

The background features a dark blue gradient with abstract, overlapping shapes in shades of purple and magenta. Two thin, light blue lines cross the scene diagonally. The text is positioned on the left side of the image.

# AWS re:Invent

DECEMBER 2 - 6, 2024 | LAS VEGAS, NV

AIM391 - NEW

# Accelerate your generative AI roadmap using Amazon Q Business

## Oliver Myers

Global Head of GTM  
Amazon Q Business  
AWS

## Bobby Williams

Sr. Solutions Architect  
Amazon Q Business  
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# Presenters



**Oliver Myers**

(he/him)

Principal GTM Manager  
Amazon Q Business



**Bobby Williams**

(he/him)

Sr. Solutions Architect  
Amazon Q Business

# 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

# Amazon Q Business overview



# 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



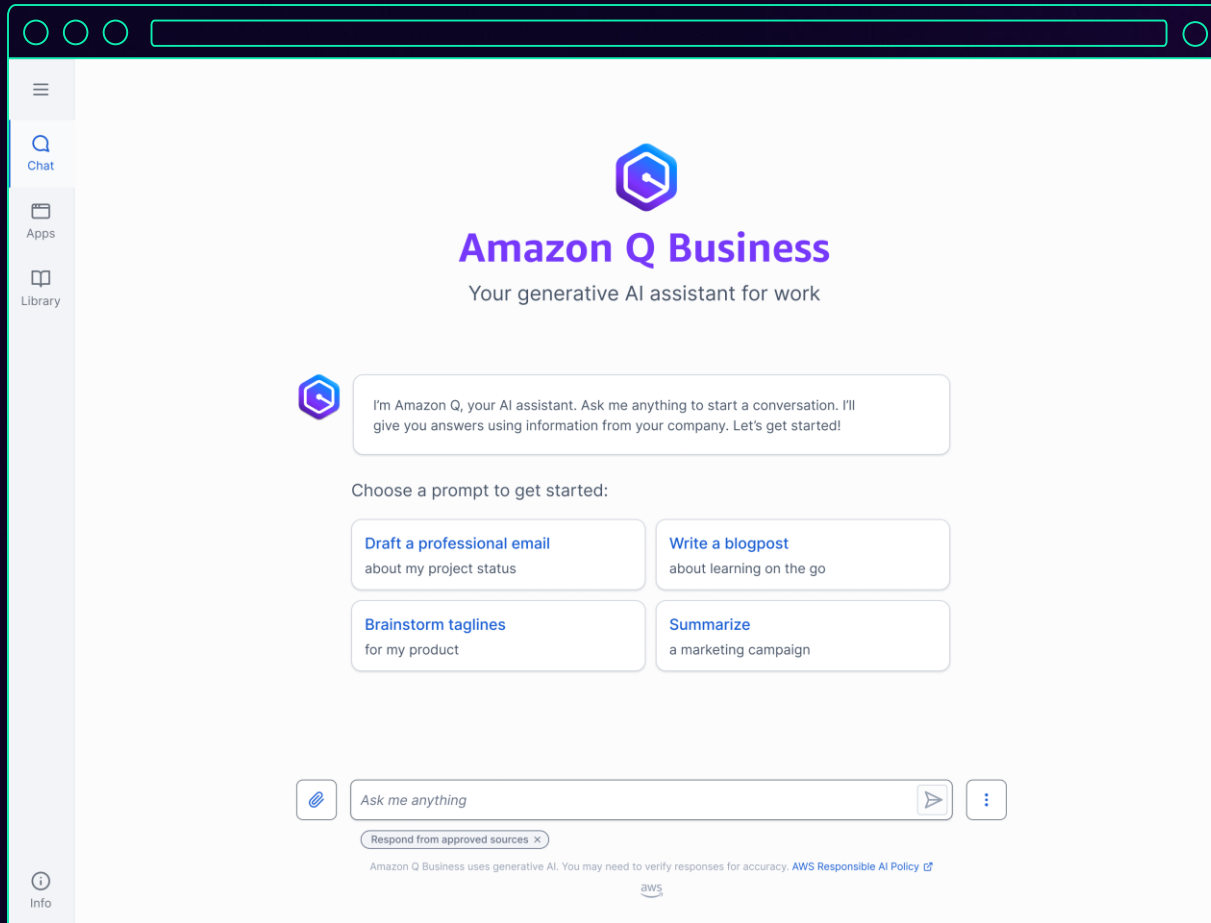
Nitro



Neuron

# Amazon Q Business overview

BOOST YOUR WORKFORCE PRODUCTIVITY WITH GENERATIVE AI



Delivers relevant **answers**

Executes **actions**

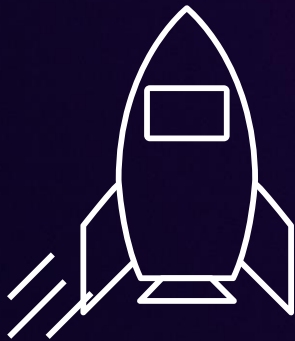
Respects **access controls**

Connects to **40+ applications**

Applies **guardrails**

Streamlines **daily tasks**

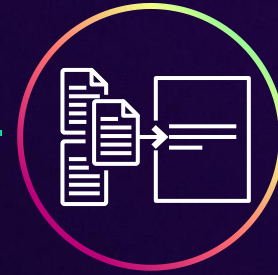
# Boost productivity even further



**Automate**



**Discover**



**Analyze**



**Create**



**Take action**



# 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

The screenshot displays the Amazon Q Business interface. At the top, there is a search bar. Below it, a search result is shown for 'availability zones'. The result text includes source references (1, 2, 3) and a 'Sources' dropdown menu. Below the result, a user asks 'Tell me more about availability zones'. The interface then displays a detailed answer about Availability Zones, also with source references (1, 2, 3, 4) and a 'Sources' dropdown menu. At the bottom, there is a prompt input field with the placeholder text 'Enter a prompt' and a 'Responding from approved sources' indicator. The footer contains the Amazon Q Business logo and a disclaimer: 'Amazon Q Business uses generative AI. You may need to verify responses for accuracy. [AWS Responsible AI Policy](#)'.



## 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

# Support for 50 actions in 10+ third-party apps

**Q Business Library**  
Explore all that you can do with Q Actions and create Q apps to increase your efficiency

Q Apps | Actions

**Q Actions**  
Type in chat to access a list of actions you can take. With Q Business actions, you can now easily take action across popular apps like Salesforce, Slack, Jira, and others—all without leaving Q, helping you quickly manage tasks like updating cases, leads, or campaigns.

**Available actions**  
Explore these ready-to-use actions to improve your productivity.

- Salesforce** (CRM)  
Actions: Case management, Lead management, Opportunity management, Campaign operation
- Marketo** (CRM)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- JIRA** (Product management)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Slack** (Communication and collaboration)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Zoom** (Communication and collaboration)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Outlook** (Communication and collaboration)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Google Calendar** (Communication and collaboration)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Google Sheet** (Communication and collaboration)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Zendesk** (Communication and collaboration)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment
- Submit PTO** (Communication and collaboration)  
Actions: Submit PTO

**Unlock more actions**  
If you're interested in using any of these tools, reach out to your admin to discuss enabling them for your account.

- DocuSign** (CRM)  
Actions: Case management, Lead management, Opportunity management, Campaign operation
- Workday** (CRM)  
Actions: Create issue, update issue, search issue, add comment, change issue status, read comment, update comment

