
AWS
re:Invent
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ARC203

AWS knowledge network: Building and managing expert communities at scale

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Building and managing expert communities at scale

AWS Knowledge management

Technical Field Communities

AWS re:Post overview

How to use re:Post

Best practices to build expert communities

Call to action

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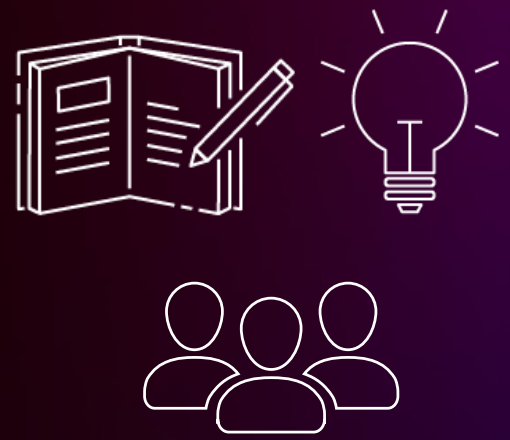
AWS knowledge management



Lots of functionality



Fast pace of innovation



Knowledge management

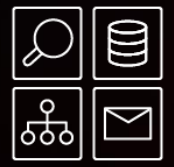
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Grassroots knowledge scaling

To put the right person in front of the right customer at the right time



Identify the experts



Identify their area of expertise



Harvest innovation and collaboration



Employee learning and career growth



Scale for rapid growth

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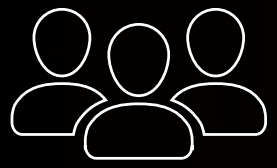


Technical Field Communities

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Technical Field Communities

Communities of AWS domain-specific experts growing knowledge, supporting customer engagements, and evangelizing the capabilities and services in AWS service domains



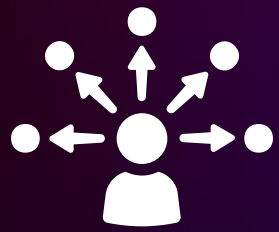
Communities of AWS experts



Structured skills development



A collaboration and innovation mechanism

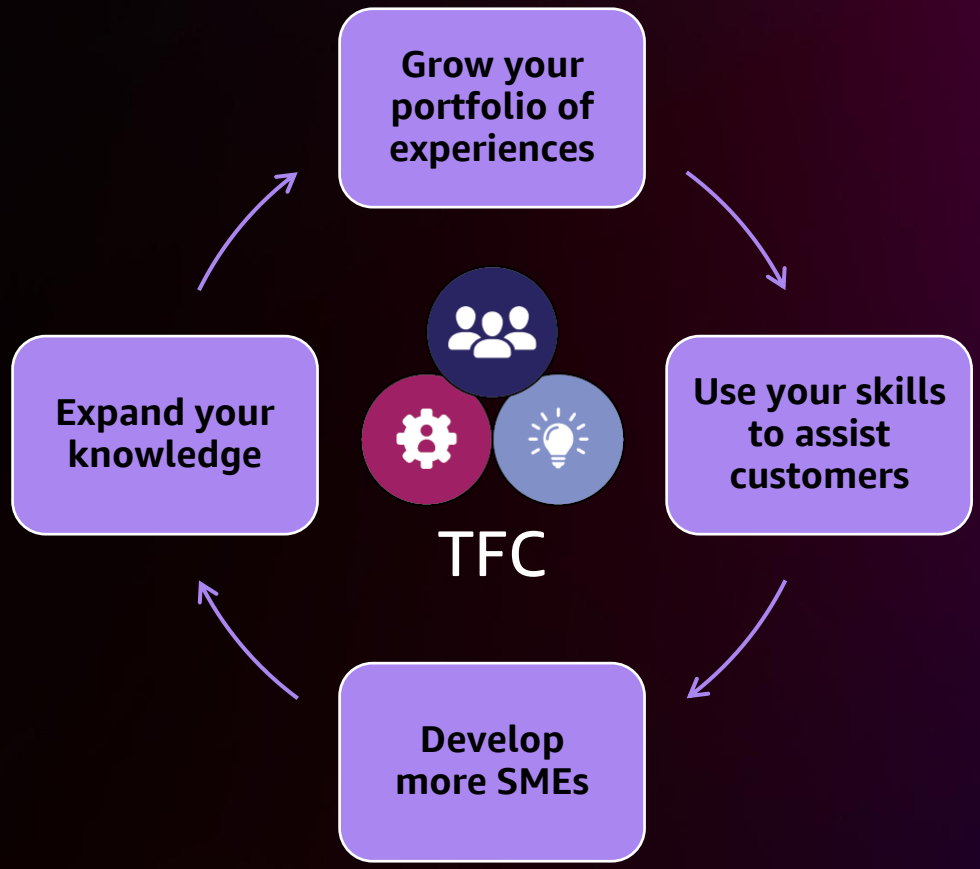


A scaling mechanism for one-to-many engagements

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Member learning experience

Choose a specialty



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TFC structure

Service-aligned	Segment-aligned
Technology domains AWS services & concepts	Industry segment Cross-industry segments
Analytics Networking Storage	Aerospace Financial services Sustainability

