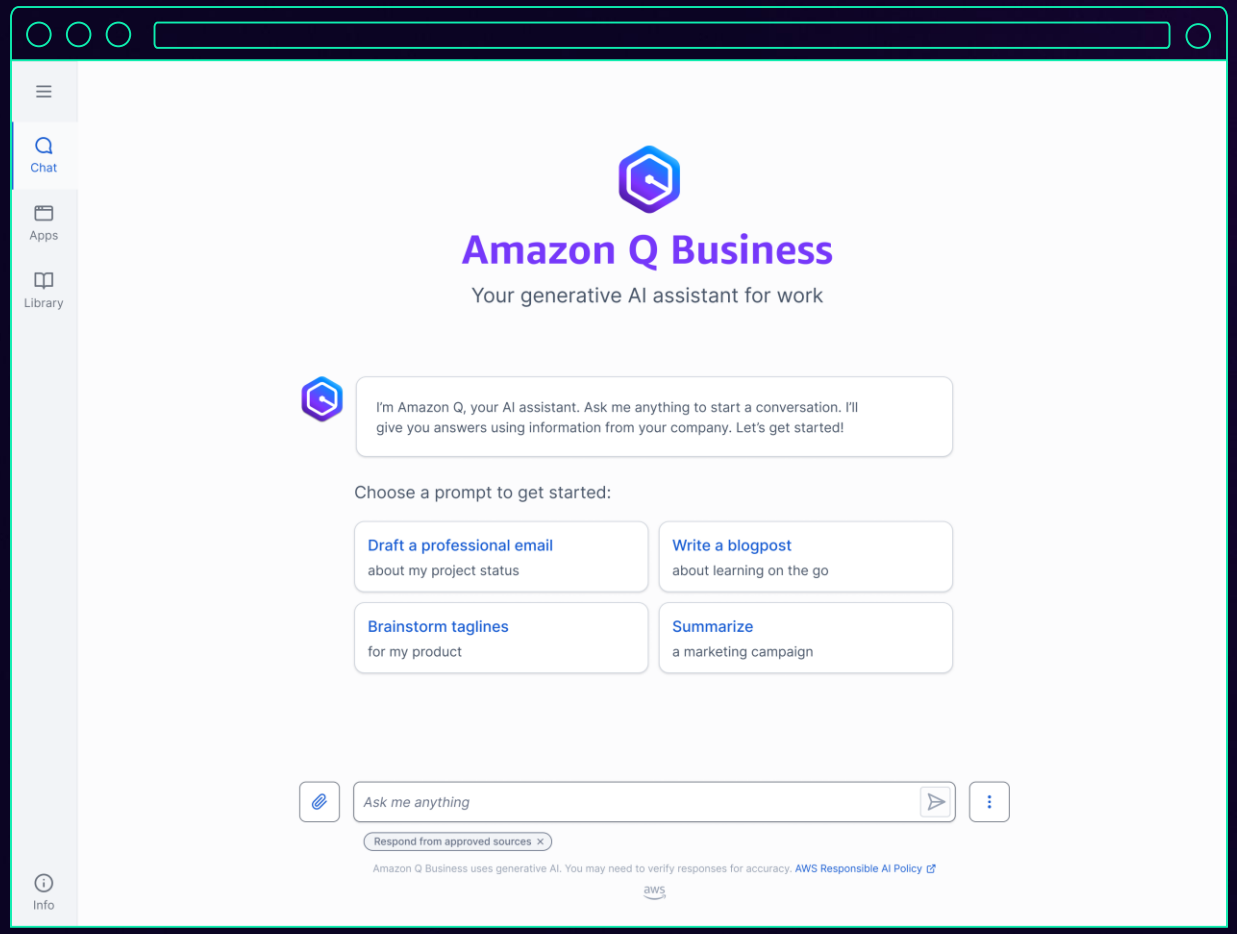
Amazon Q Business overview

BOOST YOUR WORKFORCE PRODUCTIVITY WITH GENERATIVE AI



- Delivers relevant **answers**
- Executes **actions**
- Respects **access controls**
- Connects to **40+ applications**
- Applies **guardrails**
- Streamlines **daily tasks**

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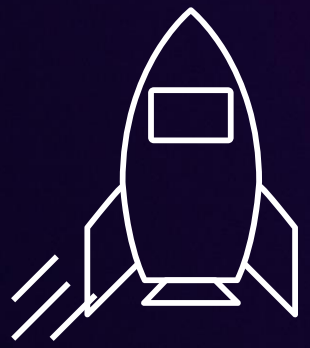
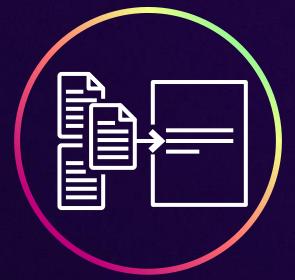
Boost productivity even further



Automate

Discover



Analyze

Create

Take action

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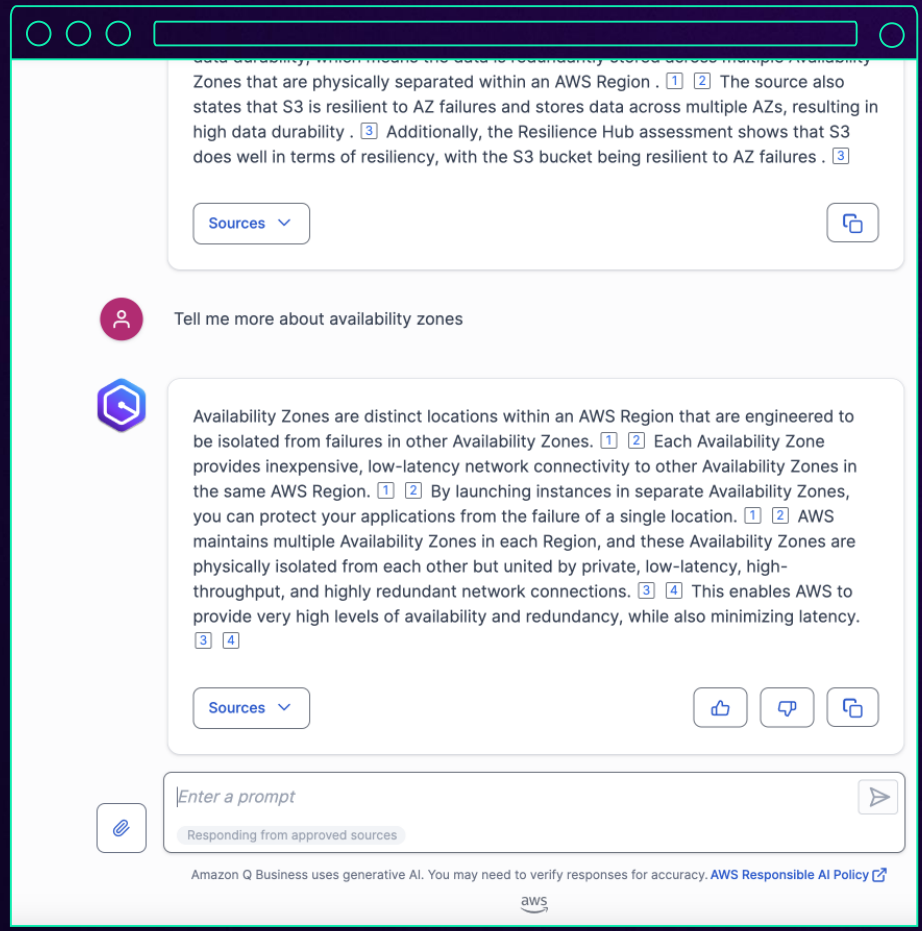
Find accurate and referenceable answers

- Trusted answers generated from enterprise data
- In-context conversations
- Source references for fact-checking
- Conversation history
- Tune the relevance of results with index boosting



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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
- Aurora (MySQL, PostgreSQL)
- Box
- DB2
- Dropbox
- Drupal
- Custom connector
- FSX for 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
- Workdocs
- Zendesk

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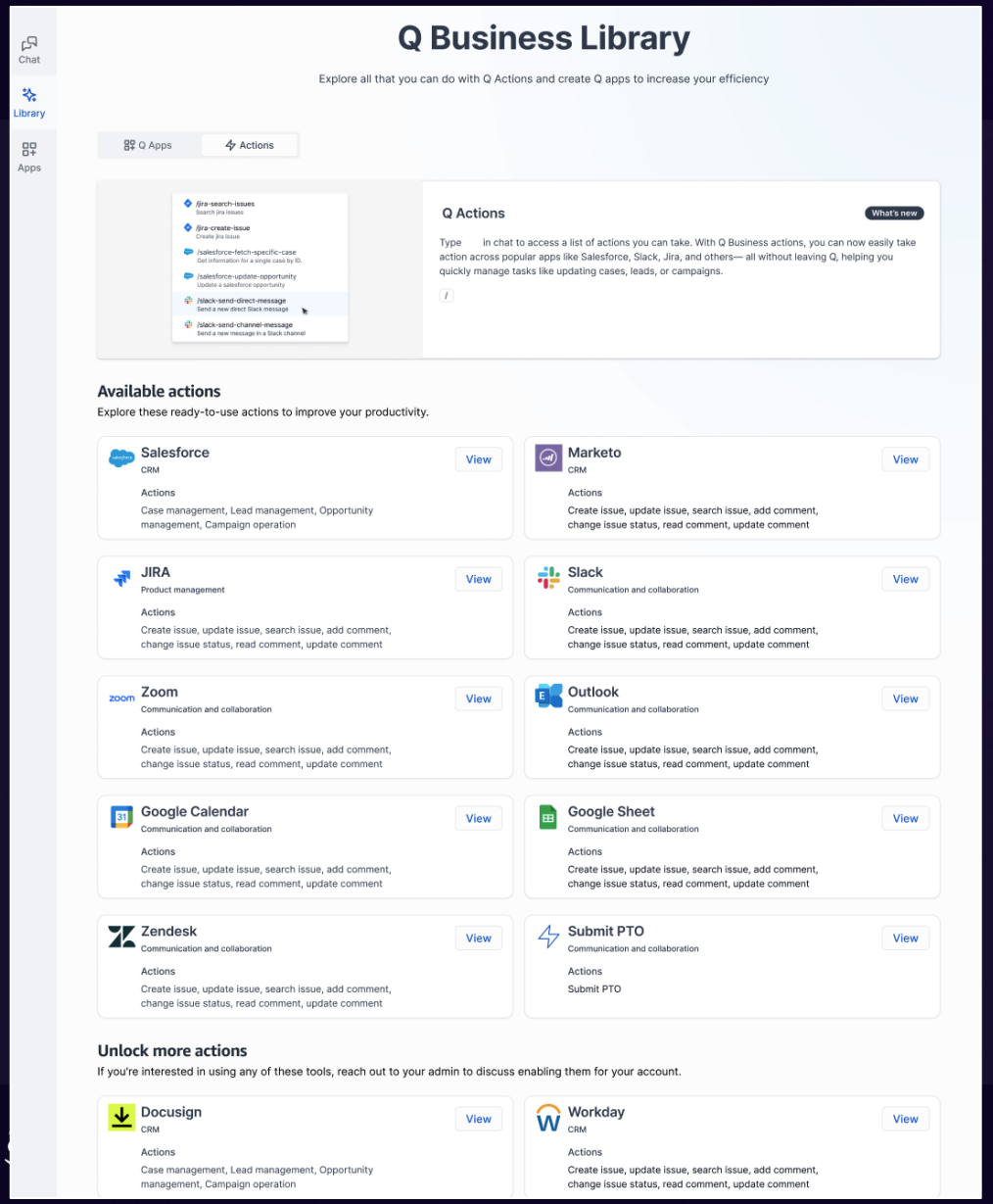
Support for 50 actions in 10+ third-party apps



Target categories:

1. Ticketing and incident management
2. HR/employee support
3. Communication and productivity

- Atlassian Confluence
- Smartsheet
- Jira Cloud
- MS Exchange
- MS Teams
- PagerDuty Advanced Assistant
- Salesforce
- ServiceNow
- Zendesk
- Asana
- Google Calendar

New authentication options

Use **OpenID Connect (OIDC)** or **Security Assertion Markup Language 2.0 (SAML 2.0)** to connect your identity provider via IAM federation

Sync your user identity information from your identity provider into **AWS IAM Identity Center**