## 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

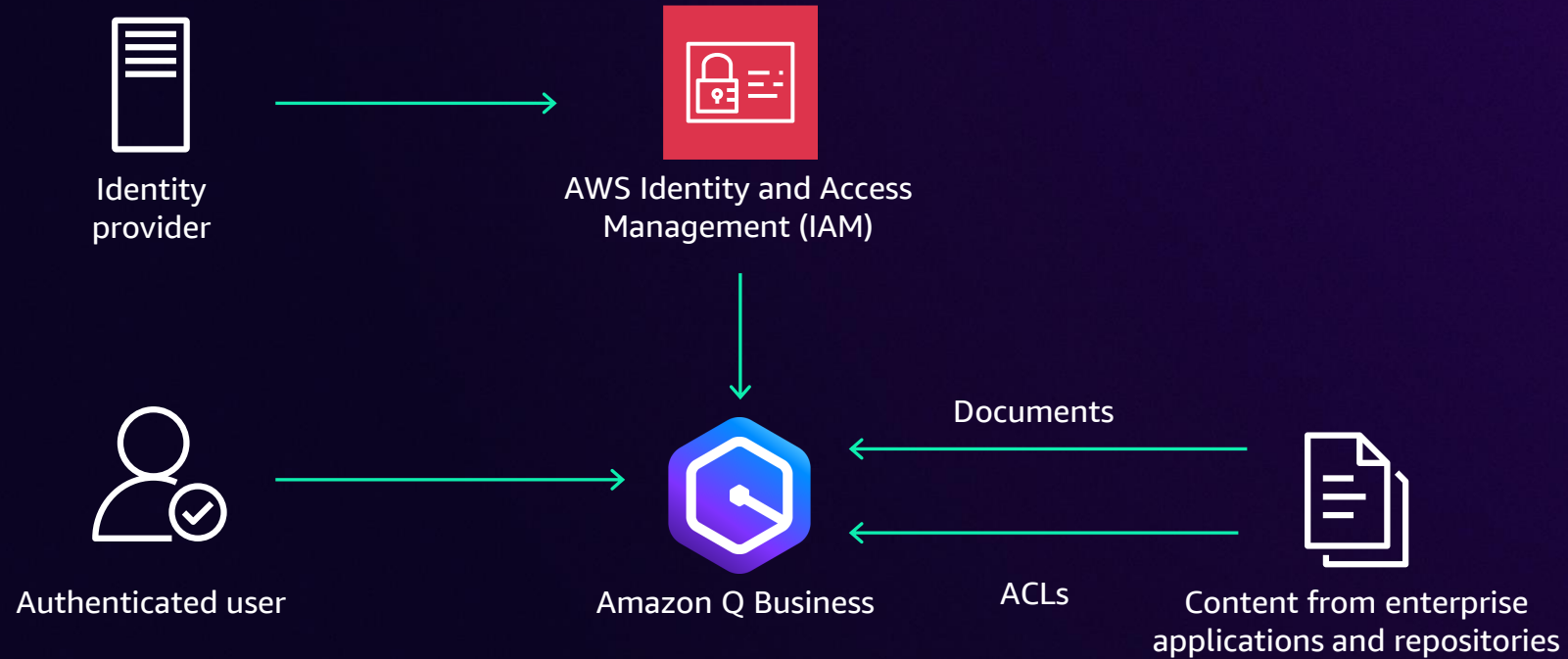
# New authentication options



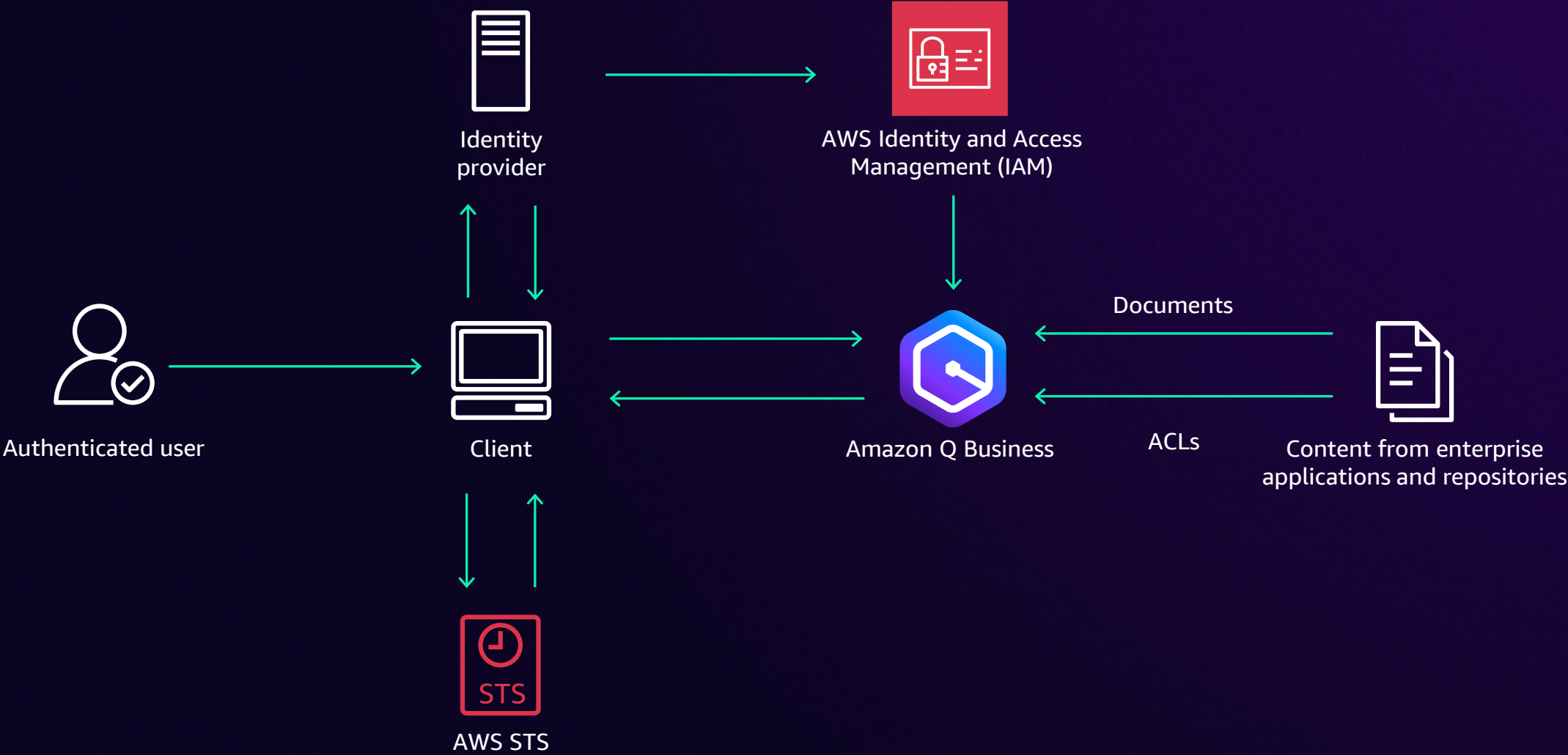
Use **OpenID Connect (OIDC)** or **Security Assertion Markup Language 2.0 (SAML 2.0)** to connect your identity provider via IAM federation