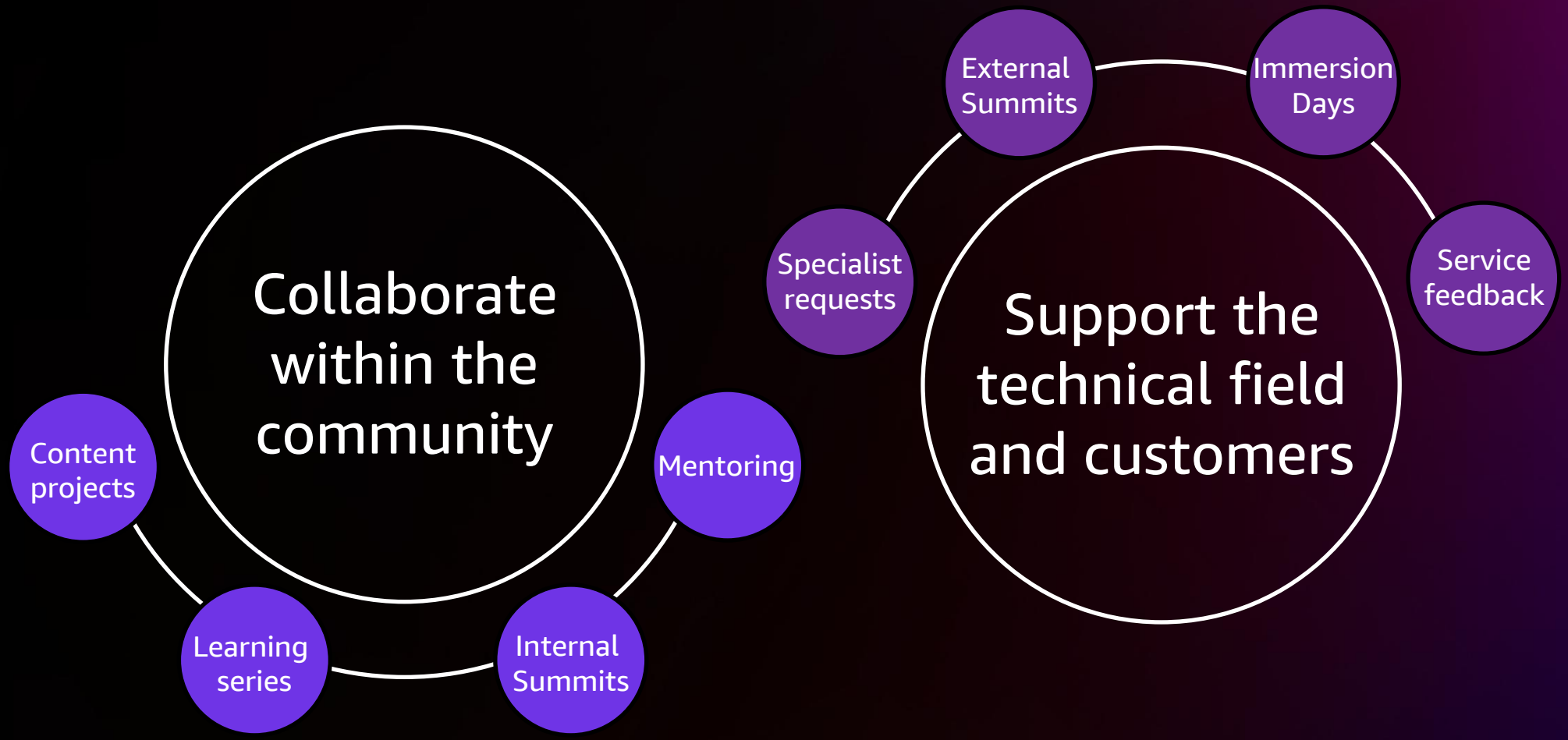
Considerations

Inclusive of all AWS field roles worldwide that are in scope



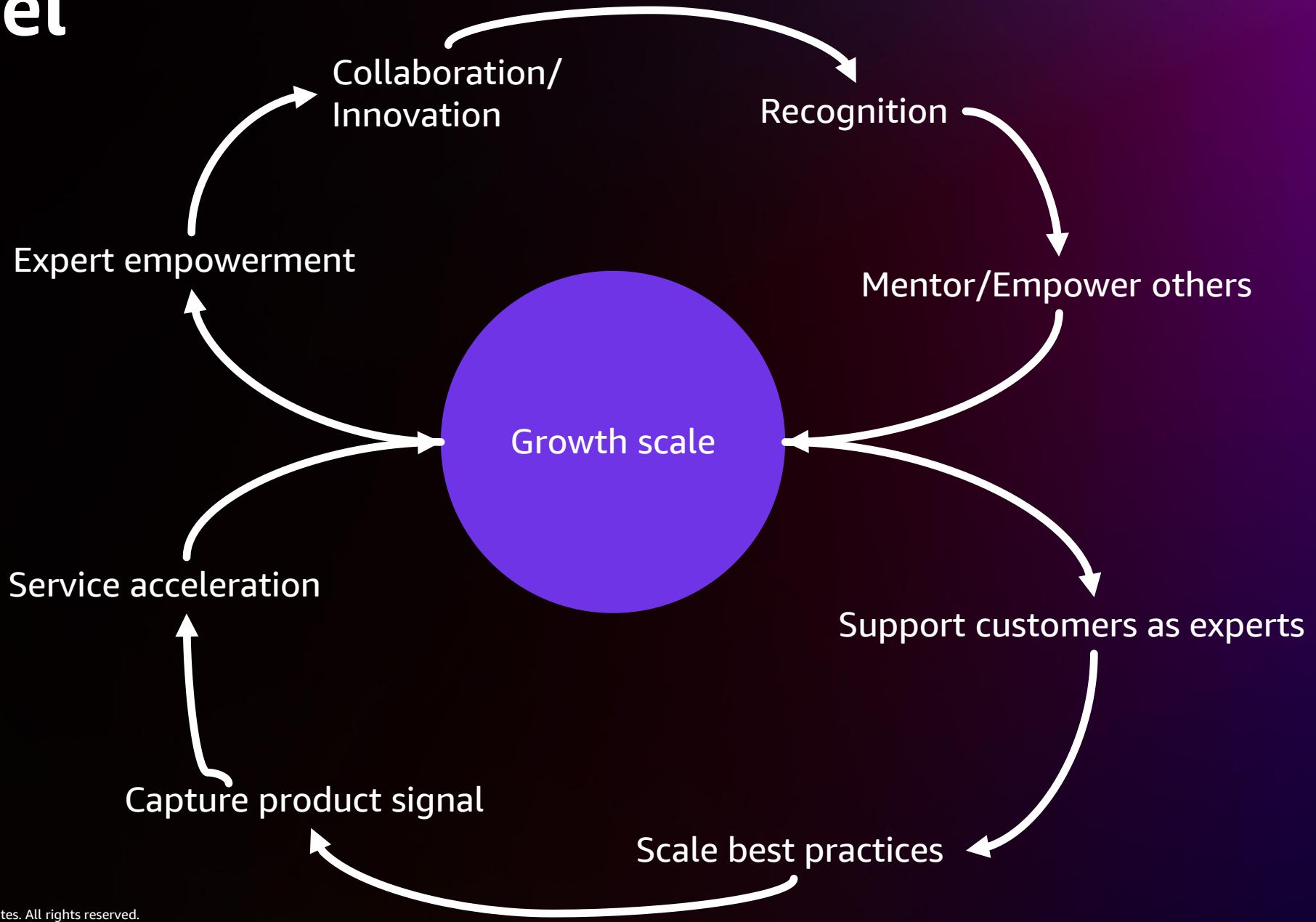
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What do TFC members do?



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TFC flywheel



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Benefits for individuals



Recognition as a technical expert in your domain



Career growth through mentoring, speaking, and skill building opportunities



Invitations to special events, access to technical trainings, and opportunities to test new services



Collaboration with domain experts to learn, share, and build together



Supporting your customers by providing deep technical assistance

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Member anecdotes

“I joined the Aerospace TFC as I wanted to facilitate a career move into aerospace. Space has always been a personal passion of mine and it was a dream come true to have the opportunity to grow my career in this sector. This TFC has enabled me to combine my existing AWS security expertise with space and solve our customers’ problems in a language they understand.” – UK-based Public Sector Solutions Architect

“My TFC graduation from the Media TFC was an inclusive and fair process as community leaders confided in me to actively participate in the TFC Summit Week, allowing me to take upon the moderator role for the event and assist with the CDK-Amplify-Ad-Insertion workshop. Overall, my experience was straightforward and a pleasant experience.” – US-based Account Solutions Architect

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Benefits for leaders



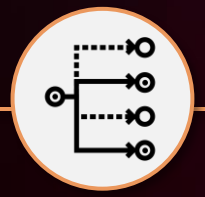
Build technical depth in your teams to better assist your customers



Support career growth for your team with opportunities outside their day jobs



Standardized reporting to collect customer demand and team work



Scale your business using the tools and automation managed by the TFC program



Access domain experts outside your team via consistent engagement supporting customers

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Customer experience anecdotes

“My customer wanted immediate clarification on S3 Glacier tier retrieval time and cost requirements. Customer was looking for a call together with implementation partner on the same day. I got superb help, and this is a great example for bias for action.”