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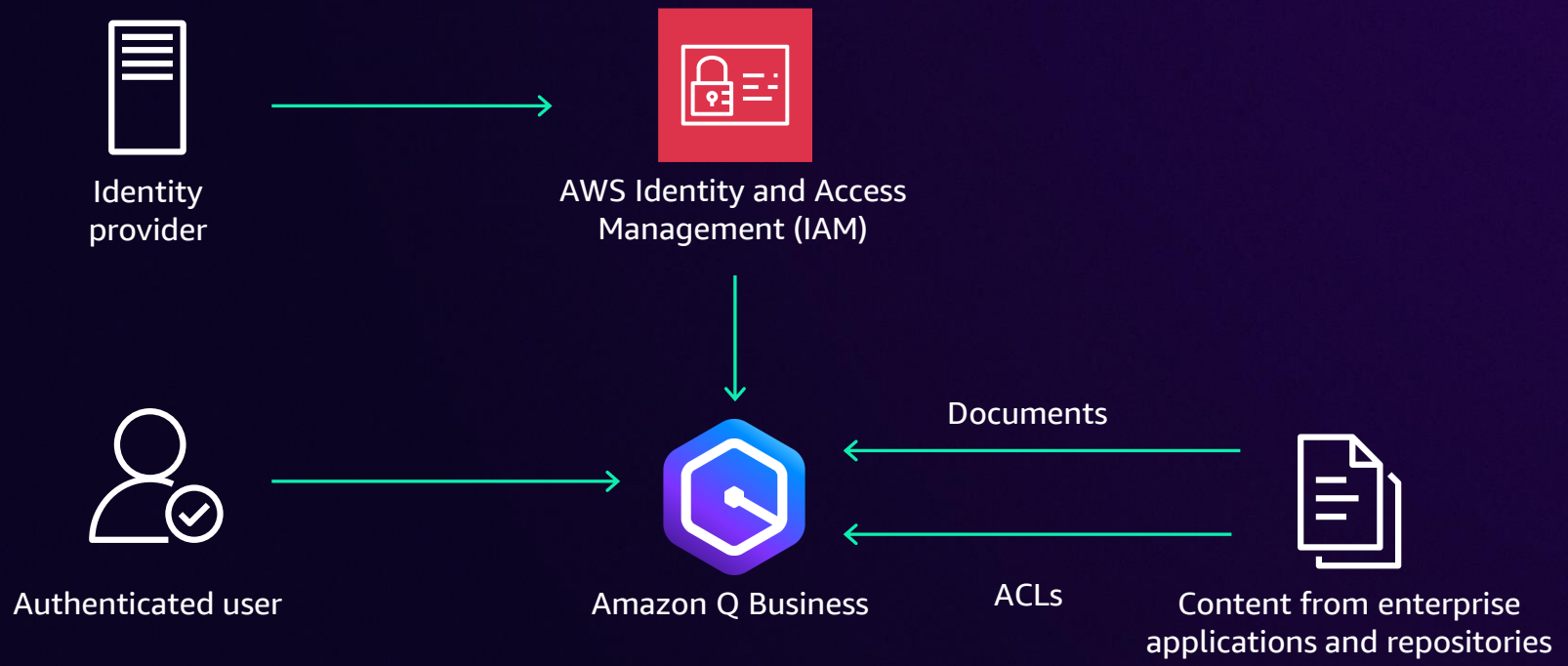
Authentication with IAM federation



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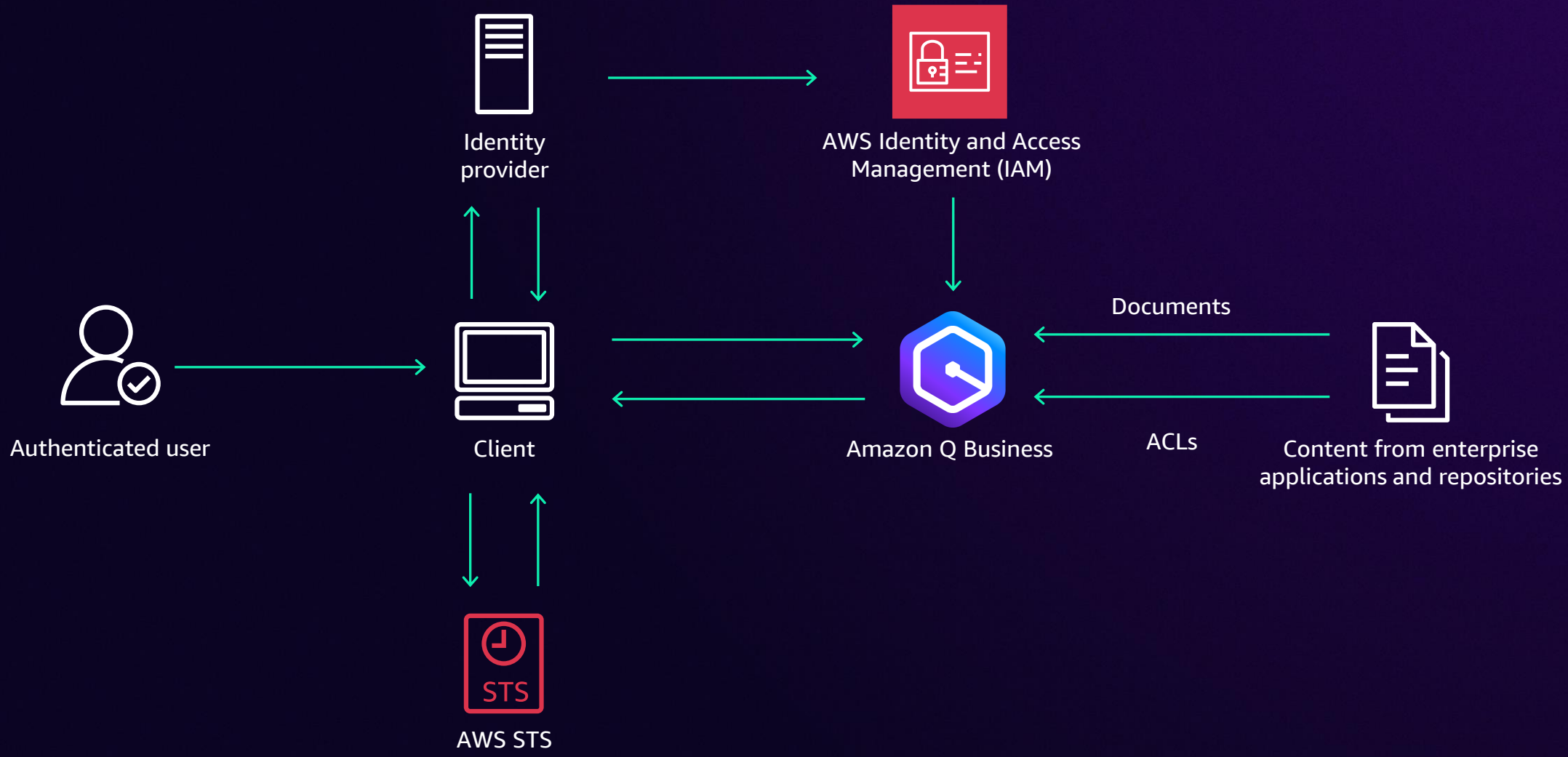
Authentication with IAM federation



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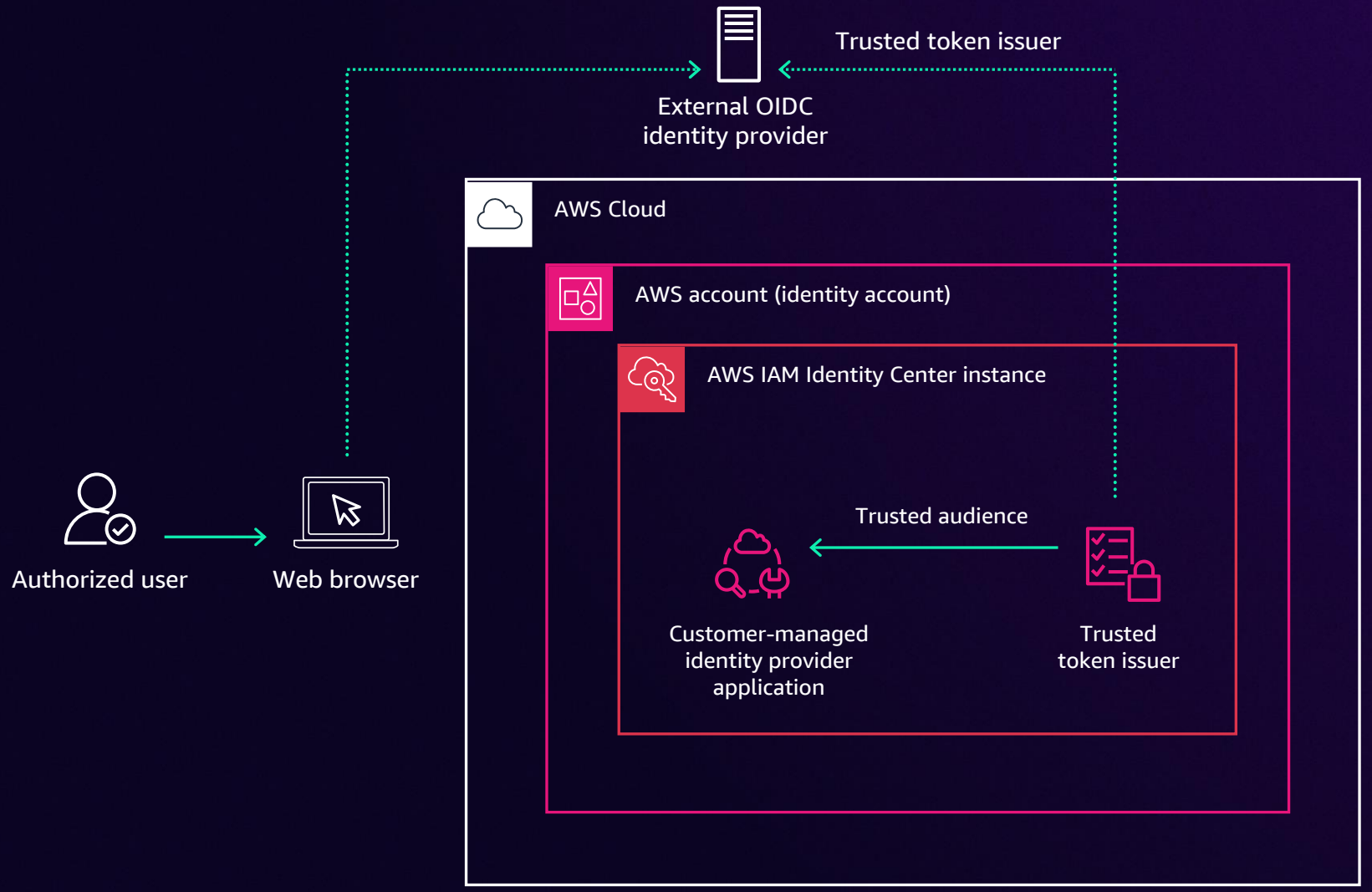
Authentication with AWS IAM Identity Center



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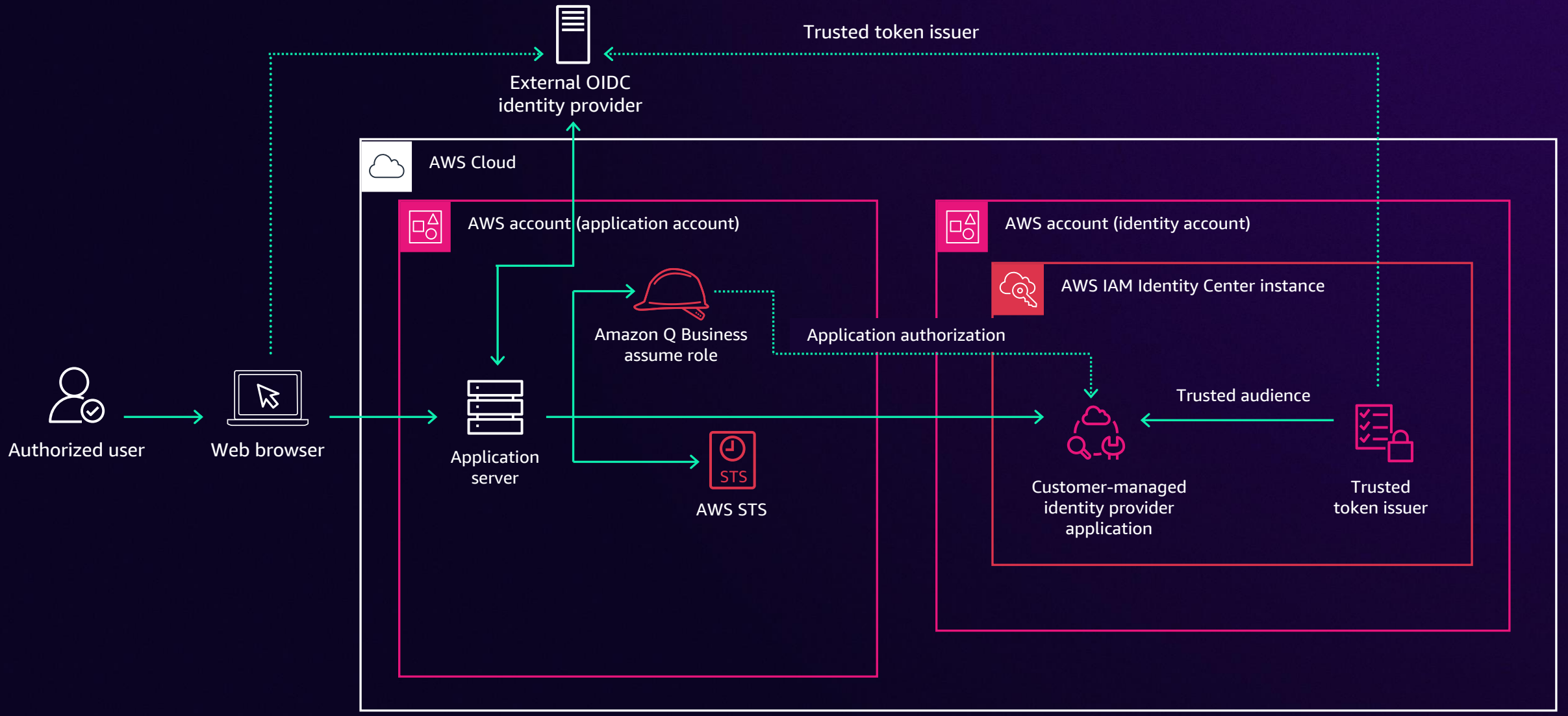