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

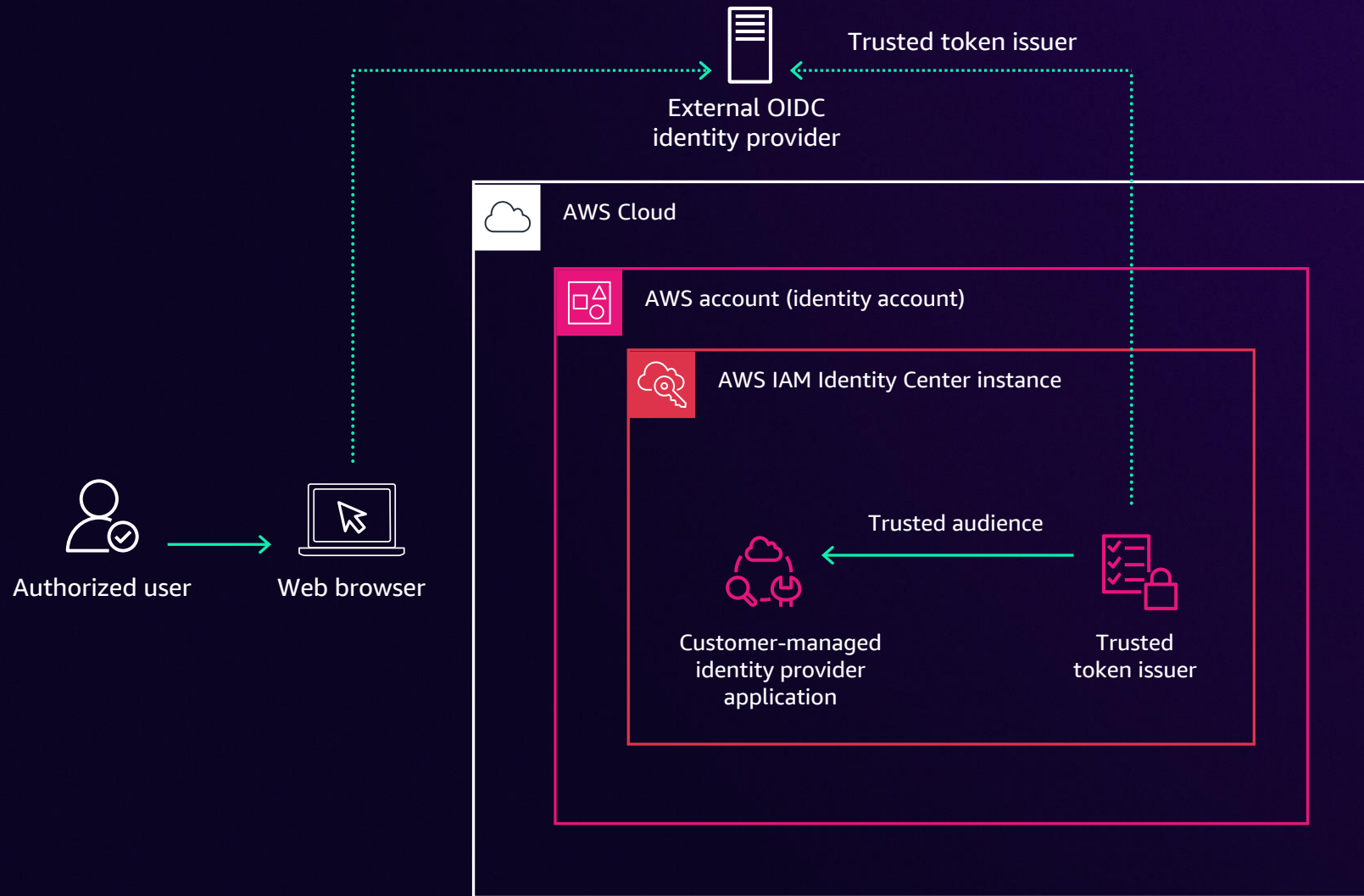
# Authentication with IAM federation



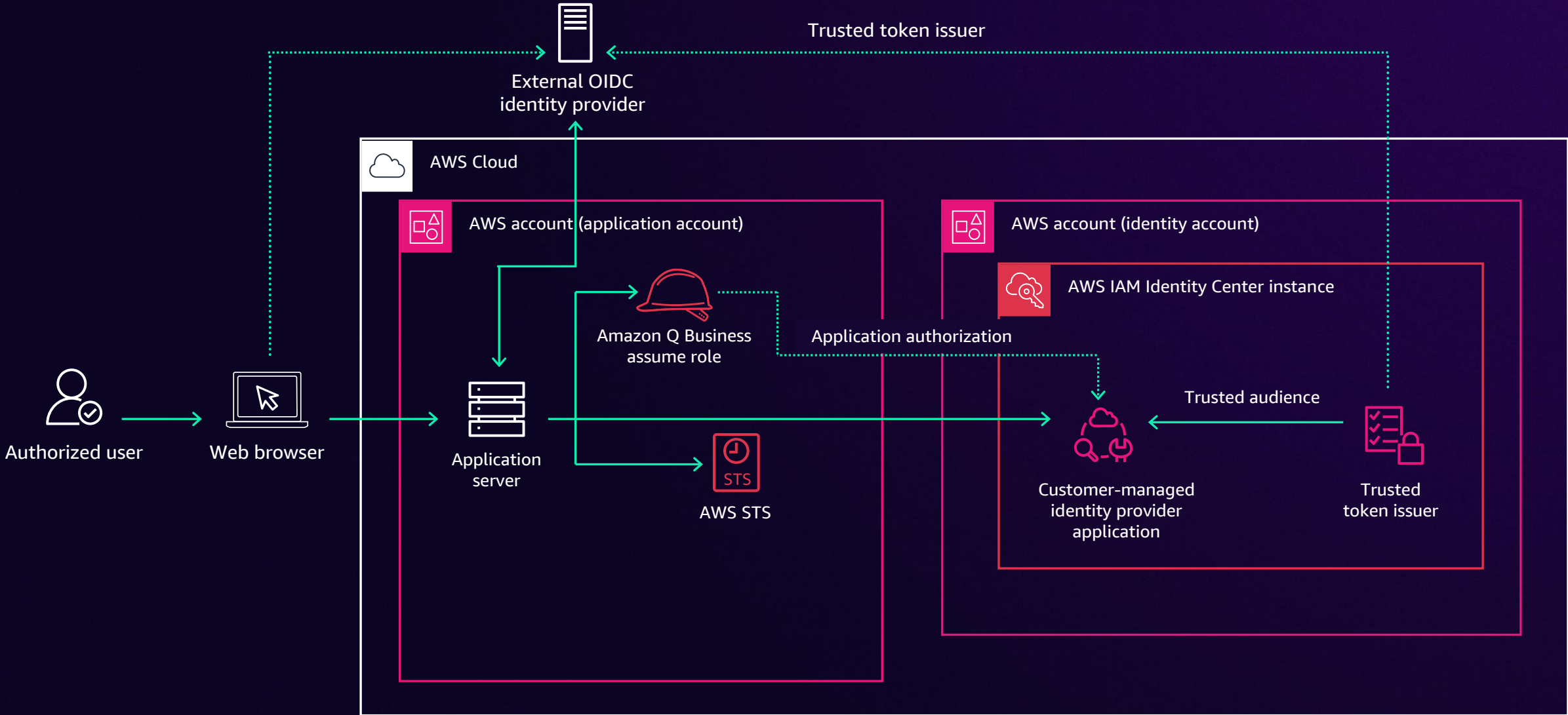
# Authentication with IAM federation



# Authentication with AWS IAM Identity Center

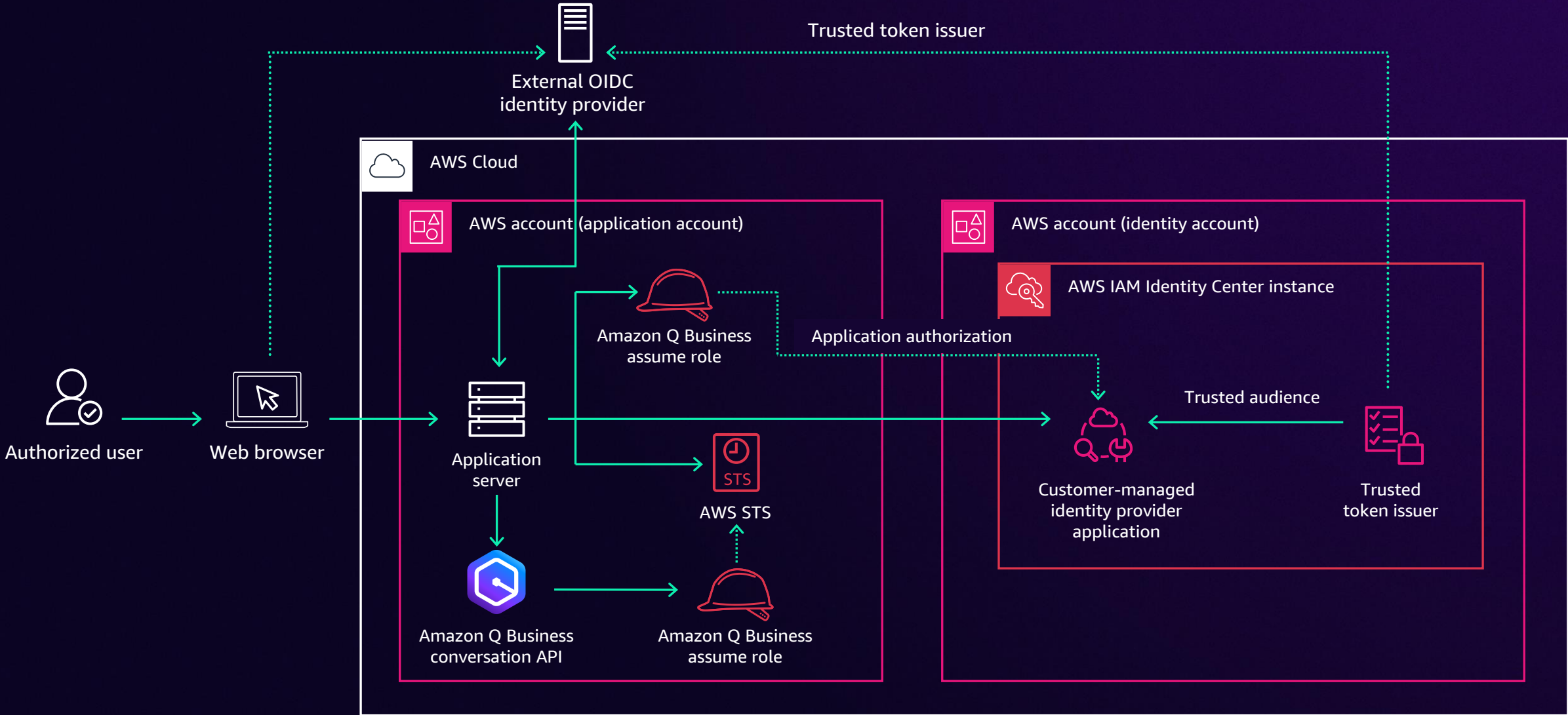


# Authentication with AWS IAM Identity Center





# Authentication with AWS IAM Identity Center



**Generative AI is no longer just  
an internal employee need**



# Build generative AI experiences with Amazon Q Business

Need AI assistant

High



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

Already have AI assistant

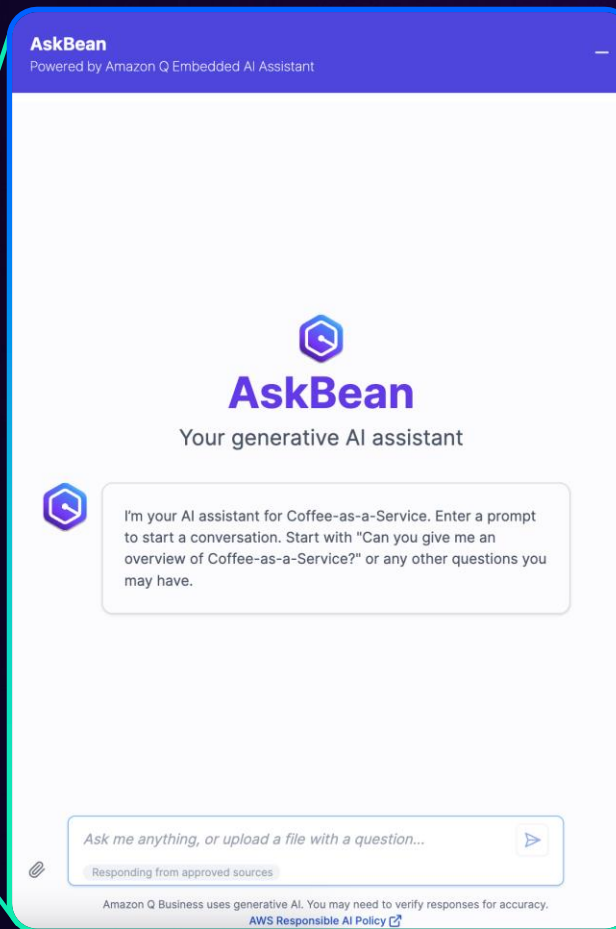
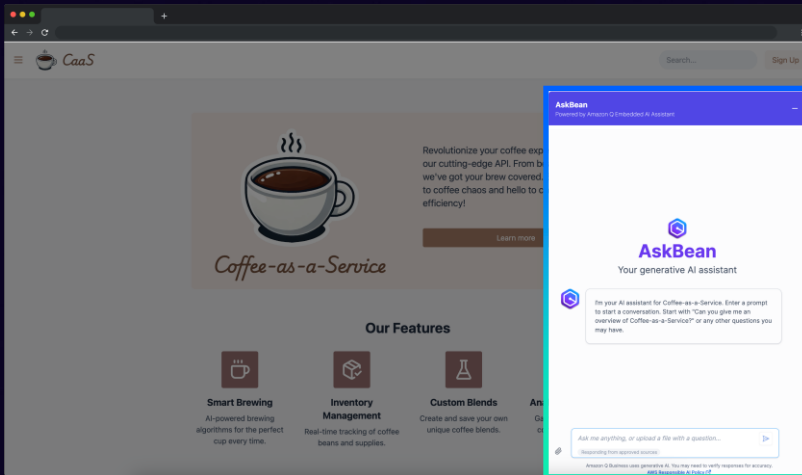
Low

# Enhancing end-user experiences with **Amazon Q embedded**



# Bring Amazon Q Business to your web application

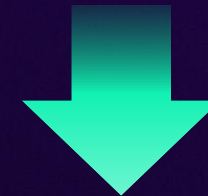
FULLY MANAGED EMBEDDED GENERATIVE AI ASSISTANT



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



# Simple deployment

Embed Amazon Q Business [Info](#)


▼ How it works



**Customize web experience**


Customize the end-user web experience and verify readiness to share.