“A member of the End User Compute TFC helped us to demonstrate and present Amazon AppStream and WorkSpace in detail to cover the customer requirements. The customer’s feedback is very happy. Thank you very much.”

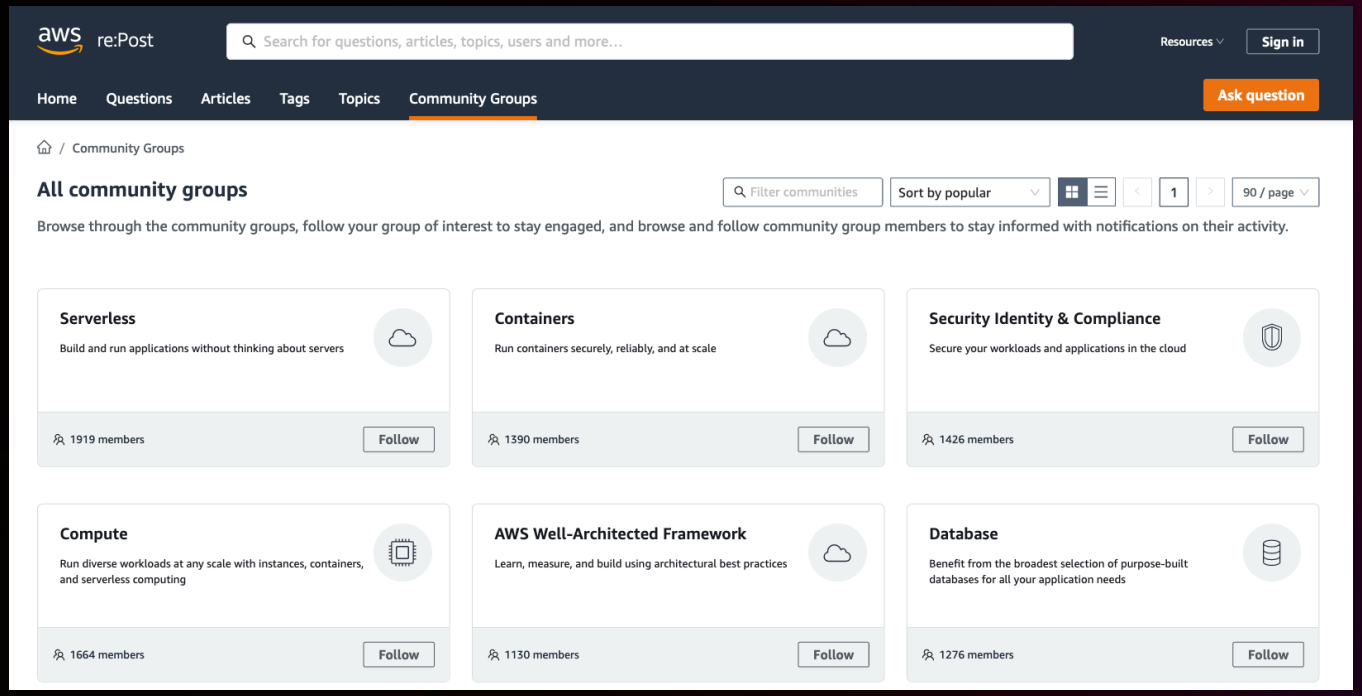
“A senior executive from an AWS Partner was working with a customer interested to know more about how to migrate from their on-premises system to Amazon SageMaker. This meeting was to explain to the partner team about features and capabilities of SageMaker and Art of the Possible. The conversation went very well, with next steps to create a POC demonstrating the capabilities of SageMaker to solving the customer’s business problem.”

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Connecting with AWS TFC experts

- You already are connected via your account teams
- Meet the experts at re:Invent!
- Connect with AWS experts via **re:Post**



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re:Post

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Problems with existing online developer forums

There are numerous online developer forums that exist today, which can be great places to discuss and debate a large variety of topics. However, they:



Are not an authoritative source



May give inaccurate or stale answers



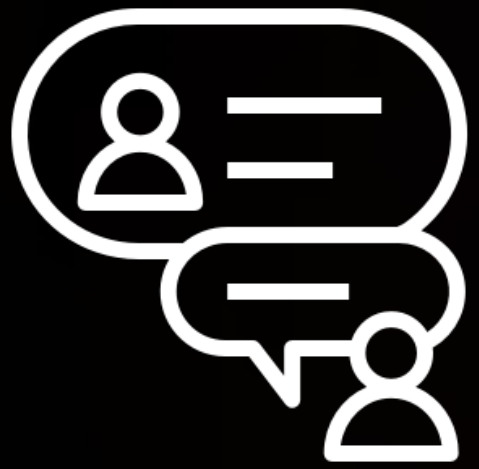
May provide no answers

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AWS re:Post

re:Post is a community knowledge-sharing service designed to help you quickly remove technical roadblocks, accelerate innovation, and operate more efficiently



Find answers now at
https://www.repost.aws/

A single, authoritative source: A single source of truth for all questions related to designing, developing, deploying, and operating workloads on AWS

Expert-reviewed answers: A vibrant community of experts, including AWS customers, Partners, and employees, review answers for accuracy and mark them “expert reviewed”

Better community engagement: Built-in community engagement mechanisms result in more robust discussions and increased response accuracy

Extra help from AWS Support: Questions asked by AWS Premium Support customers get prioritized responses from AWS Support engineers if not answered by the community

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Customer journey with AWS re:Post

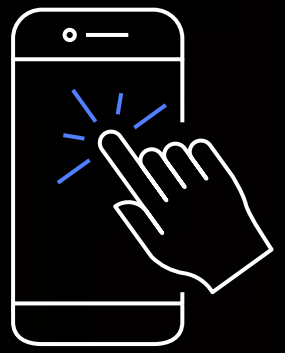
“I like to use re:Post to see how other people use AWS and see if there is anything I can learn. I answer questions that I think I can answer. I typically don’t post questions. I have been working with AWS products, specially in security.”

“It is a great opportunity to learn real-world problems, contribute to the AWS community and become an AWS Community Builder.”