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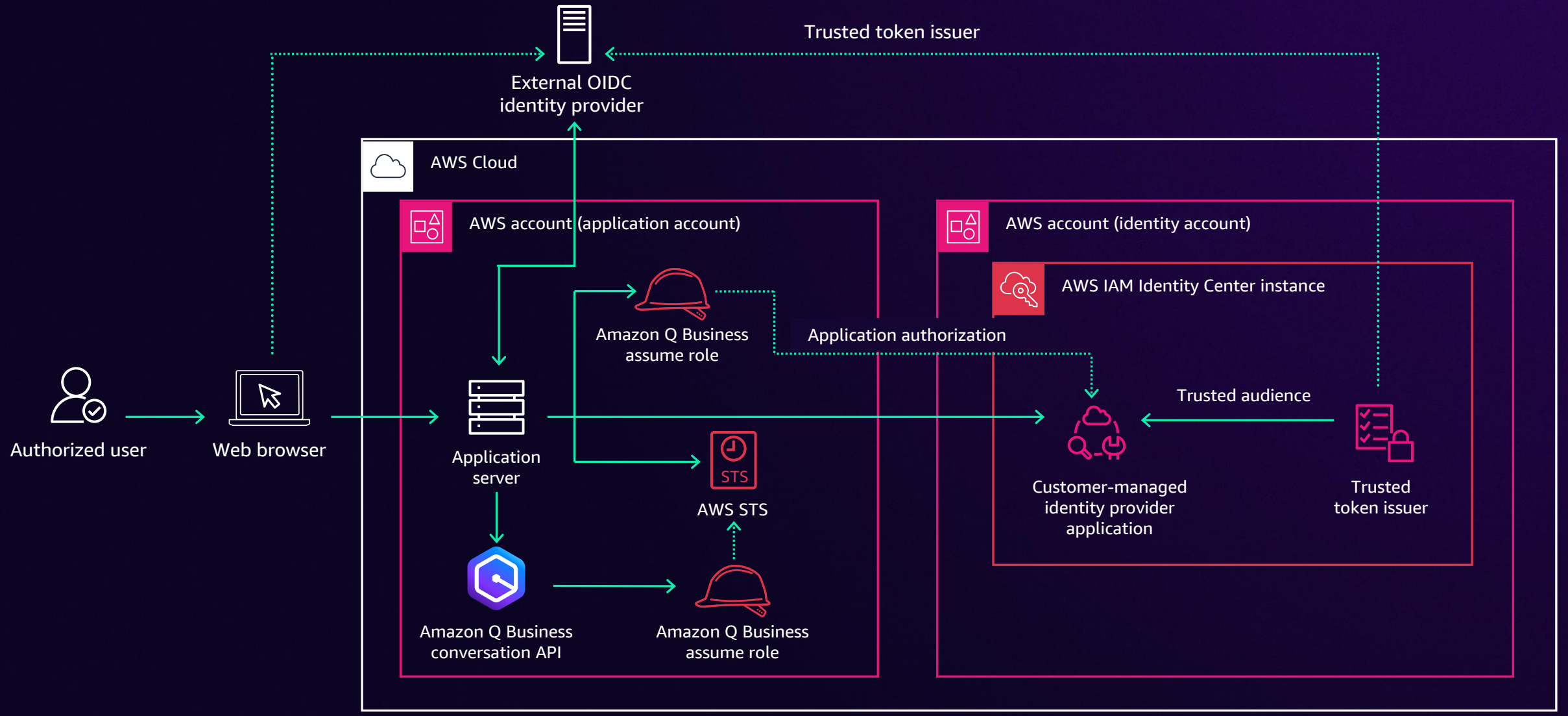

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Generative AI is no longer just an internal employee need

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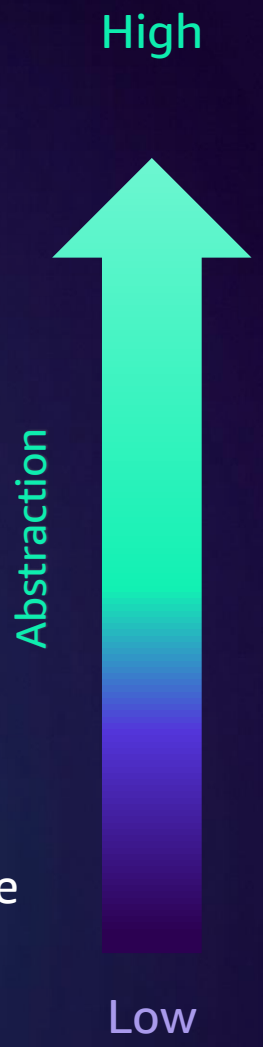
Build generative AI experiences with Amazon Q Business



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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Enhancing end-user experiences with Amazon Q embedded

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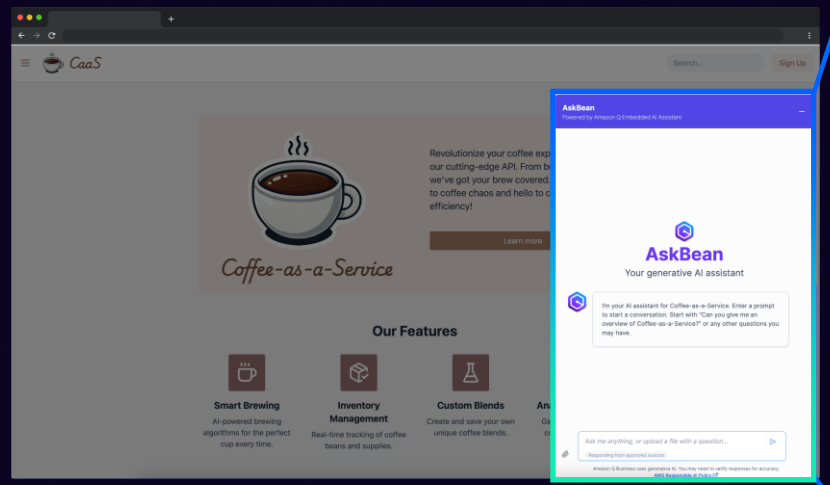
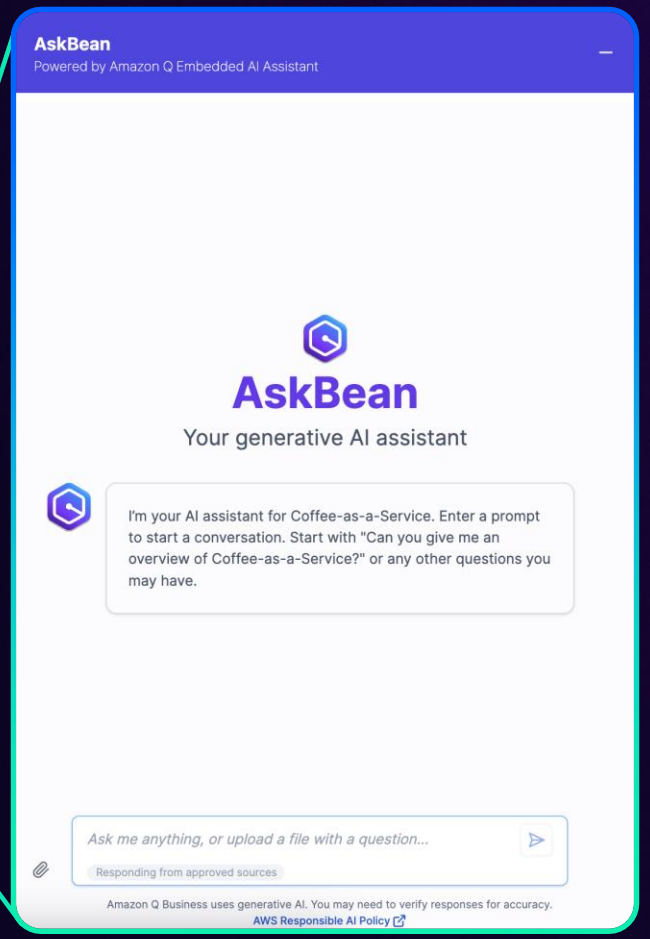
Bring Amazon Q Business to your web application

FULLY MANAGED EMBEDDED GENERATIVE AI ASSISTANT





Low-code embeddable chat experience

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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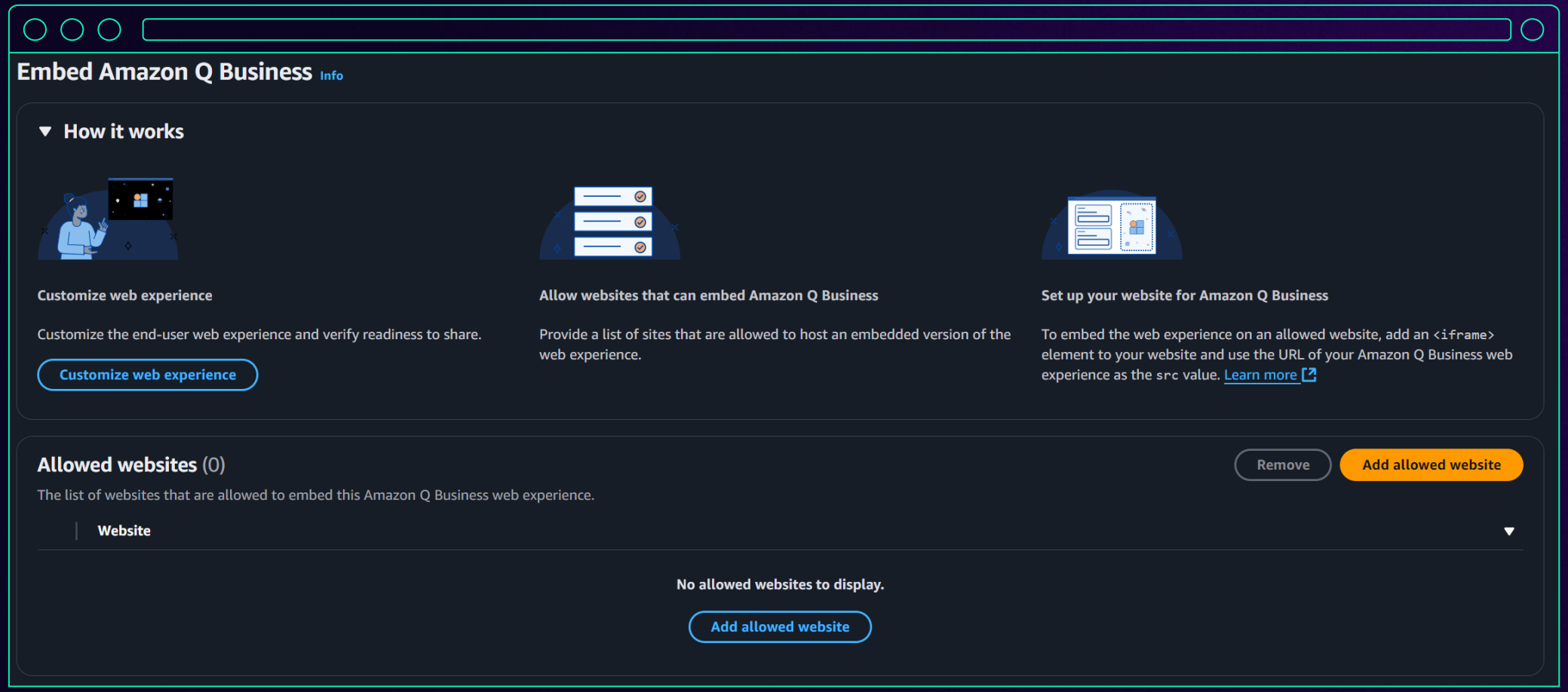
Simple deployment