[Customize web experience](#)



**Allow websites that can embed Amazon Q Business**

Provide a list of sites that are allowed to host an embedded version of the web experience.



**Set up your website for Amazon Q Business**

To embed the web experience on an allowed website, add an `<iframe>` element to your website and use the URL of your Amazon Q Business web experience as the `src` value. [Learn more](#)

**Allowed websites (0)** Remove Add allowed website

The list of websites that are allowed to embed this Amazon Q Business web experience.

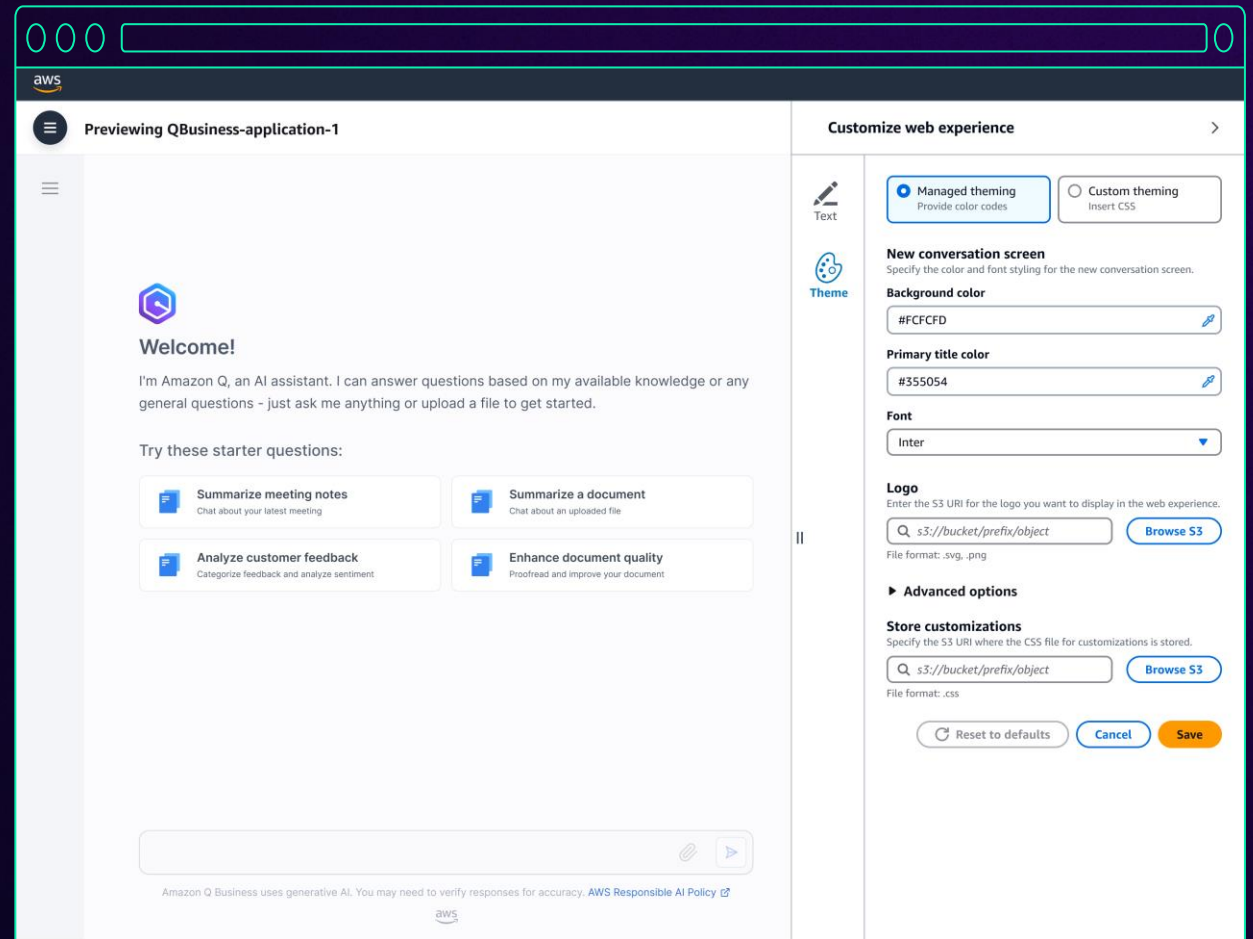
Website
No allowed websites to display.

[Add allowed website](#)



# 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)



# Customize your embedded assistant

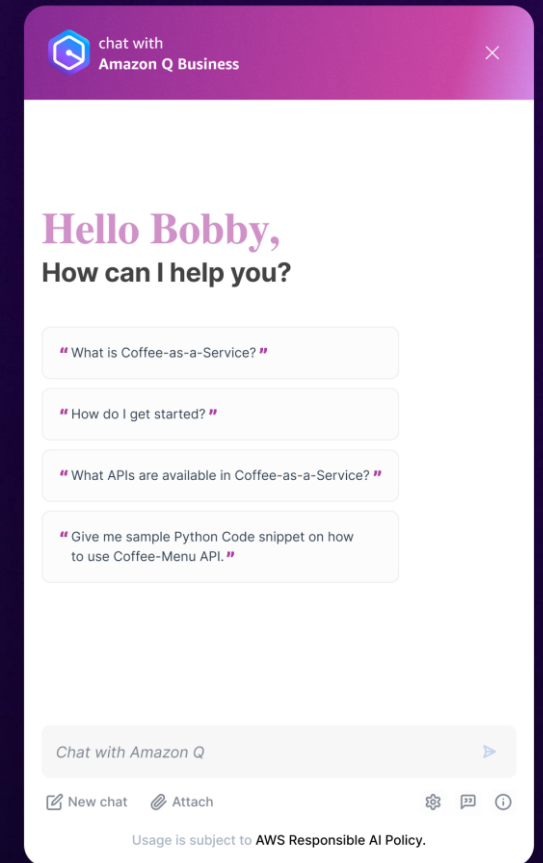
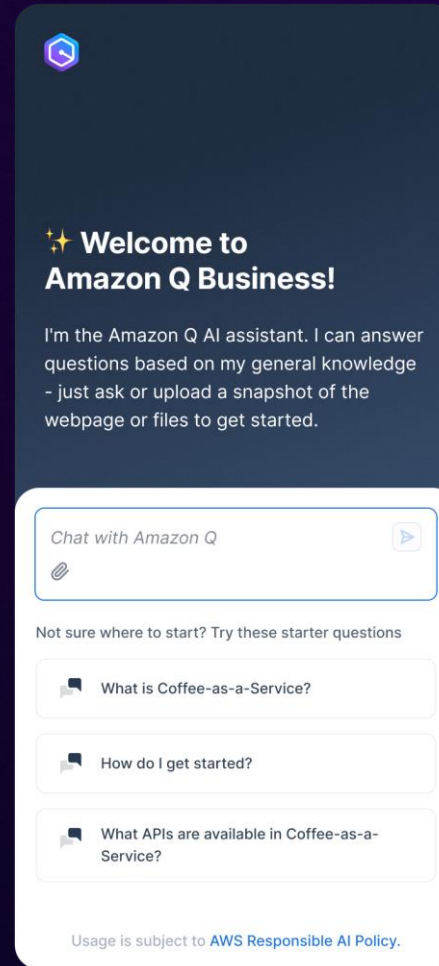
- Match your application's look and feel
- Select customization options with managed theming
- Define your theme with cascading style sheets (CSS)

The screenshot shows the AWS Q Business console interface for customizing an embedded assistant. The main preview area displays a welcome message from Amazon Q, an AI assistant, and four starter questions: 'Summarize meeting notes', 'Summarize a document', 'Analyze customer feedback', and 'Enhance document quality'. The right sidebar, titled 'Customize web experience', offers two theming options: 'Managed theming' (Provide color codes) and 'Custom theming' (Insert CSS). Below this is a 'CSS snippet' editor with a line-numbered text area. At the bottom of the sidebar, there are 'Store customizations' settings, including an 'S3 URI' field with a 'Browse S3' button, and 'Reset to defaults', 'Cancel', and 'Save' buttons.