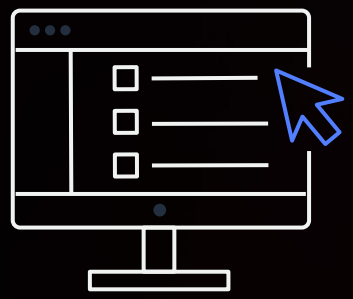
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Easily find the answers you're looking for



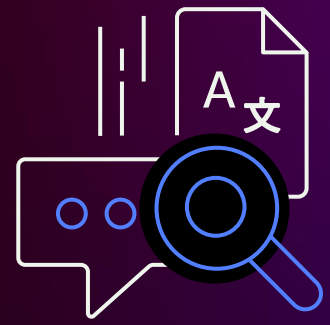
Login is not required to browse content



Content is organized by topics and tags



Machine learning drives smart content recommendations

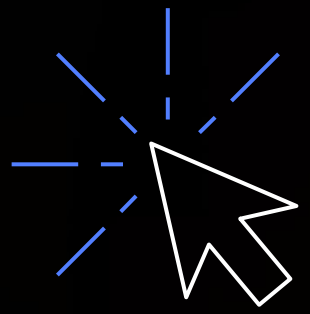


Follow specific questions, topics, and community experts

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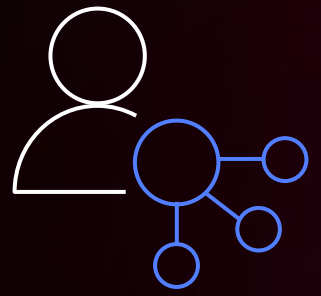
Get guidance you can trust



Log in to
ask questions and
stay engaged



Ask and answer
questions; upvote and
downvote responses



Questions are
automatically shared
with domain experts



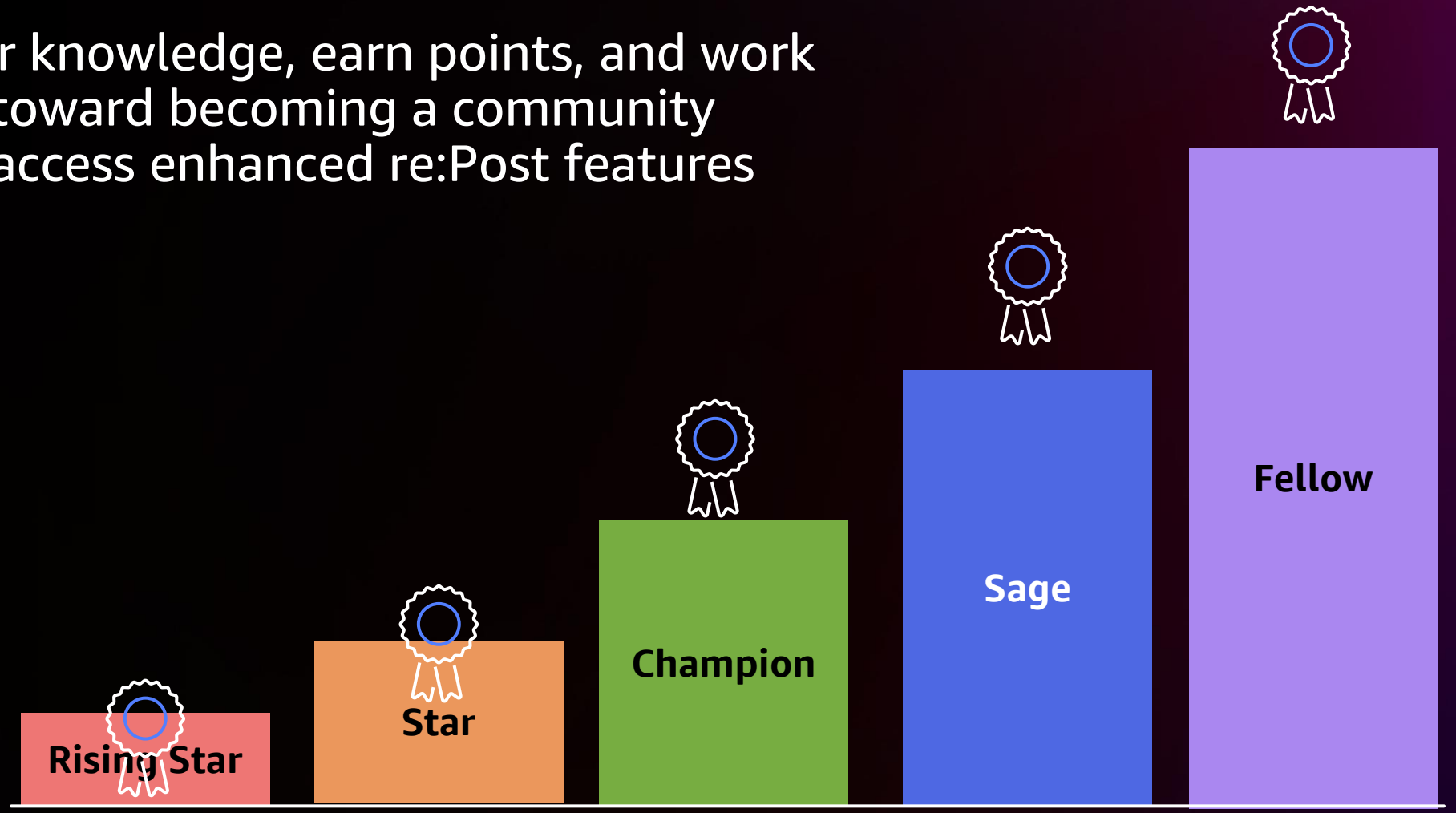
Answers are marked as
reviewed by experts
and/or AWS employees

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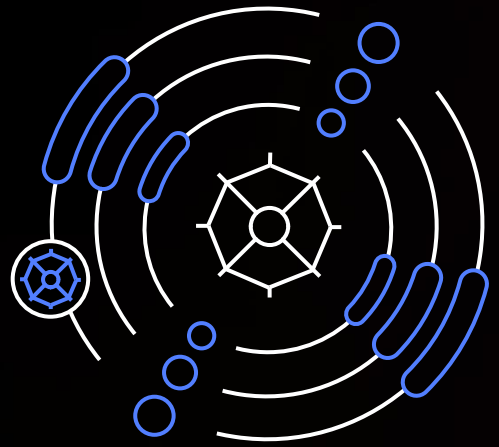
Join a vibrant community

Share your knowledge, earn points, and work your way toward becoming a community expert to access enhanced re:Post features



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Premium Support customers get help from AWS Support



AWS Premium Support customers receive prioritized responses



Unanswered questions get routed to AWS Support Engineers

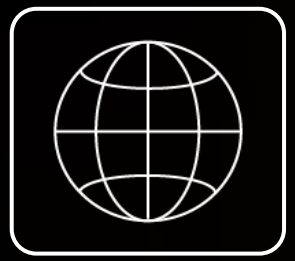
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Feature launches



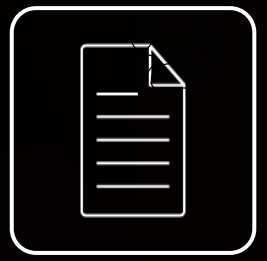
Making re:Post personal

- Self-service notifications
- Profile pictures
- Logging in with your AWS Builder ID (New)
- Linking multiple AWS accounts to a single re:Post profile (New)
- Leaderboard (New)



Scale globally (New)