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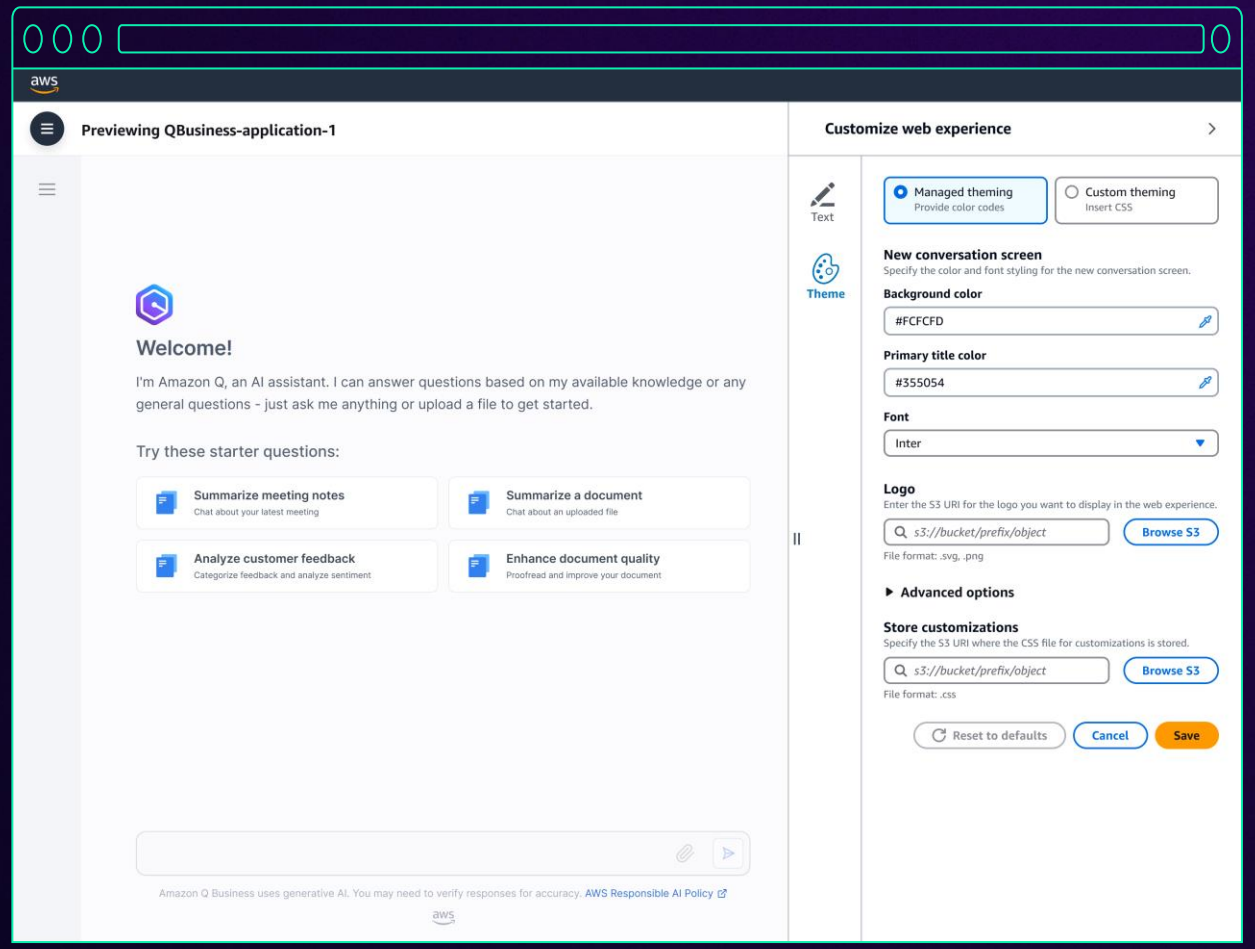
Customize your embedded assistant

- Match your application's look and feel
- Select customization options with managed theming
- Define your theme with cascading style sheets (CSS)



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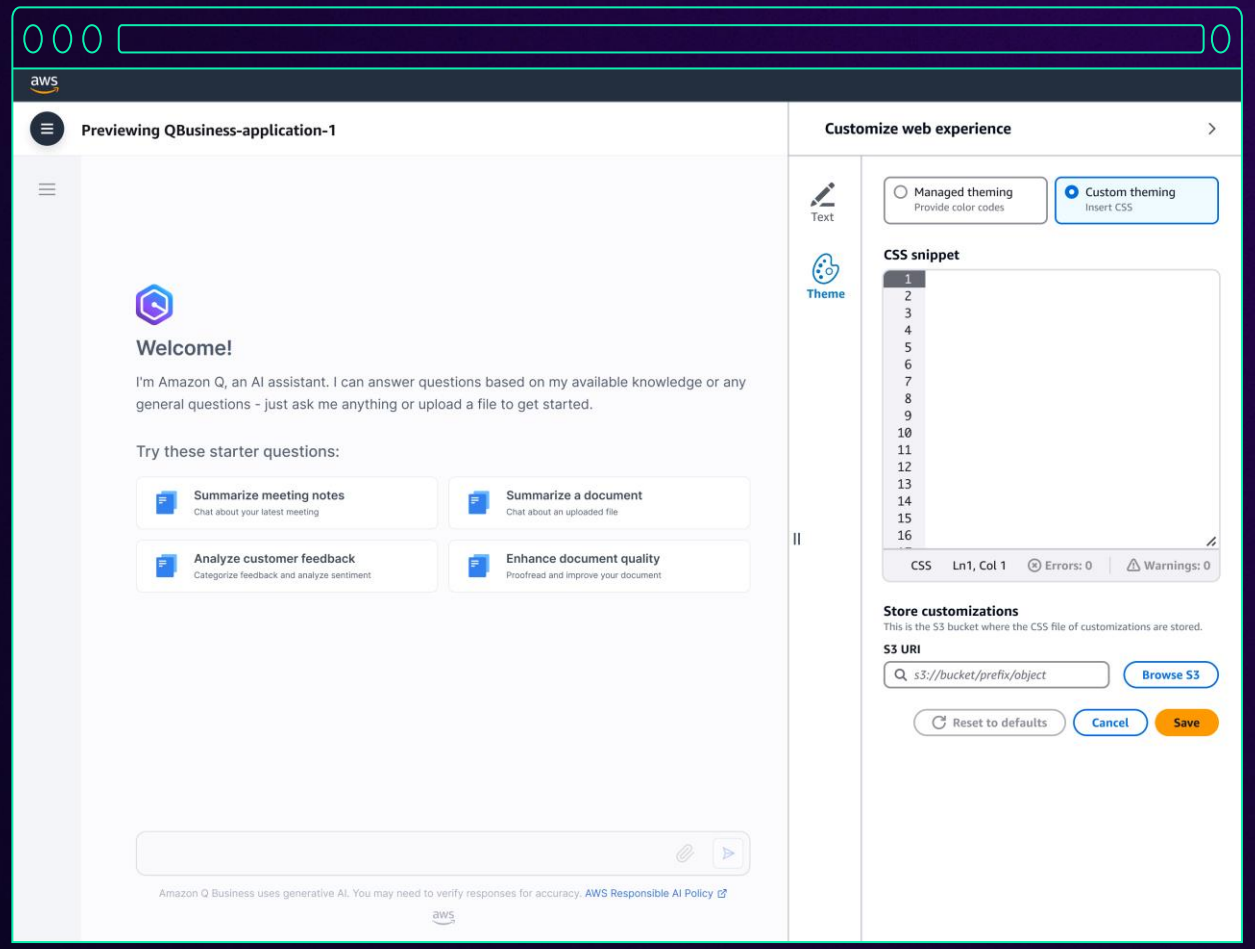

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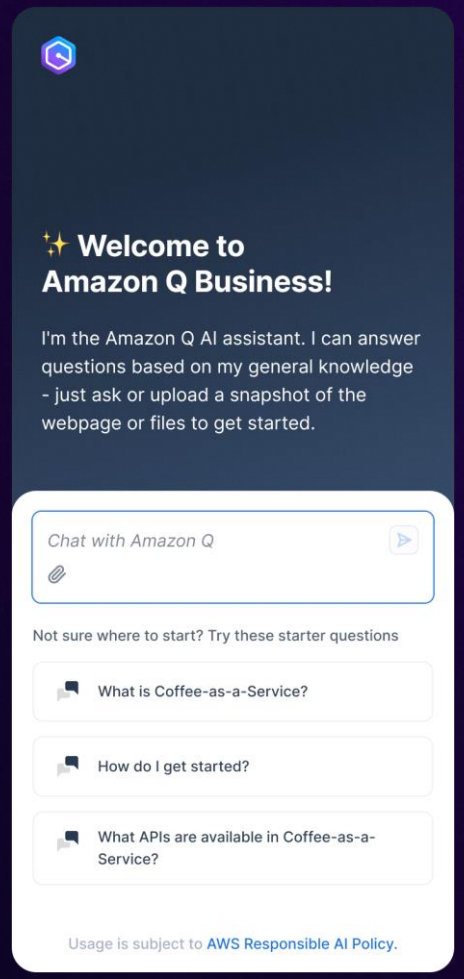
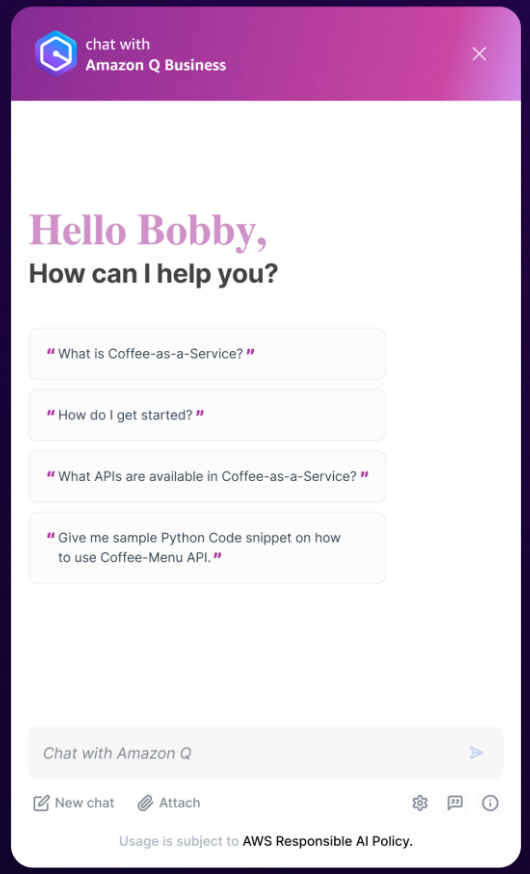
Build your own user experience

- Use the ChatSync API to send prompts and receive generative AI responses
- Tailor the user experience to fit your unique requirements
- Utilize the Amazon Q Business managed infrastructure





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Software providers integrating Amazon Q

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Reimagining productivity with Amazon Q index

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The current state of “future work”

The average desk worker uses 11 applications to complete their tasks, up from just 6 in 2019.