# 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



# Software providers integrating Amazon Q



# Reimagining productivity with Amazon Q index



# The current state of “future work”

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

- [Gartner](#)

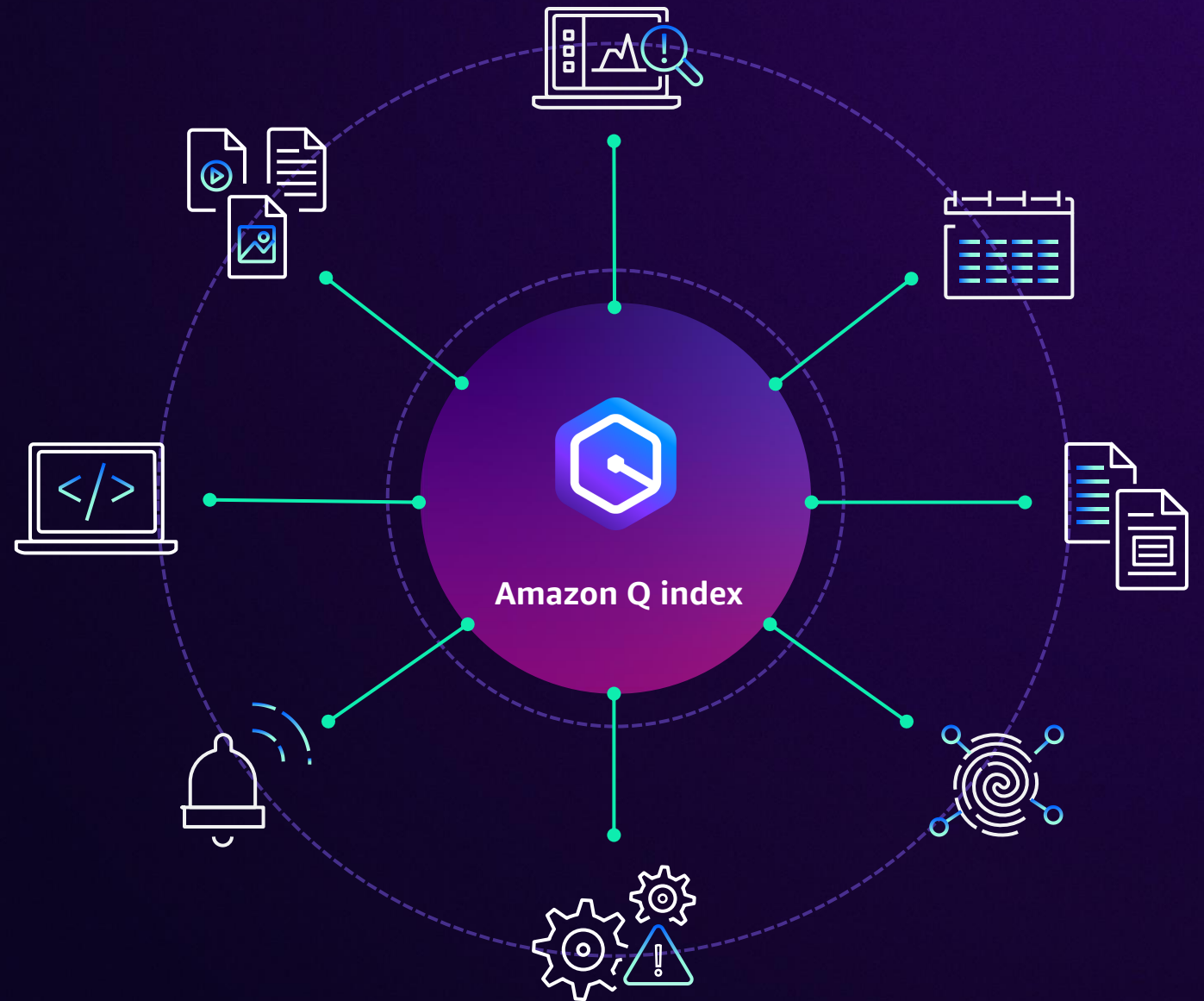


# Employees face technology overload



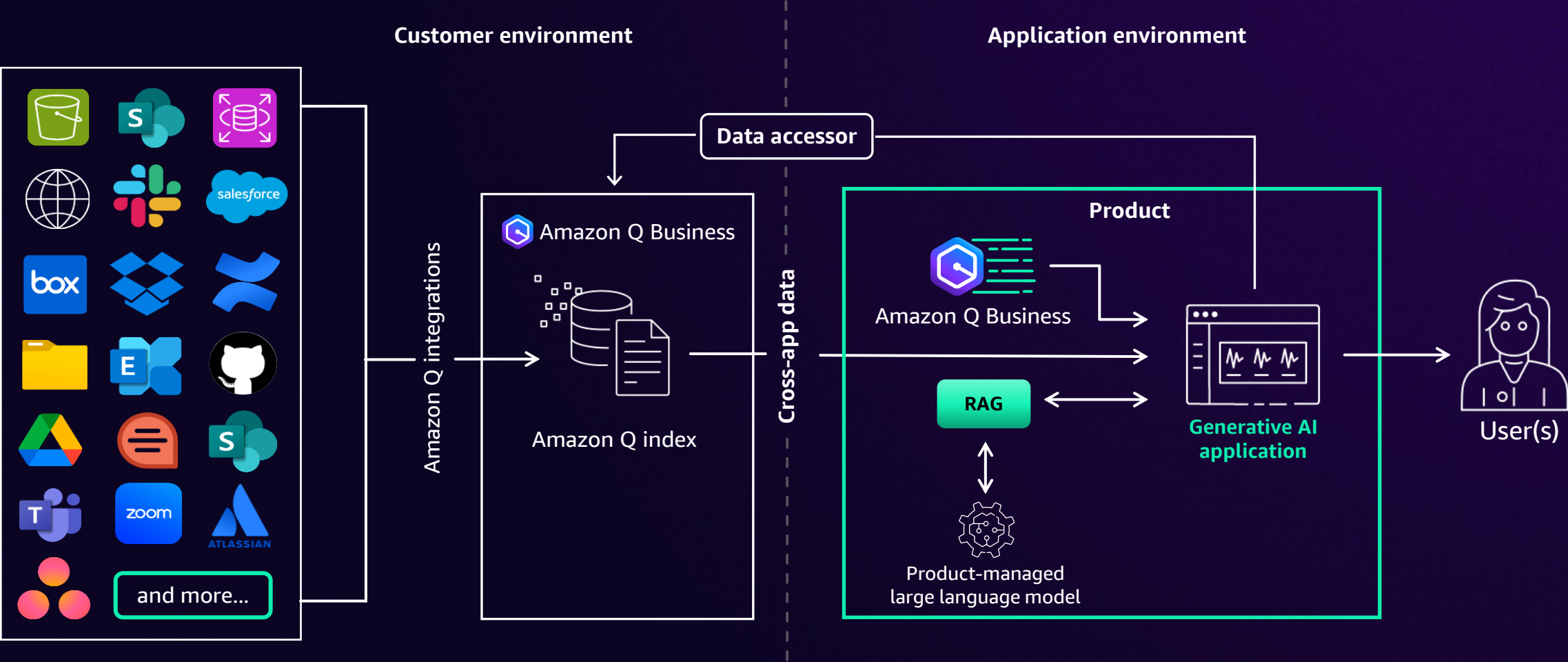
# Reimagining productivity

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



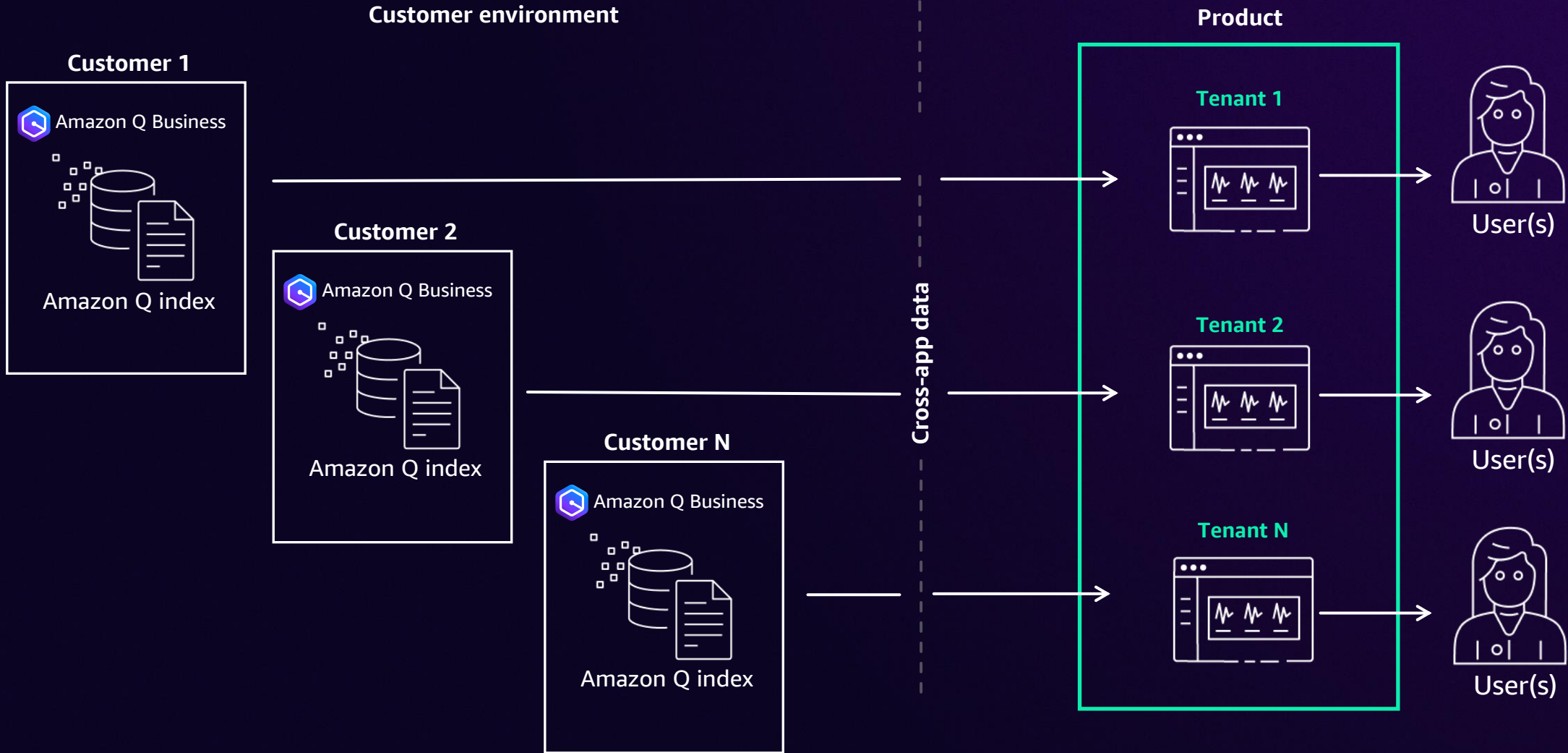
# The Amazon Q index

ADD CROSS-APP INSIGHTS TO YOUR GENERATIVE AI APPLICATIONS



# The Amazon Q index

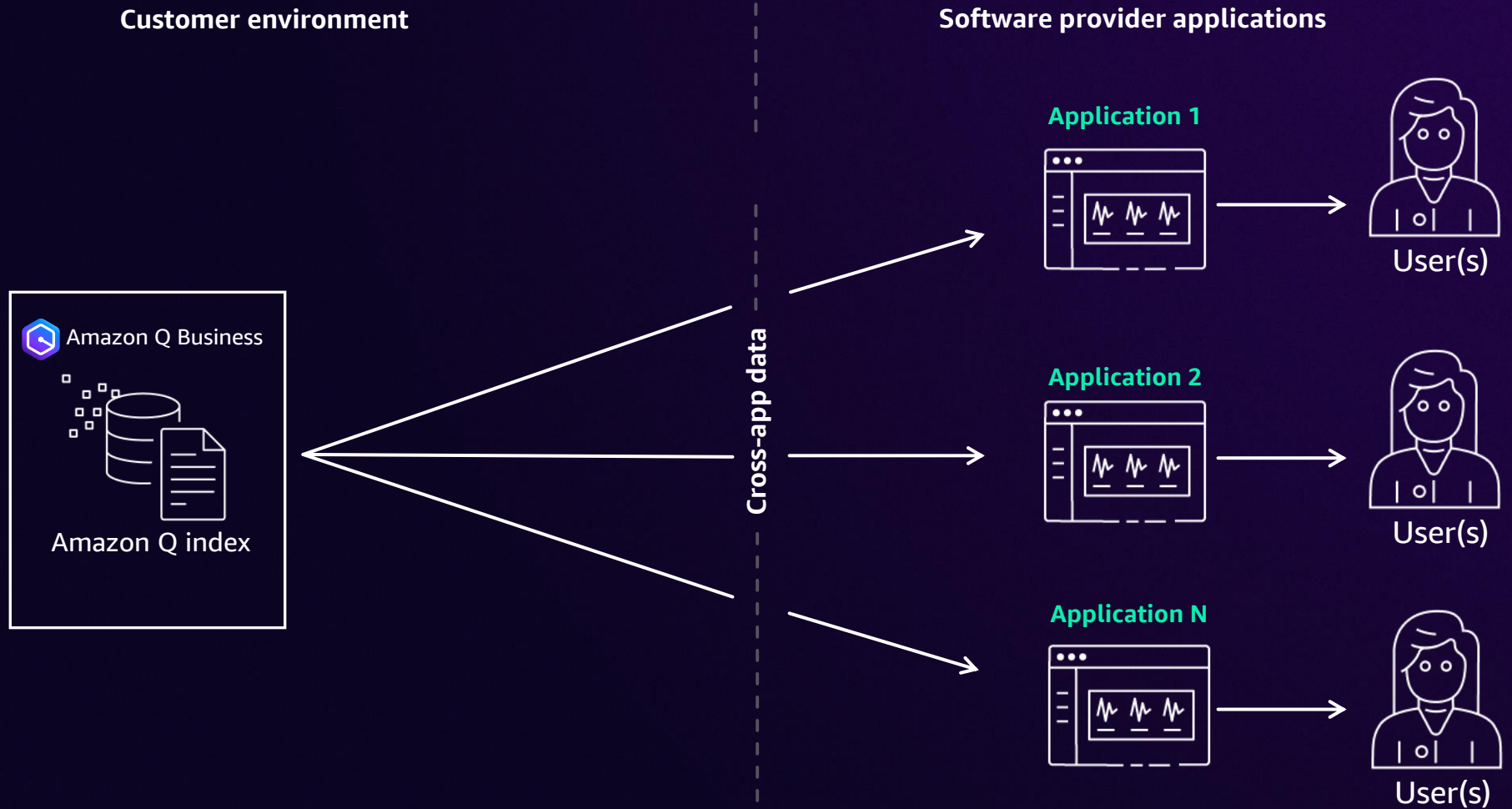
ADD CROSS-APP INSIGHTS TO YOUR GENERATIVE AI APPLICATIONS





# The Amazon Q index

SELECTIVELY SHARE ENTERPRISE DATA WITH SOFTWARE PROVIDERS



# 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



# 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



Access relevant project insights quickly

Information from multiple sources

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.

Goal completion: **60%**  
32 days left in Q4 FY23

Latest status: **No status**  
Set status

**Progress**  
+ Update progress

100%  
80%  
60%

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





### Manage data connectors for Amazon Q

Apps | Blocked apps | Approved apps + Connect multiple apps

Name	Last activity	Connection status
Slack	2 minutes ago	<input checked="" type="checkbox"/> ...
Salesforce	A few seconds ago	<input checked="" type="checkbox"/> ...
Google Drive	A few seconds ago	<input checked="" type="checkbox"/> ...
Adobe Creative Cloud	In the last day	<input checked="" type="checkbox"/> ...
Dropbox	In the last day	<input checked="" type="checkbox"/> ...
Figma	In the last day	<input checked="" type="checkbox"/> ...
Gmail	In the last week	<input checked="" type="checkbox"/> ...
Jira Cloud	In the last month	<input checked="" type="checkbox"/> ...
Miro	6 months ago	<input checked="" type="checkbox"/> ...
Microsoft Outlook	8 months ago	<input checked="" type="checkbox"/> ...
Microsoft Power BI	Not in the last year	<input checked="" type="checkbox"/> ...
Microsoft Teams		

Hey Stephanie, what's up with today?

I can help you with things like:

- What is Marketing Team?
- What projects should I join?
- Set up your first project

Have we decided on our new brand colors?



# 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

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 user query: 'What is the status of the Acme Corp. project?' (9:20 AM). The AI response provides a 'Summary of chat threads about Acme', mentioning a blocked Jira ticket and a project plan. Below the summary, a 'Google Docs' card is shown for 'Acme Corp. Project Plan', with the source attributed to 'Amazon Q'.



Amazon Q index integration

Curate content to power Miro AI

miro HealthGuard Onboarding

Present Share

Miracle Workman

Remote work productivity

Find and add resources

Drag and drop resources such as links, PDFs, docs, images, or anything from your board.

Find and add resources to your collection

studies on remote worker produ... +3

Showing results for research studies on remote worker productivity, work-life, boundary challenges, focus and interruption management and well being strategies.

Justin Rosser

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...

Zaire Baptista

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.

Document

Product. Customer problems

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 ManagementAutomated 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 EnhancementAI-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 FeaturesSeamless 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.

Voice of Customer

- "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."

Product Proposal: FocusPro

An AI-powered platform designed to meet these needs by integrating:

- Intelligent Boundary Management: Unified status synchronization, customizable focus modes, family communication features, and smart home integration.
- Personalized Focus Enhancement: AI-driven scheduling, personalized break recommendations, and biometric device integration.
- Team Collaboration Features: Seamless calendar integration, intelligent meeting scheduling, and team analytics.

100%





miro BETA Product Ideation CONFIDENTIAL Present

**Gather context**

Product brief brainstorm

What is the problem?

What do customers want?