- Traditional Chinese
- Simplified Chinese
- Japanese
- Korean
- French



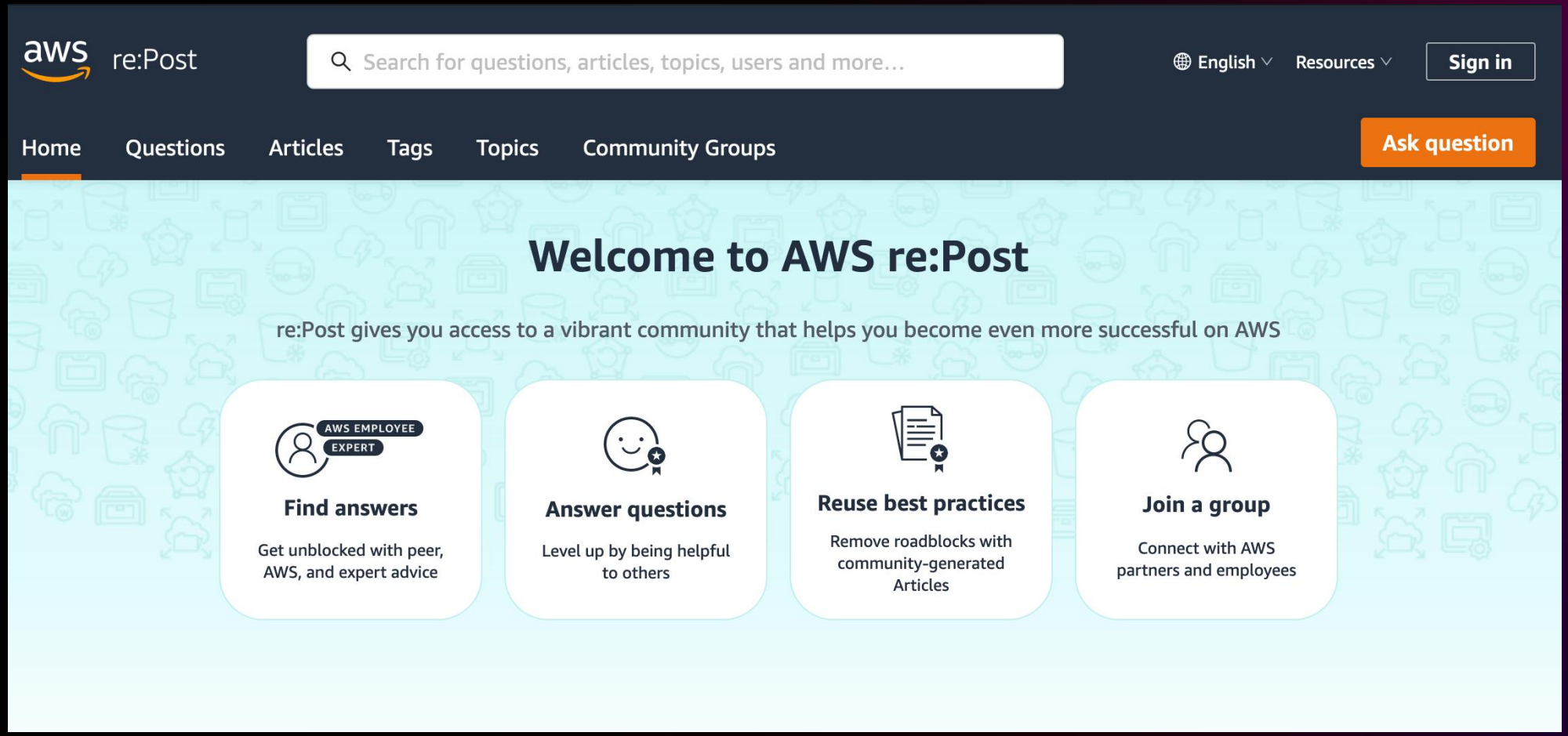
Scale knowledge

- Community-generated articles

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Browse or search



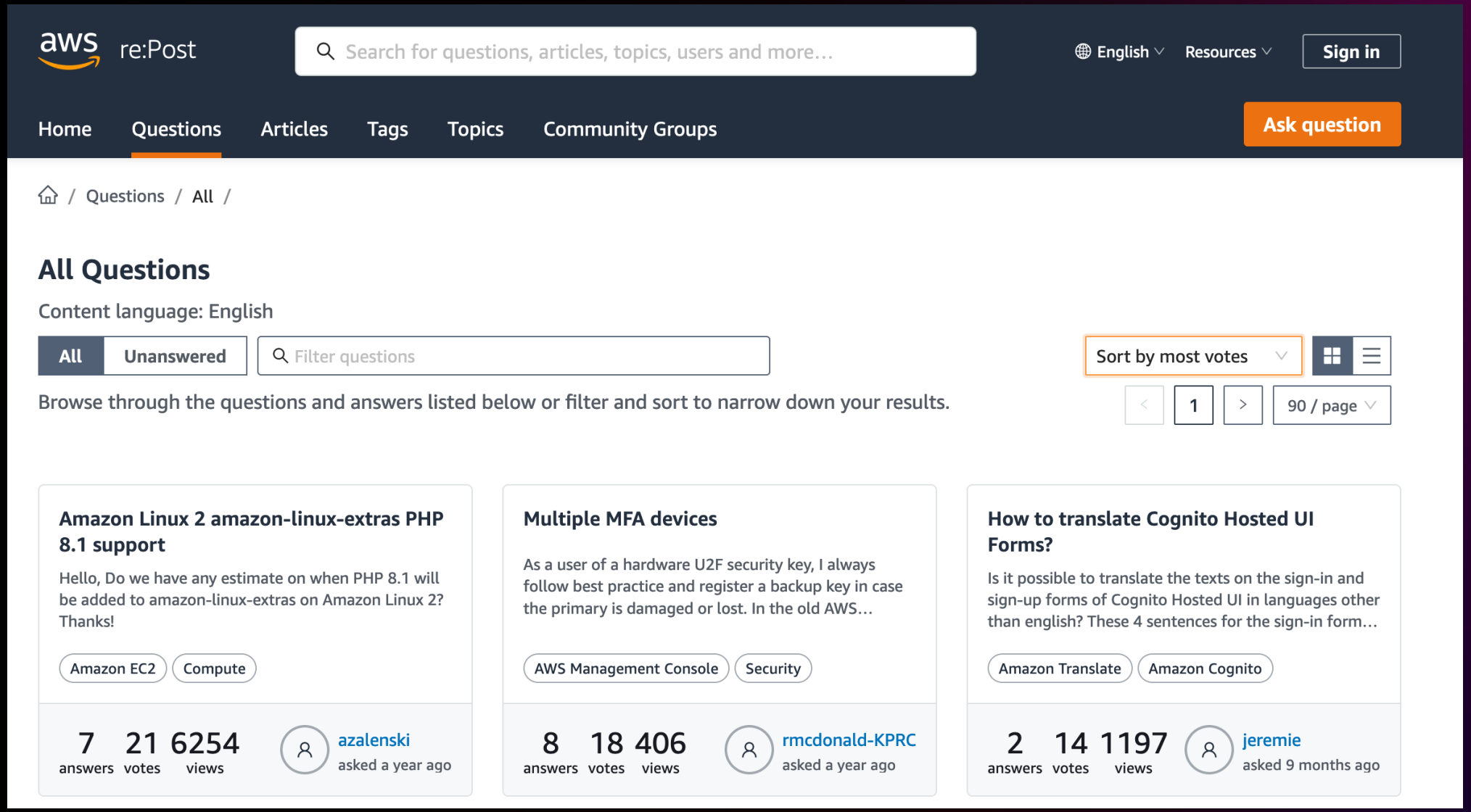
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Accessible in 5 languages