- Gartner

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Employees face technology overload

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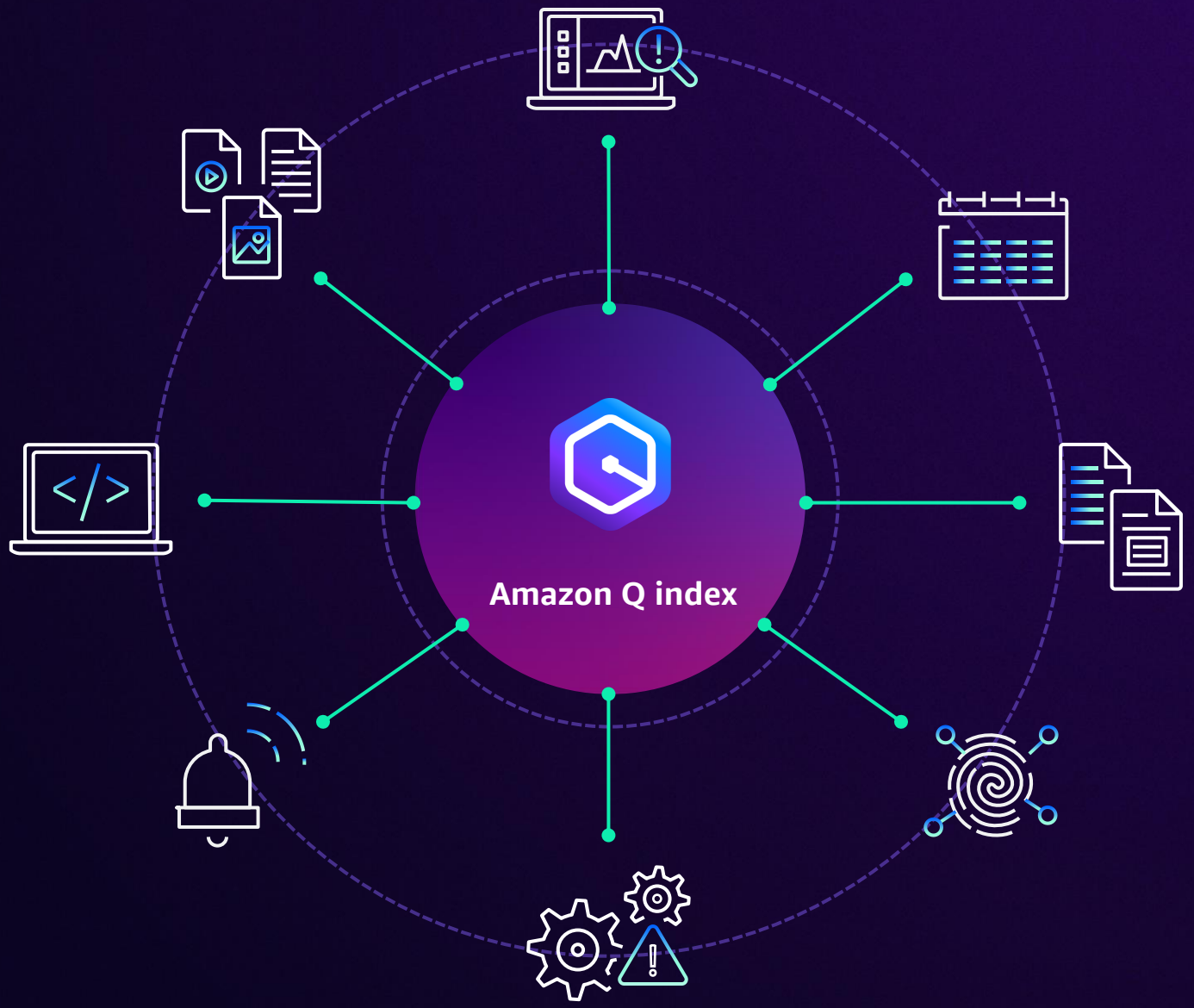
Reimagining productivity

Utilize cross-app insights in your SaaS applications with Amazon Q index



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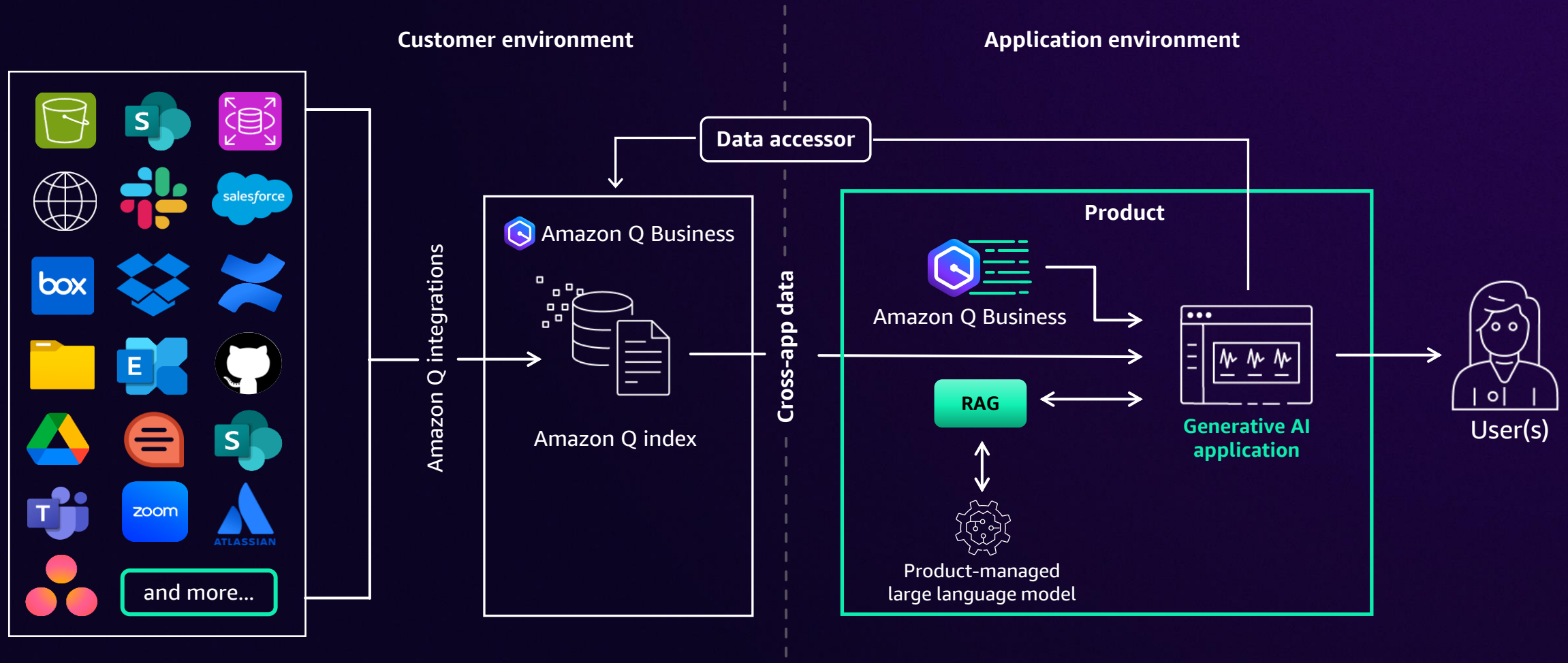
The Amazon Q index

ADD CROSS-APP INSIGHTS TO YOUR GENERATIVE AI APPLICATIONS



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The Amazon Q index

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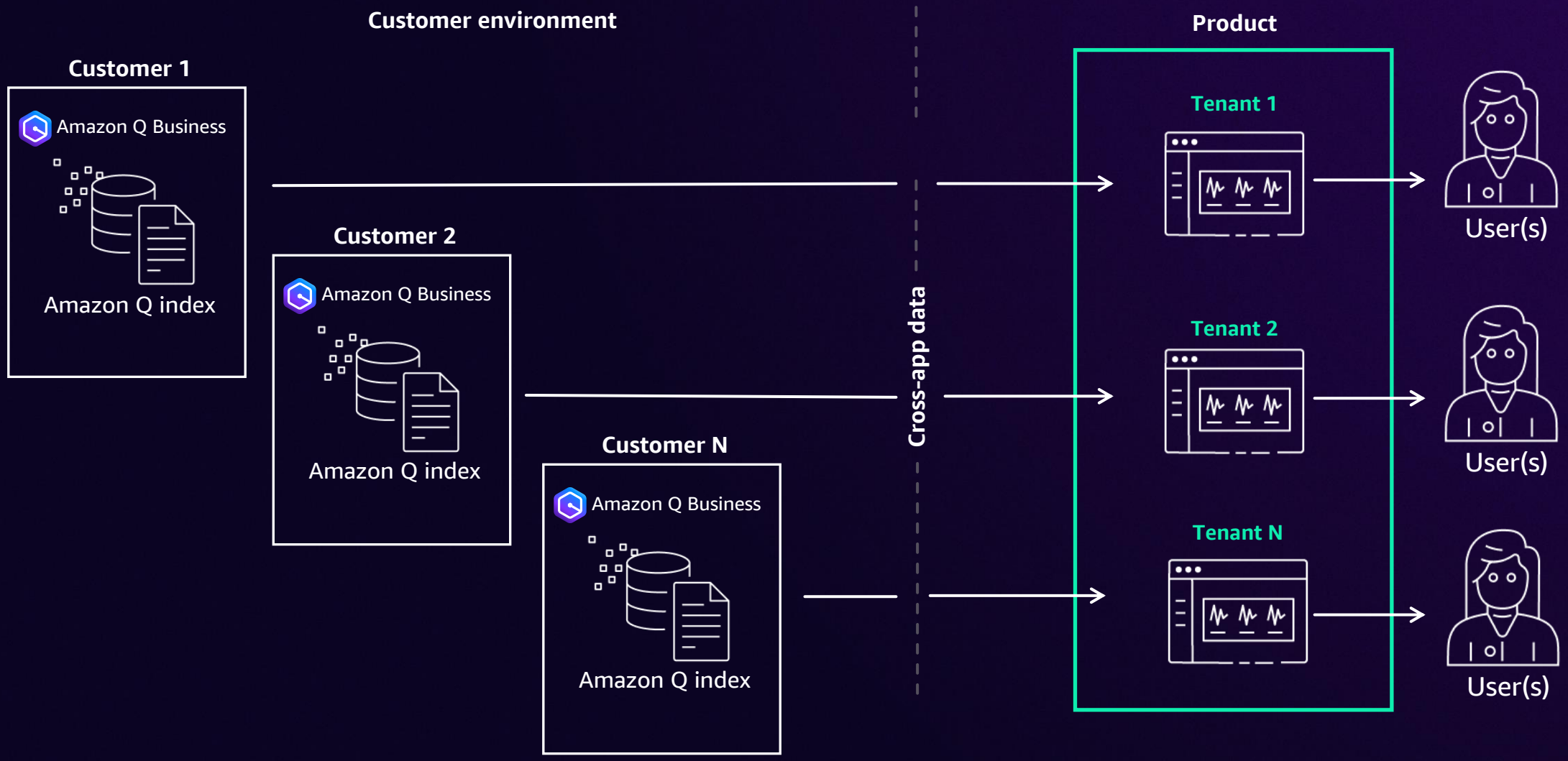

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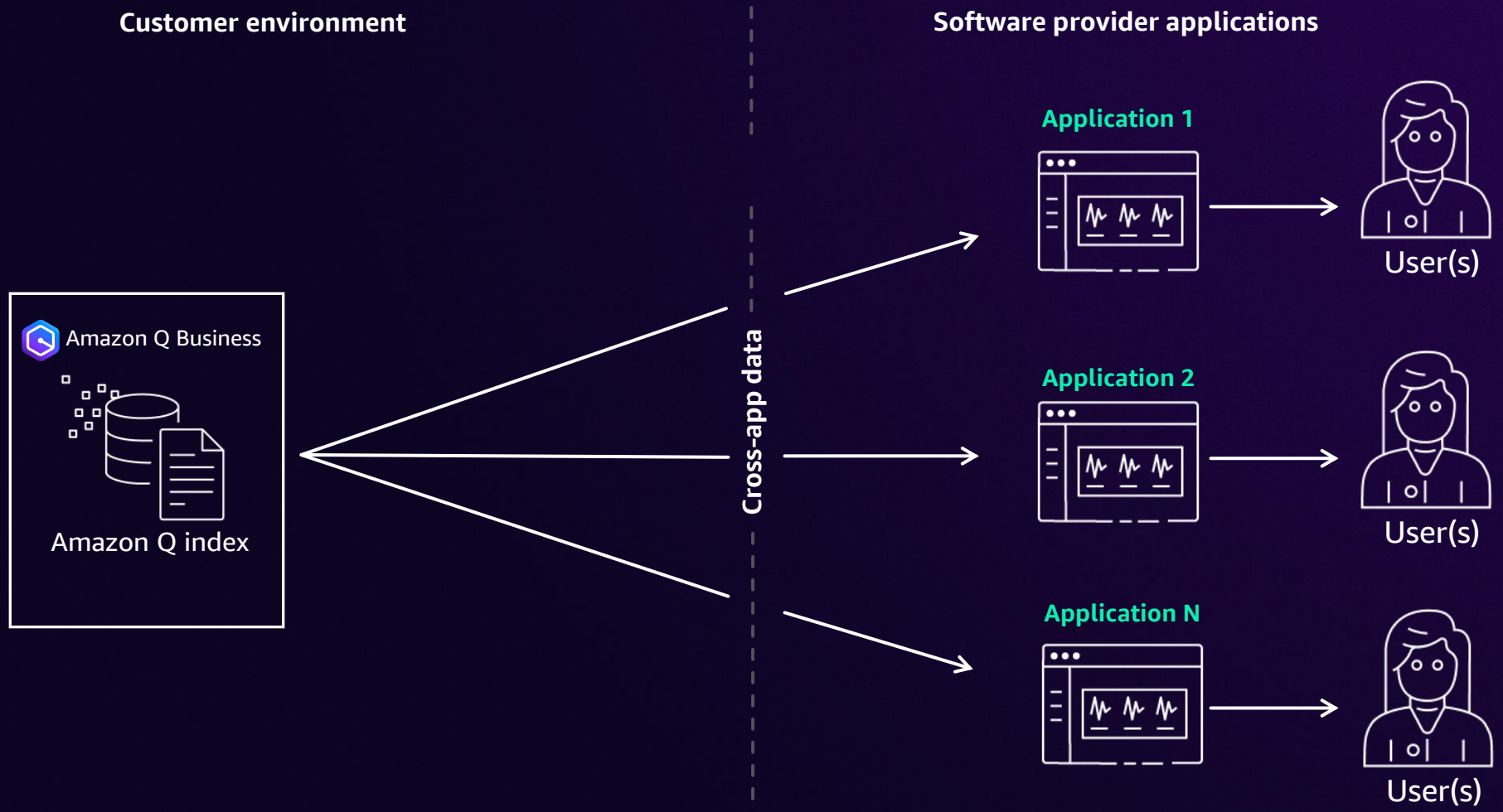
The Amazon Q index