Internal research and competitor analysis

**Ideate on next steps**

Generate ideas

**Create a kickoff presentation**

Fill out the deck

Project charter

Project goals

Project timeline

Project budget

Project risks

Project stakeholders

Project success metrics

Project next steps

Project conclusion

Project appendix

Project glossary

Project references

Project contact information

Project disclaimer

Project confidentiality notice

Project copyright notice

Project terms and conditions

Project privacy policy

Project cookie policy

Project accessibility statement

Project sustainability statement

Project diversity and inclusion statement

Project ethical guidelines

Project code of conduct

Project whistleblower policy

Project data protection policy

Project information security policy

Project incident response plan

Project business continuity plan

Project disaster recovery plan

Project risk management plan

Project quality management plan

Project change management plan

Project communication plan

Project stakeholder engagement plan

Project procurement plan

Project financial management plan

Project human resources plan

Project information technology plan

Project legal and compliance plan

Project marketing and sales plan

Project operations and logistics plan

Project research and development plan

Project strategy plan

Project vision and mission statement

Project core values

Project core competencies

Project core capabilities

Project core strengths

Project core weaknesses

Project core opportunities

Project core threats

Project core risks

Project core challenges

Project core obstacles

Project core barriers

Project core constraints

Project core limitations

Project core assumptions

Project core dependencies

Project core interdependencies

Project core relationships

Project core interactions

Project core influences

Project core impacts

Project core outcomes

Project core results

Project core achievements

Project core successes

Project core failures

Project core lessons learned

Project core best practices

Project core standards

Project core benchmarks

Project core metrics

Project core KPIs

Project core OKRs

Project core SMART goals

Project core SWOT analysis

Project core PESTLE analysis

Project core Porter's Five Forces analysis

Project core BCG Matrix analysis

Project core GE/McKinsey Matrix analysis

Project core Balanced Scorecard analysis

Project core SWOT analysis

Project core PESTLE analysis

Project core Porter's Five Forces analysis

Project core BCG Matrix analysis

Project core GE/McKinsey Matrix analysis

Project core Balanced Scorecard analysis

Project core SWOT analysis

Project core PESTLE analysis

Project core Porter's Five Forces analysis

Project core BCG Matrix analysis

Project core GE/McKinsey Matrix analysis

Project core Balanced Scorecard analysis



# PagerDuty



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

The screenshot shows a Slack workspace for 'ACME Bank'. The left sidebar contains navigation options: Home, DMs, Activity, Later, and More. The main channel view is '# authentication-service'. A PagerDuty notification is displayed, titled '#5470 Mobile Banking Authentication is Failing'. The notification includes the following details: Service: Authentication Service, Urgency: High, Meeting URL: Zoom meeting, Incident Commander: @JohnS, and First Responder: @MichaelS. Action buttons for 'Acknowledge', 'Join Incident Channel', and 'More Actions' are visible. The notification also states it was created by 'Major Incident Workflow' at 9:15 PM. The channel header shows 'Urgency: High', 'Meeting URL: Zoom meeting', 'Incident Commander: @JohnS', and 'First Responder: @MichaelS'. Below the notification, there is a text input field with a rich text editor toolbar and a message placeholder: 'Message inc-2024-10-30-032-auth-service'.



# Getting started



# Timeline

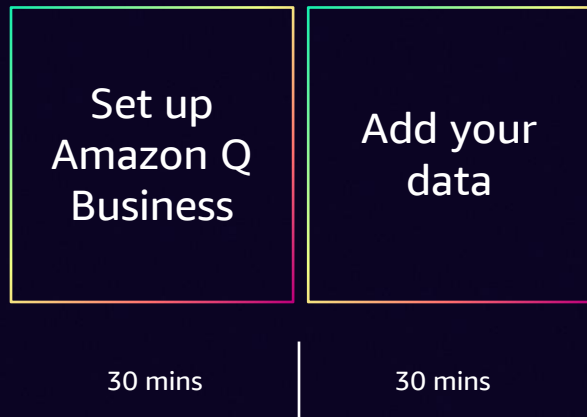
Set up  
Amazon Q  
Business

30 mins

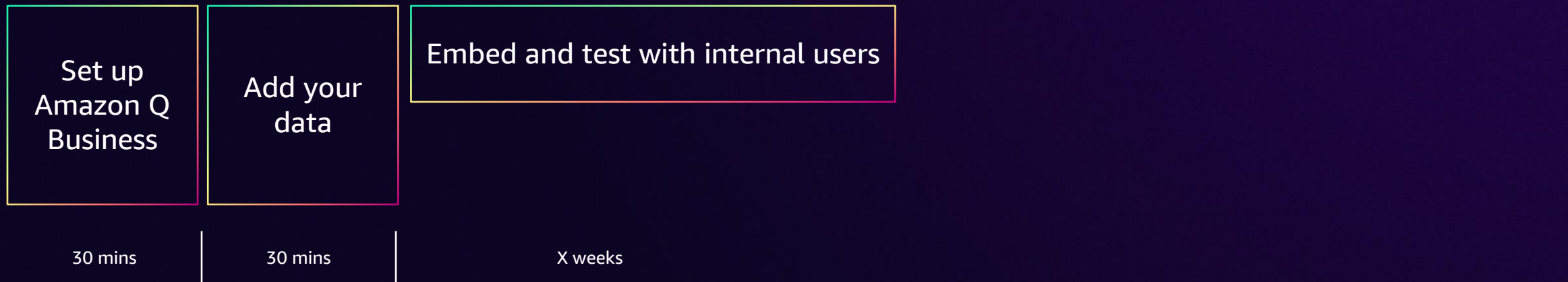
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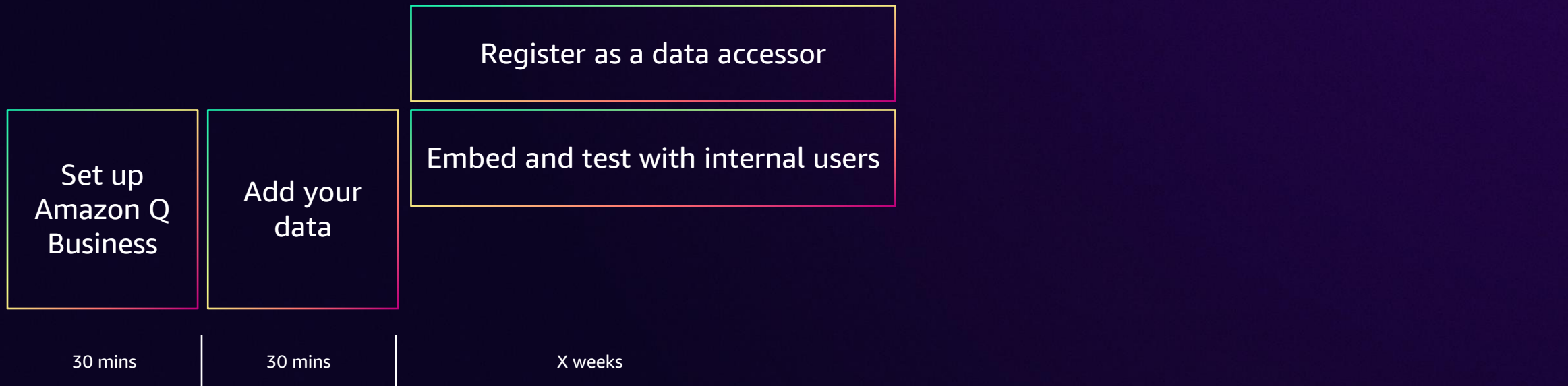
# Timeline