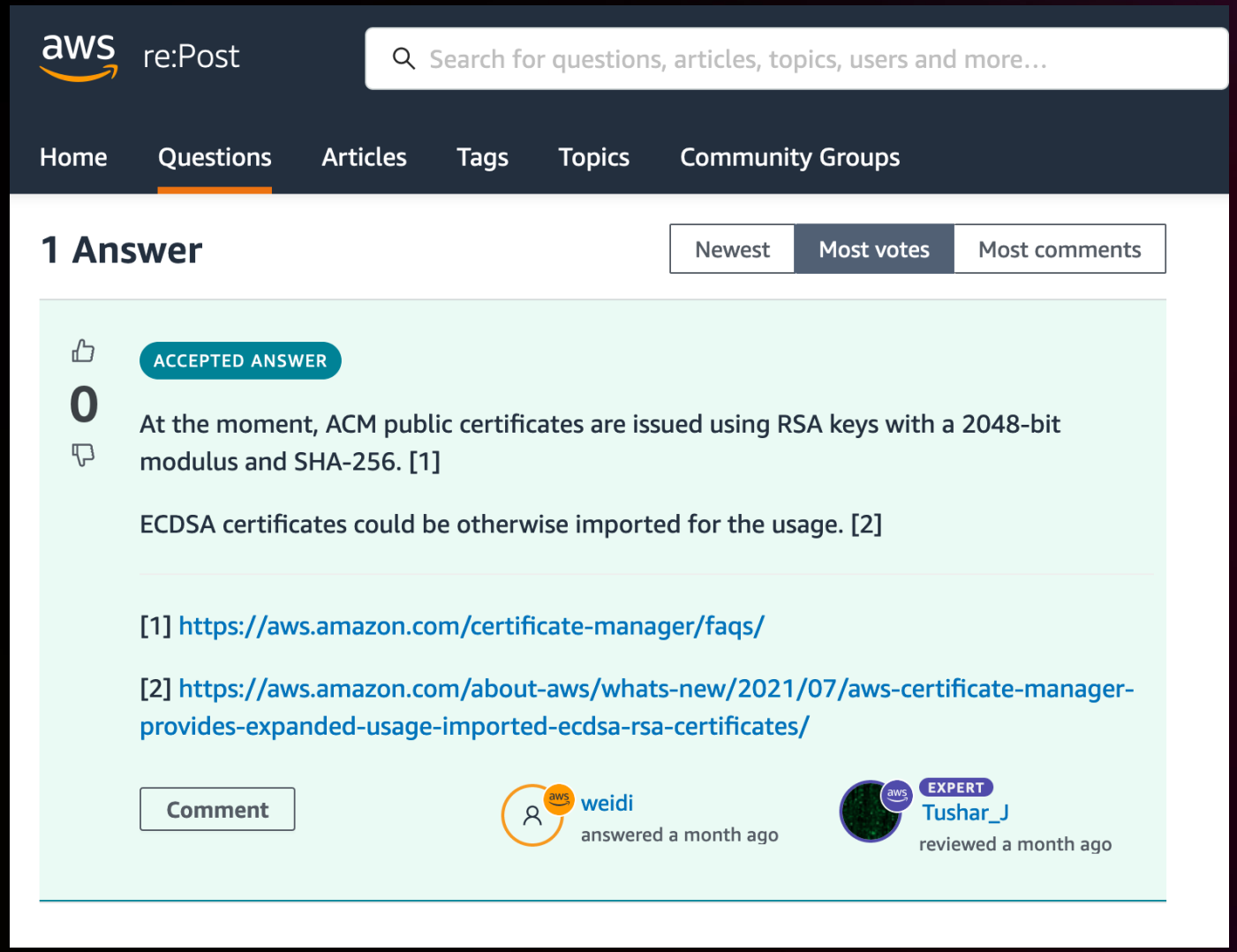
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Browse Q&A



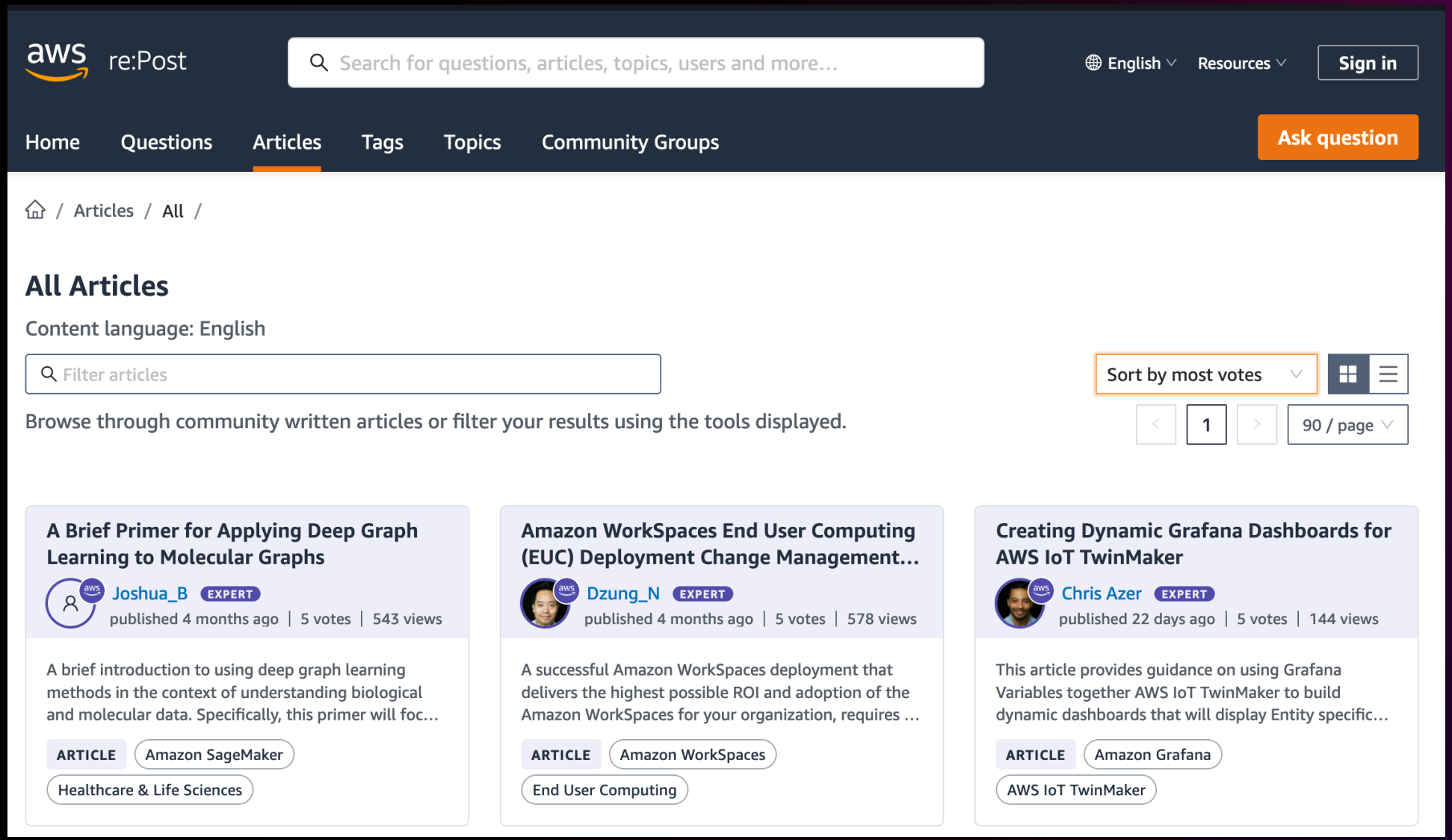
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Browse answers reviewed by experts