SELECTIVELY SHARE ENTERPRISE DATA WITH SOFTWARE PROVIDERS



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The result

Productivity applications can consume enterprise data from an Amazon Q index to enhance their abilities to answer questions, summarize, and take action from data across sources

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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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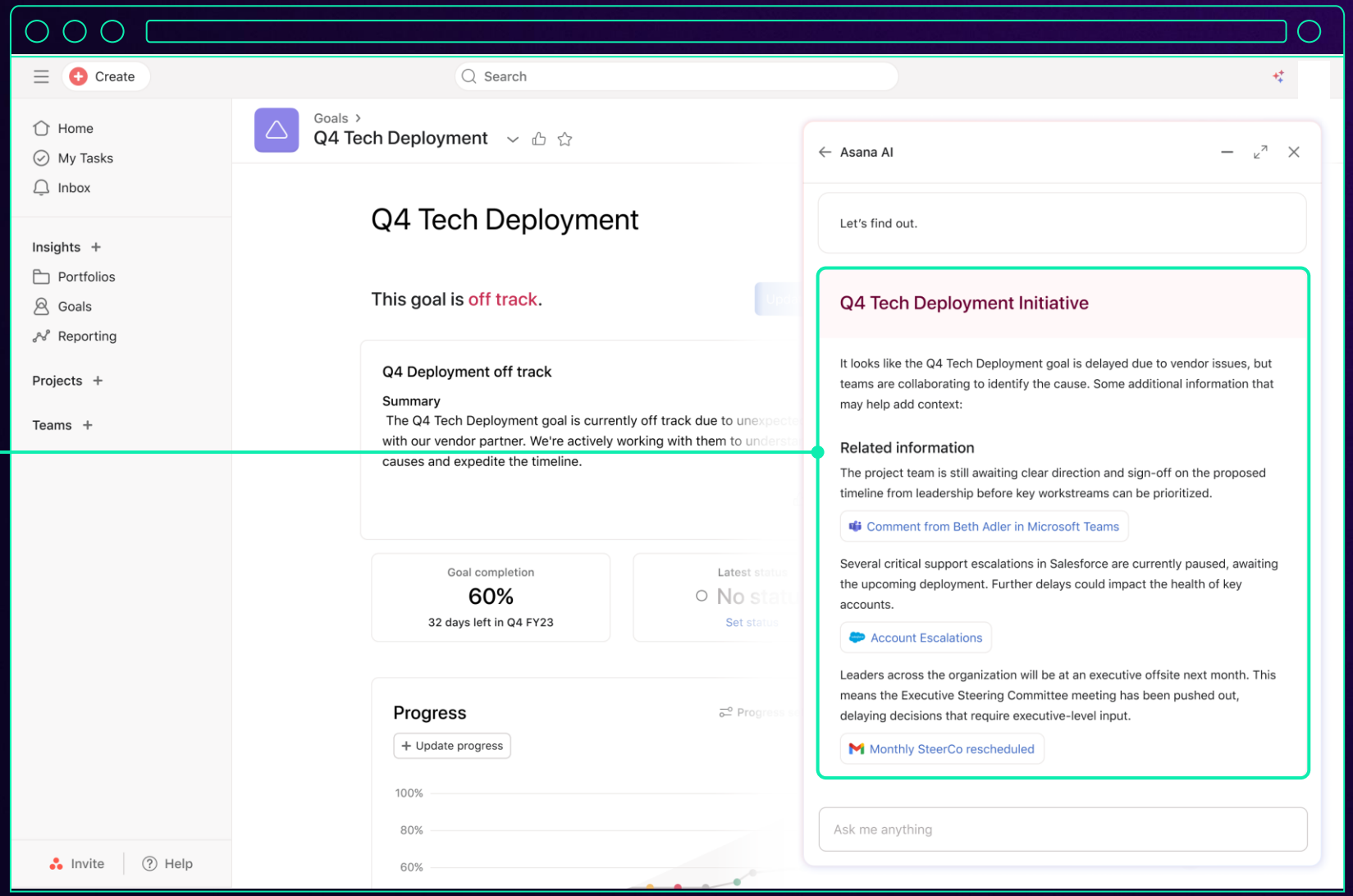
asana

- Access relevant project insights quickly
- Information from multiple sources



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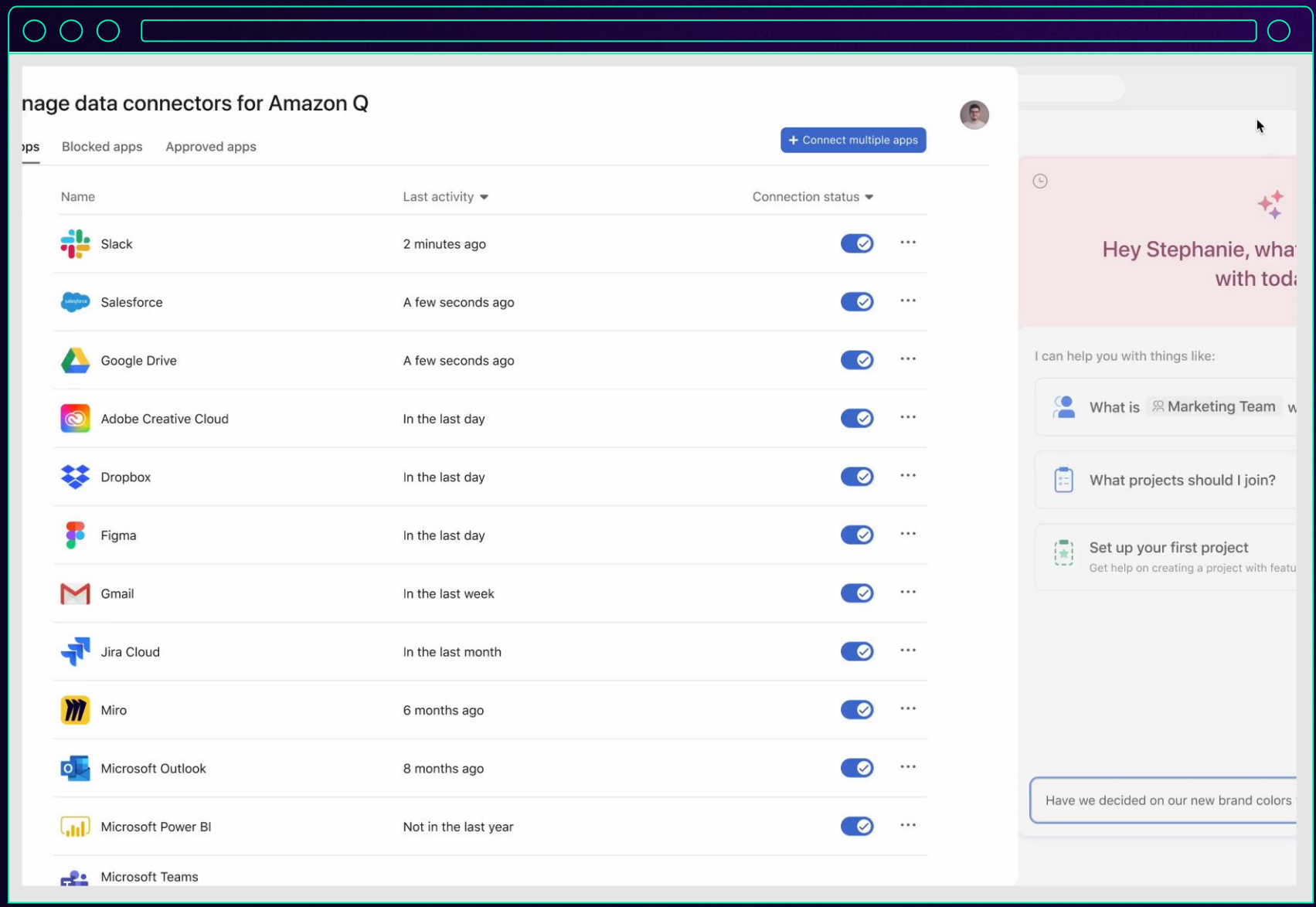
asana



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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
- Surfaces information in the right place, at the right time

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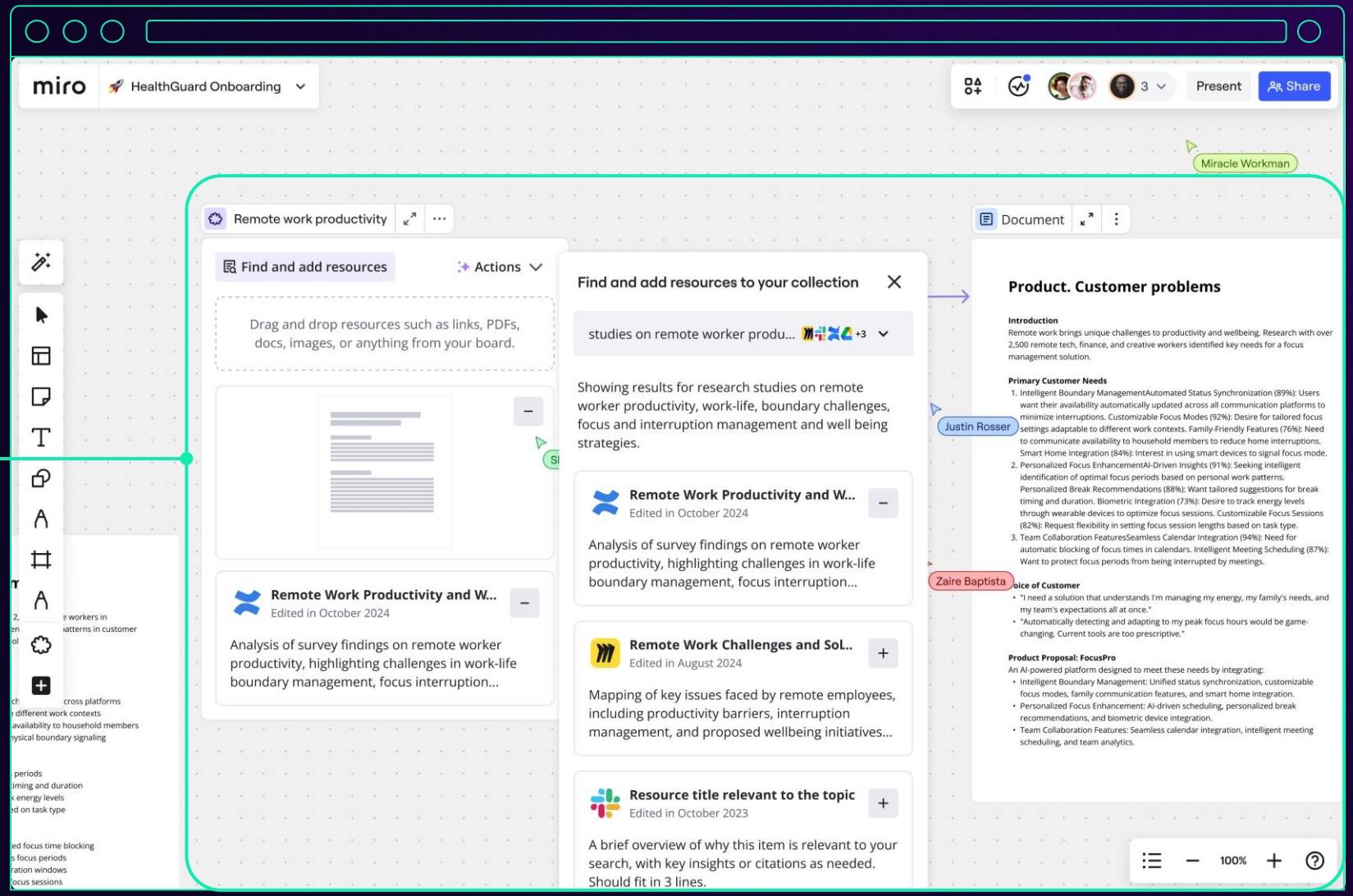
miro