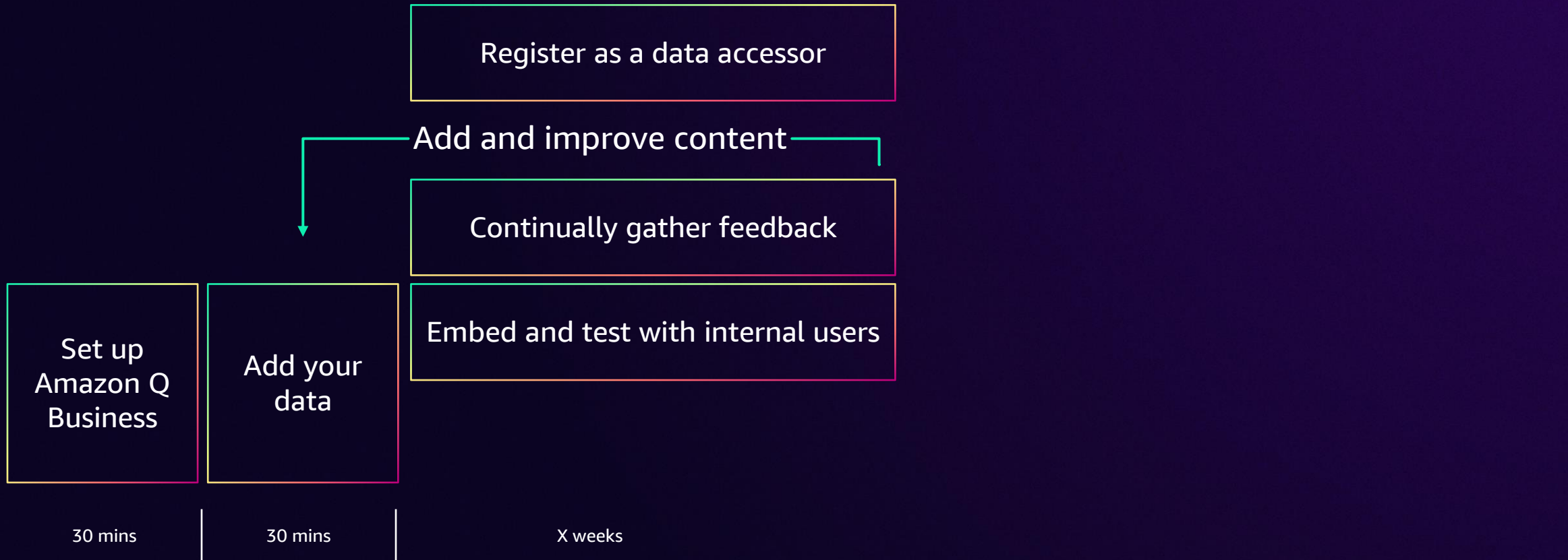
# Timeline



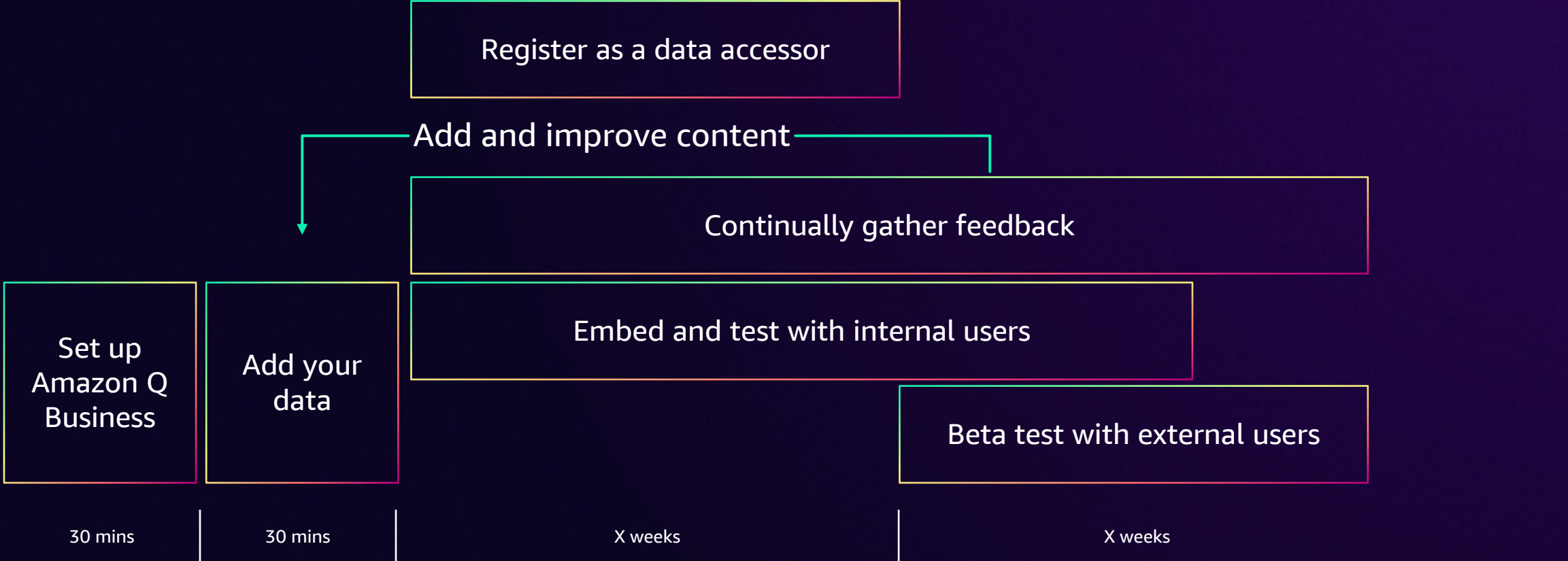
# Timeline



# Timeline

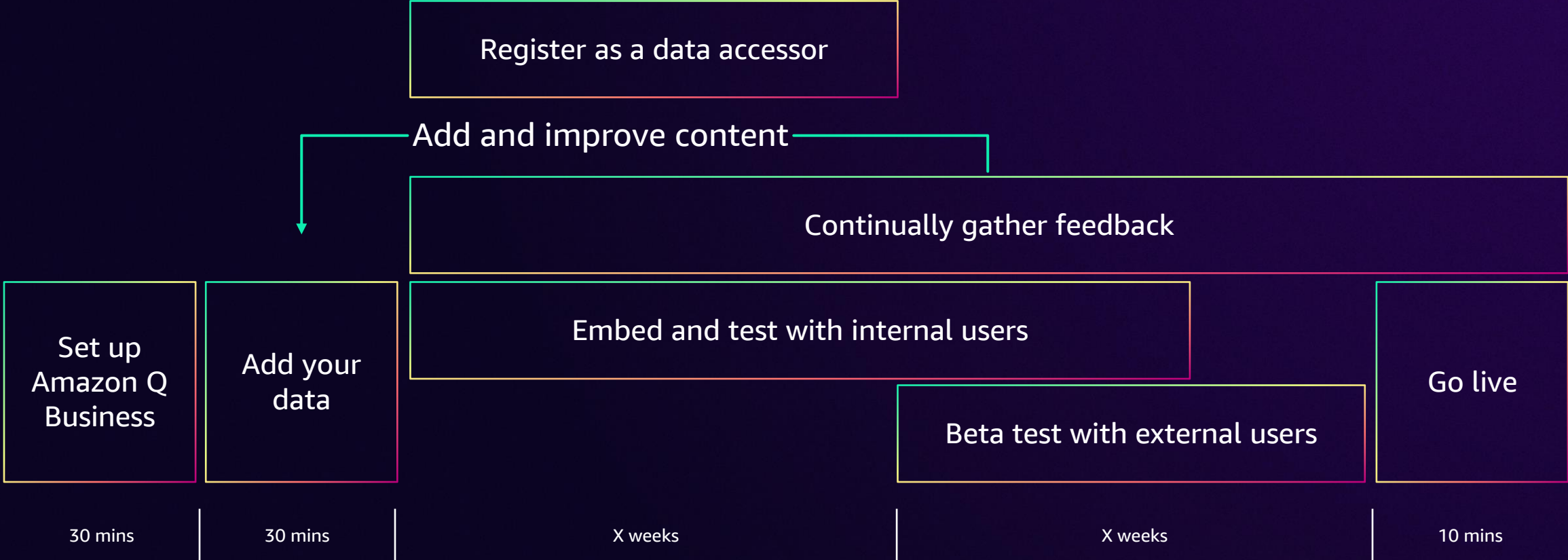


# Timeline



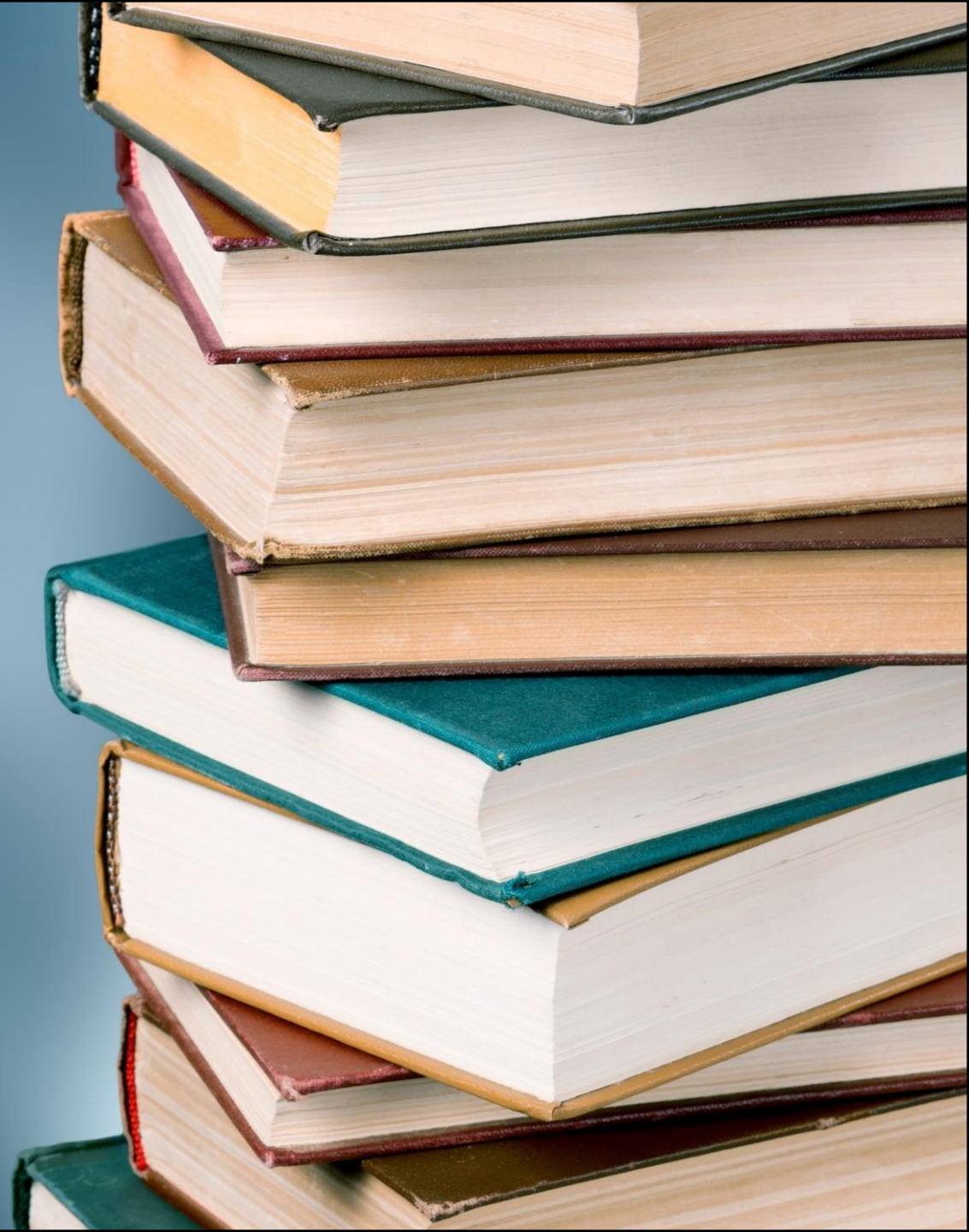


# Timeline



# 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



# Learn more about Amazon Q Business



**Amazon Q Business  
product page**

[aws.amazon.com/q/business](https://aws.amazon.com/q/business)



**Learn more about how  
ISVs use Amazon  
Q Business**

[aws.amazon.com/q/software-provider](https://aws.amazon.com/q/software-provider)



**Amazon Q embedded  
documentation**

[docs.aws.amazon.com/amazonq/latest/qbusiness-ug/embed-amazon-q-business.html](https://docs.aws.amazon.com/amazonq/latest/qbusiness-ug/embed-amazon-q-business.html)

# Thank you!

**Oliver Myers**

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**Bobby Williams**

bobwiljr@amazon.com



Please complete the session survey in the mobile app