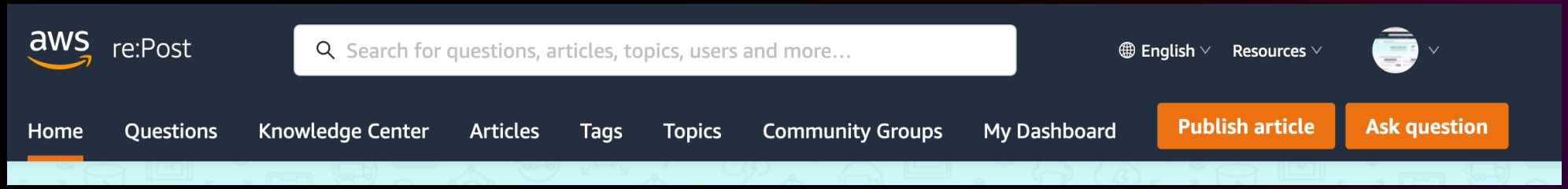
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Browse articles



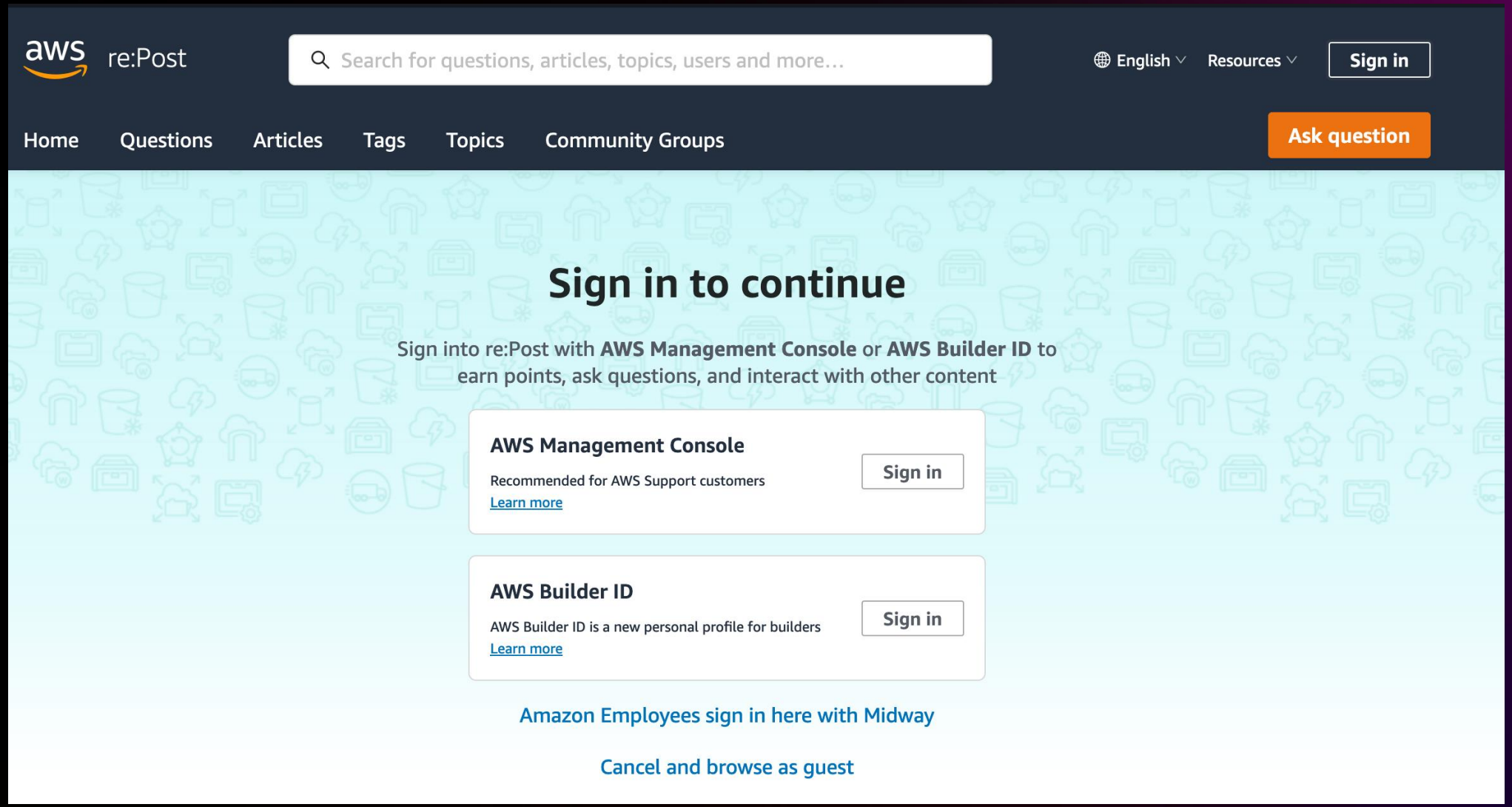
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