- Amazon Q index integration
- Curate content to power Miro AI



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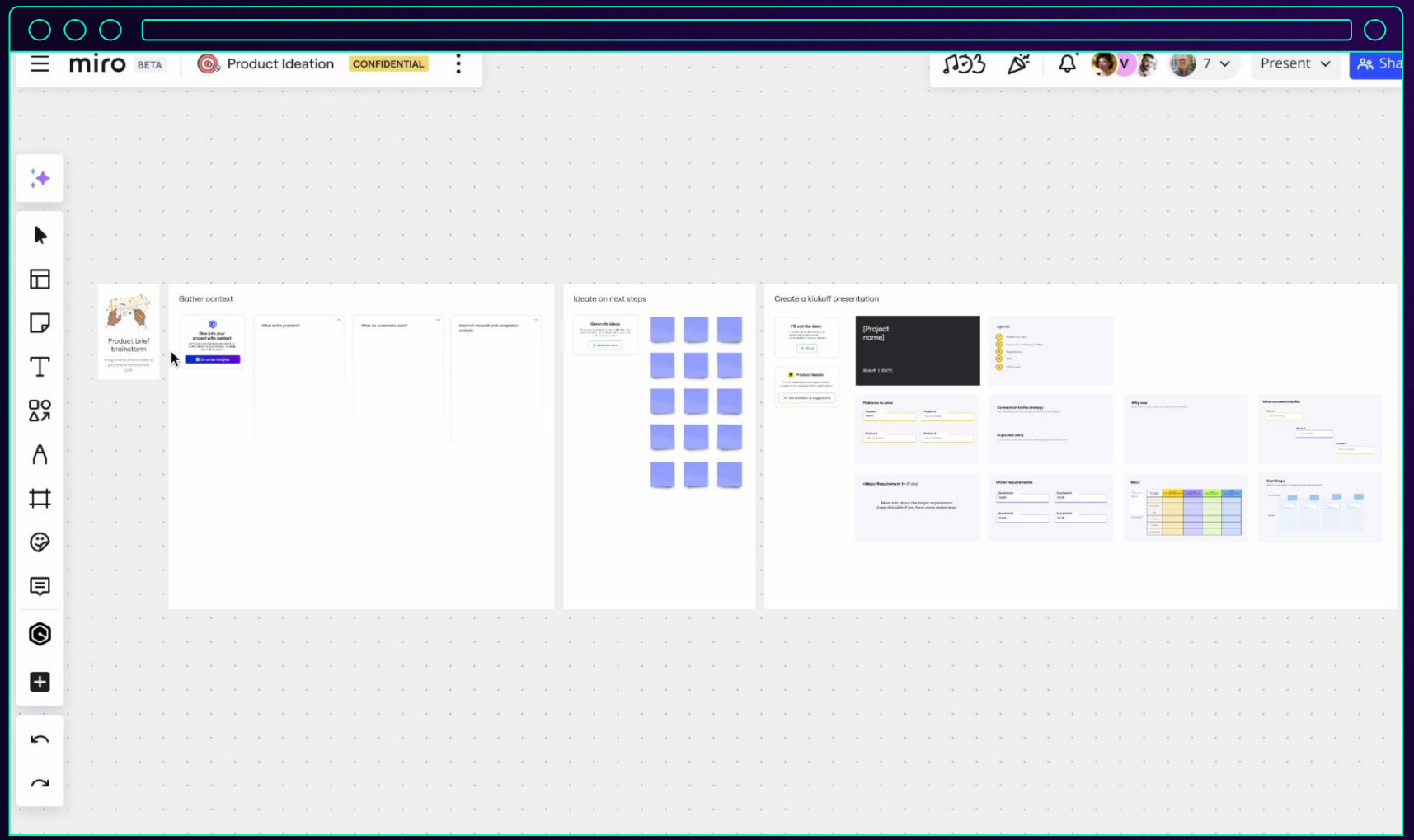

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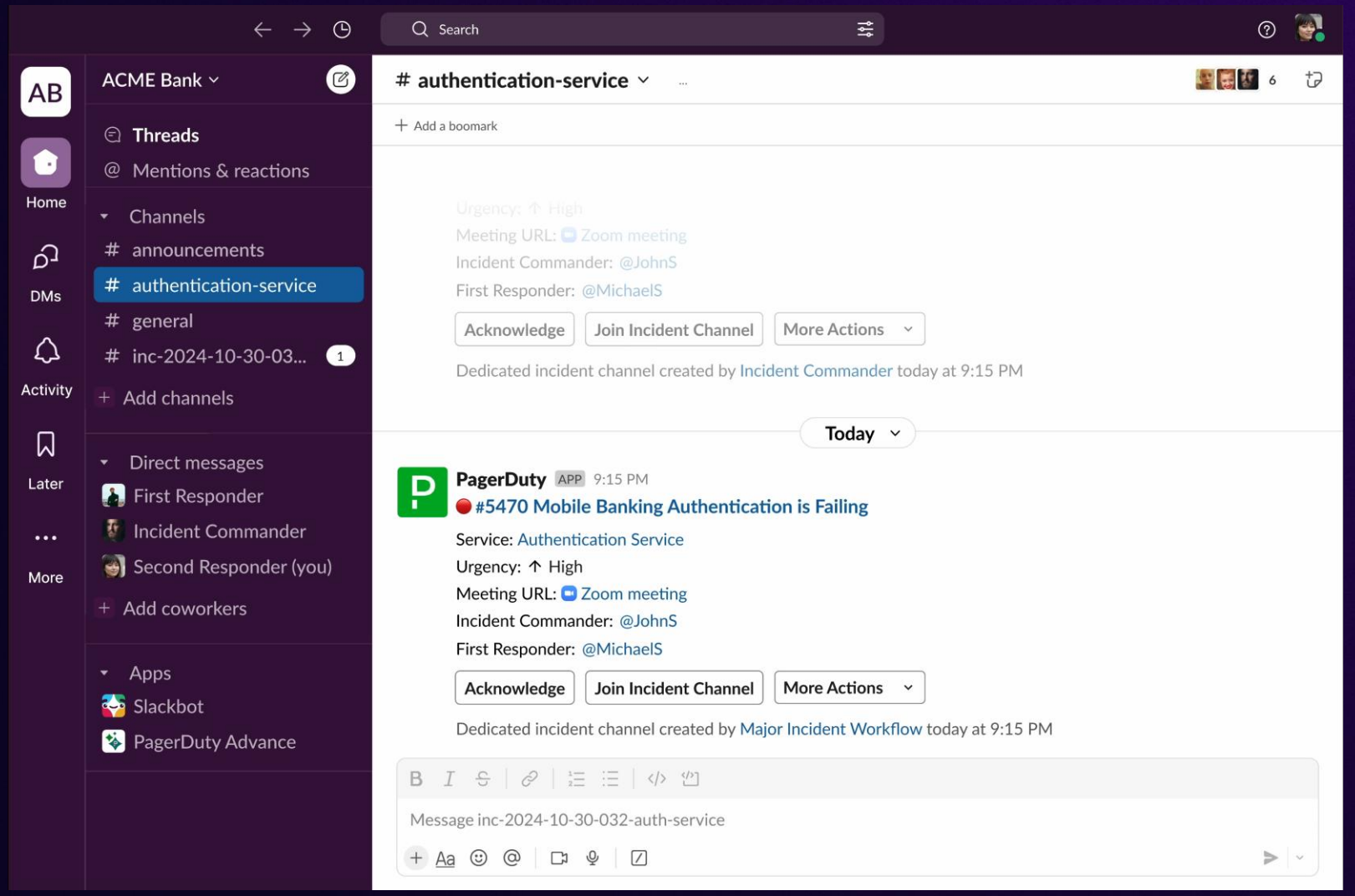
PagerDuty

- The Amazon Q index integration with PagerDuty Advance
- Triage and resolve issues faster with more data sources



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Getting started

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Timeline

Set up Amazon Q Business

30 mins

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Timeline

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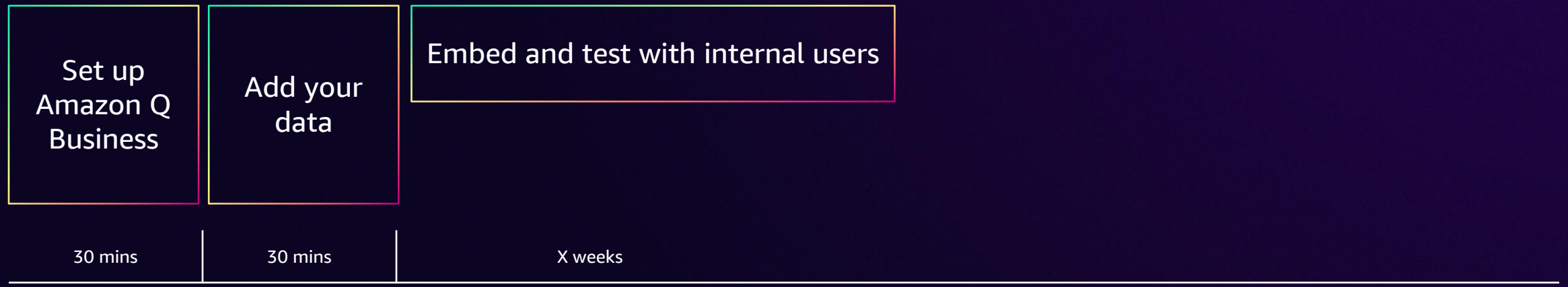
Timeline



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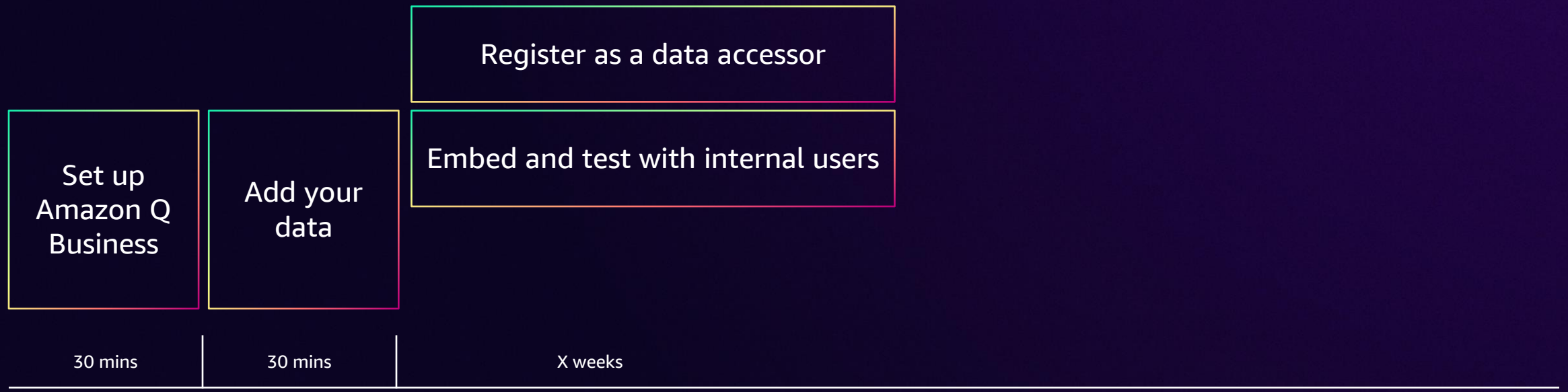
Timeline



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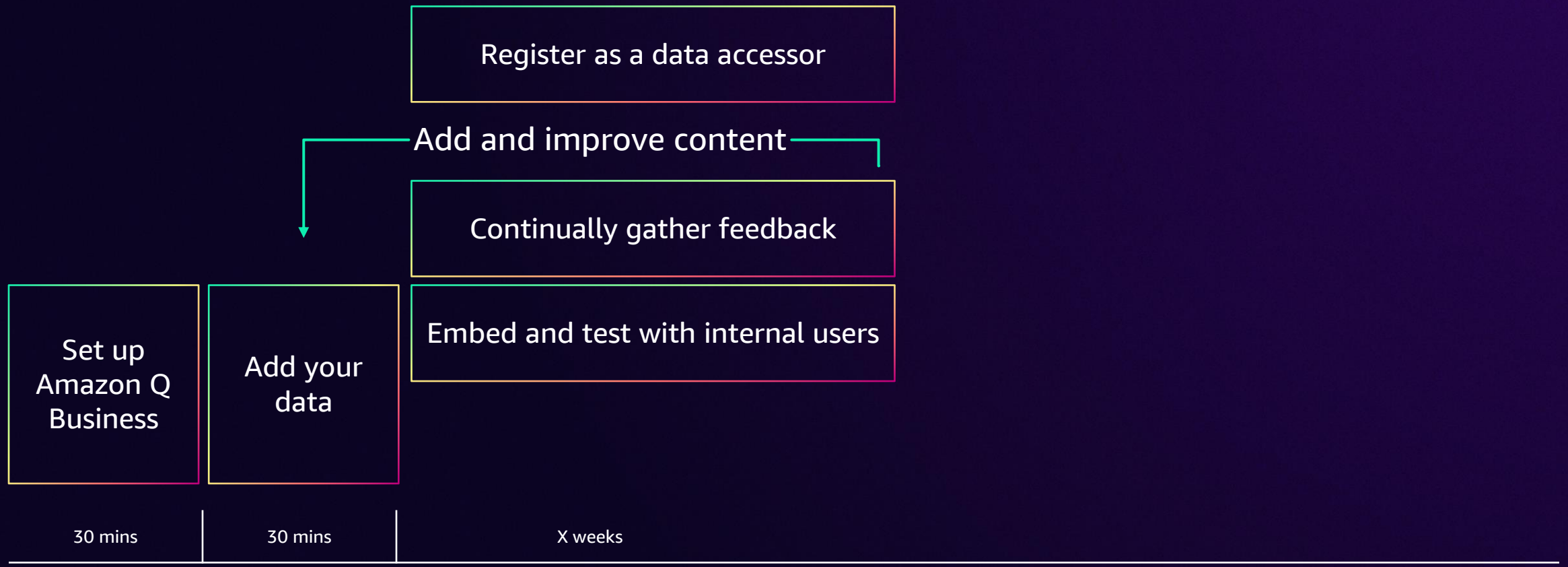

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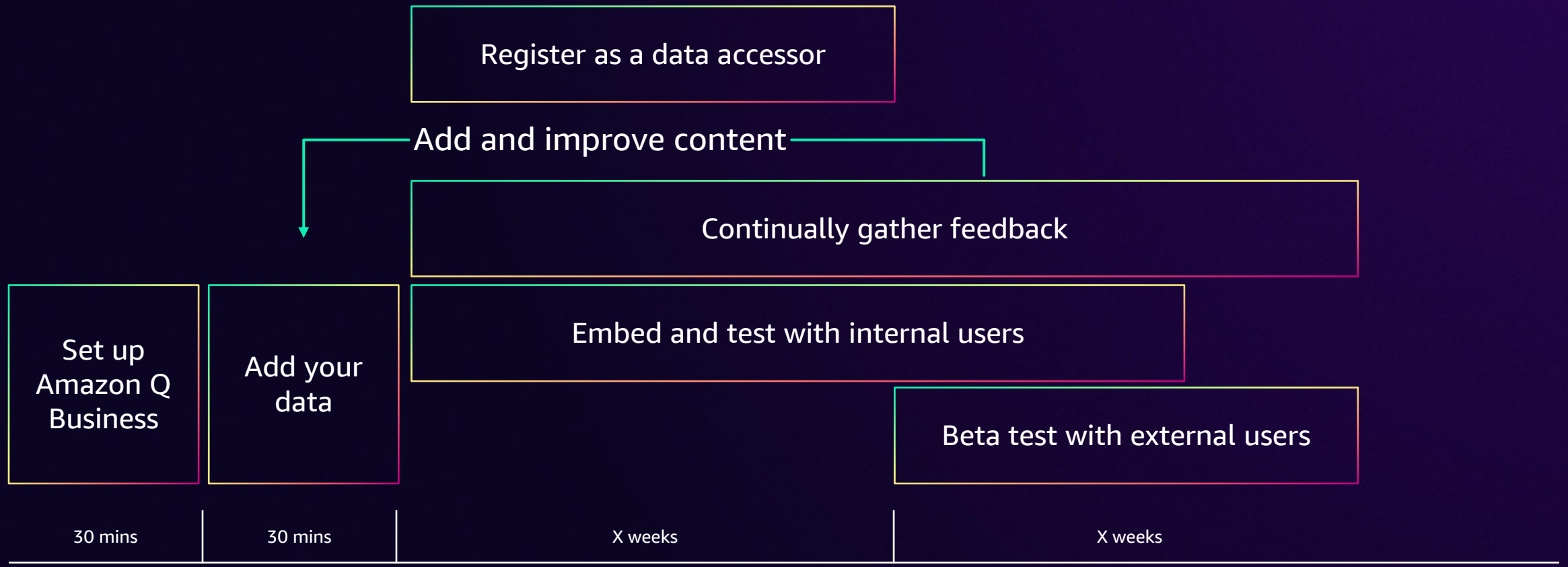

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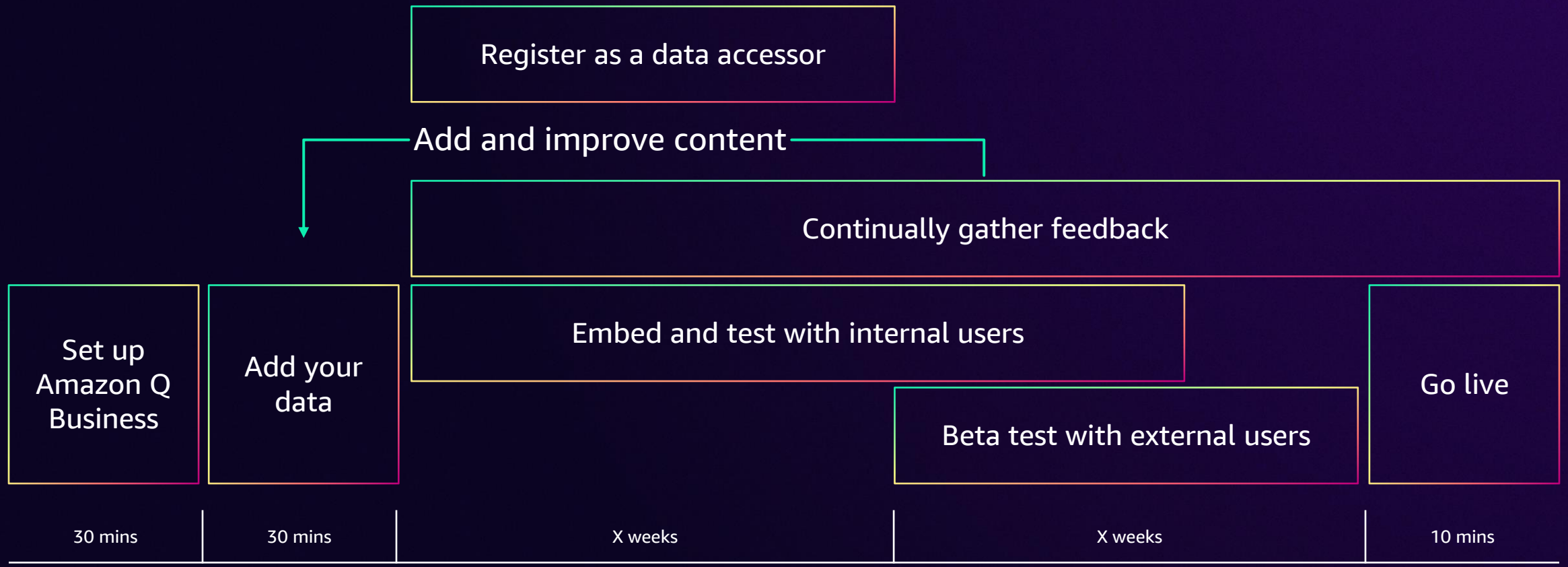
Timeline



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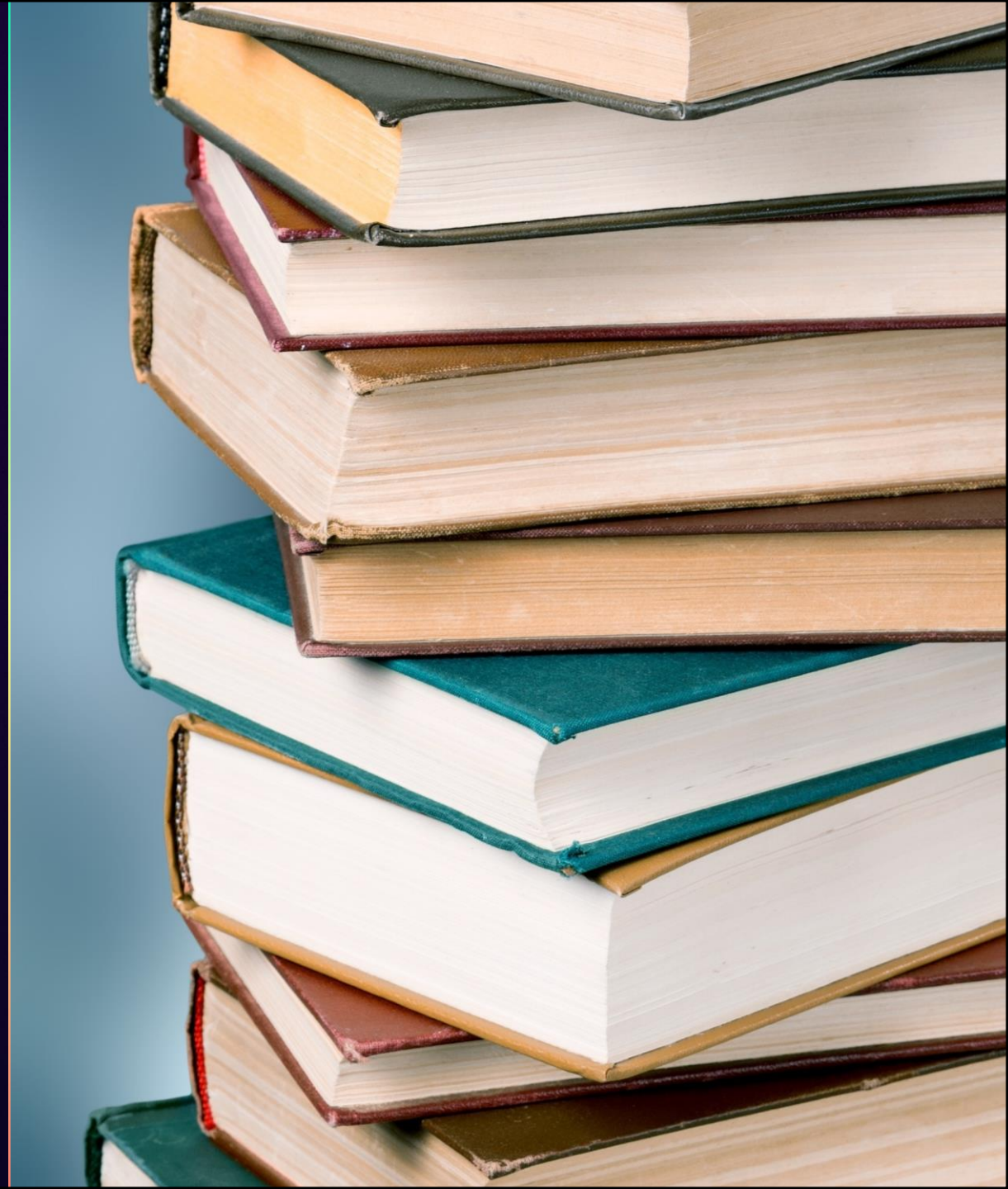
What we learned

- Benefits of Amazon Q Business
- Adding a generative AI assistant to your application using Amazon Q embedded
- Generating insights from cross-app data with the Amazon Q index



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Learn more about Amazon Q Business

Amazon Q Business product page

aws.amazon.com/q/business

Learn more about how ISVs use Amazon Q Business

aws.amazon.com/q/software-provider

Amazon Q embedded documentation

docs.aws.amazon.com/amazonq/latest/qbusiness-ug/embed-amazon-q-business.html

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