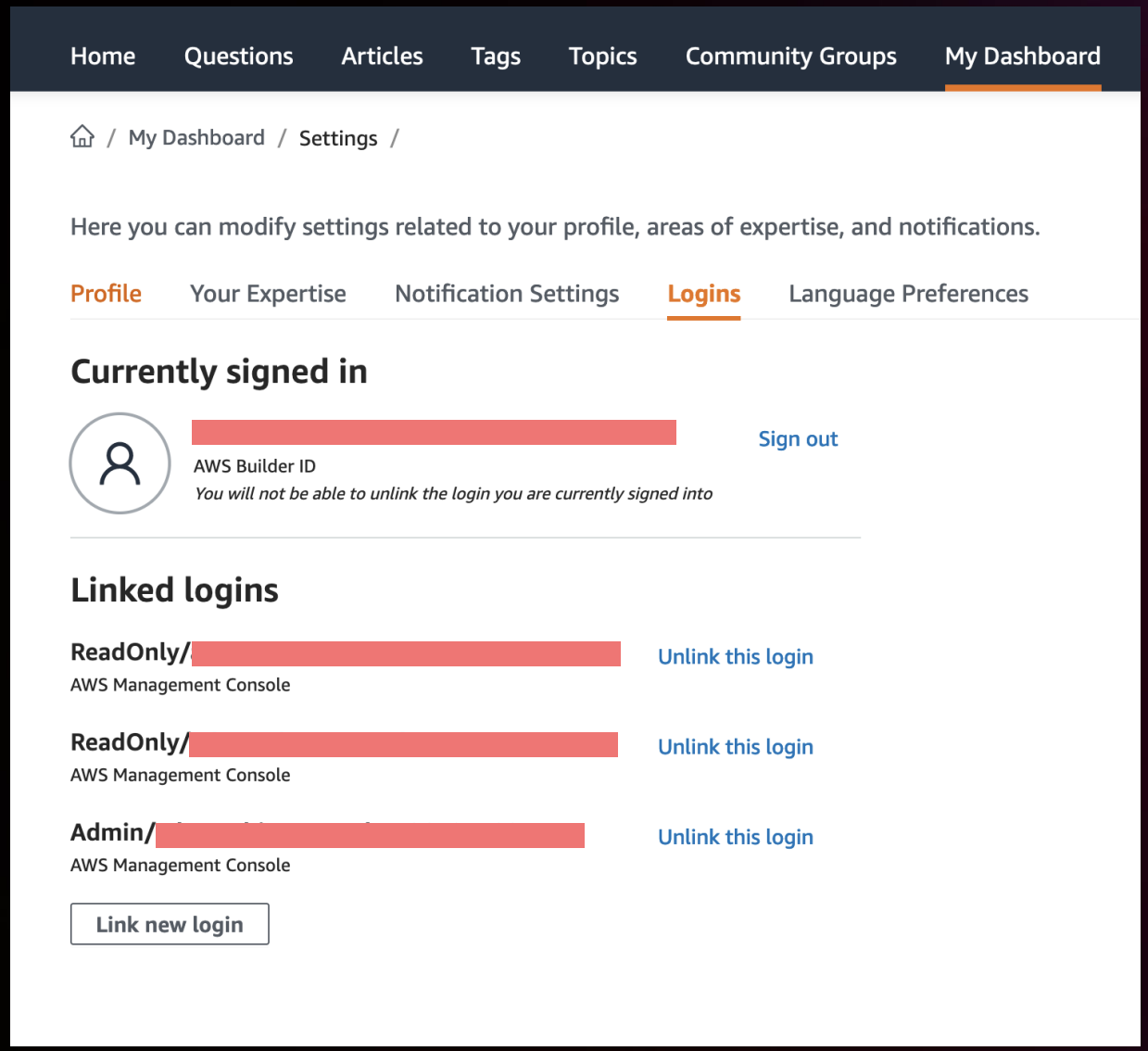
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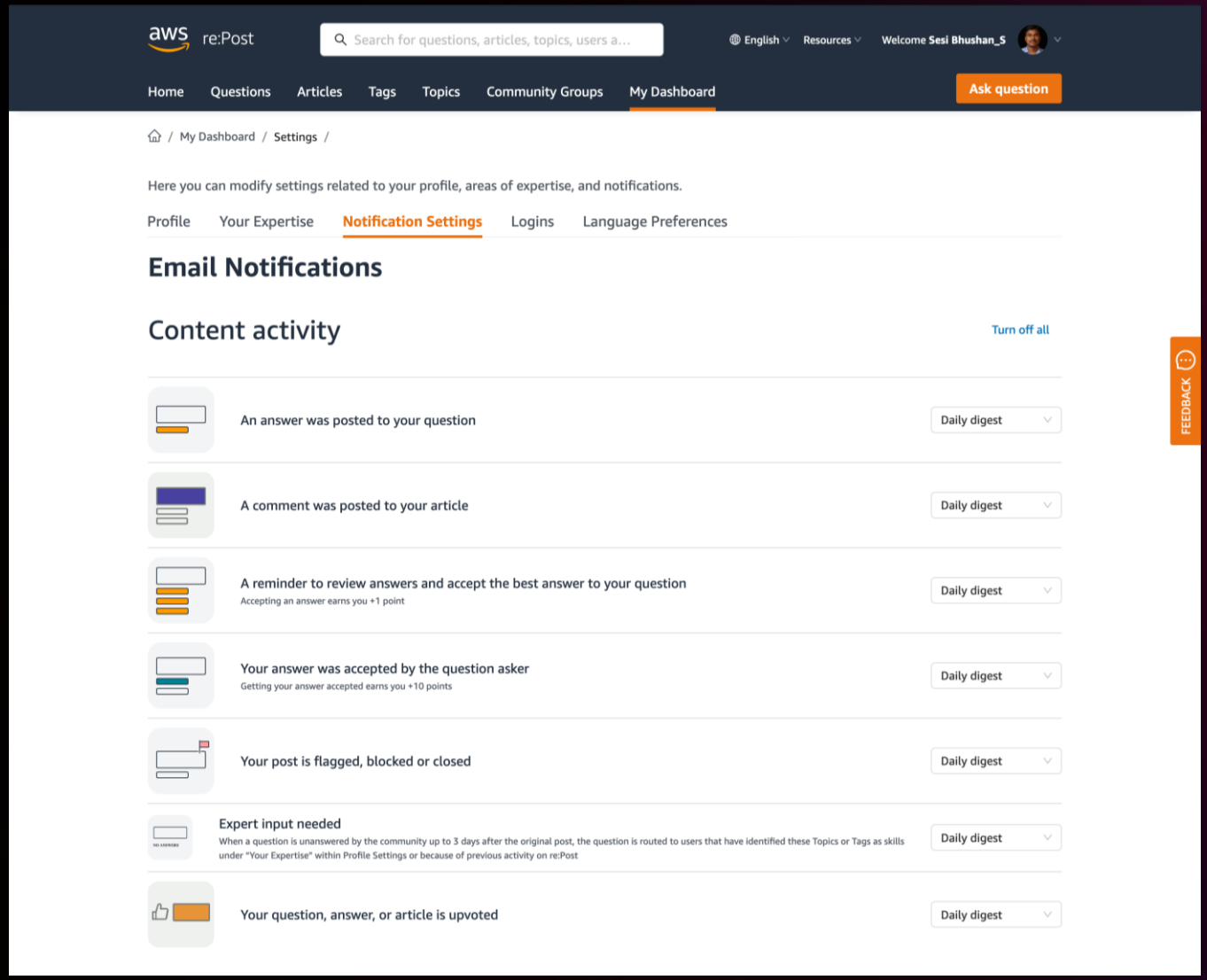
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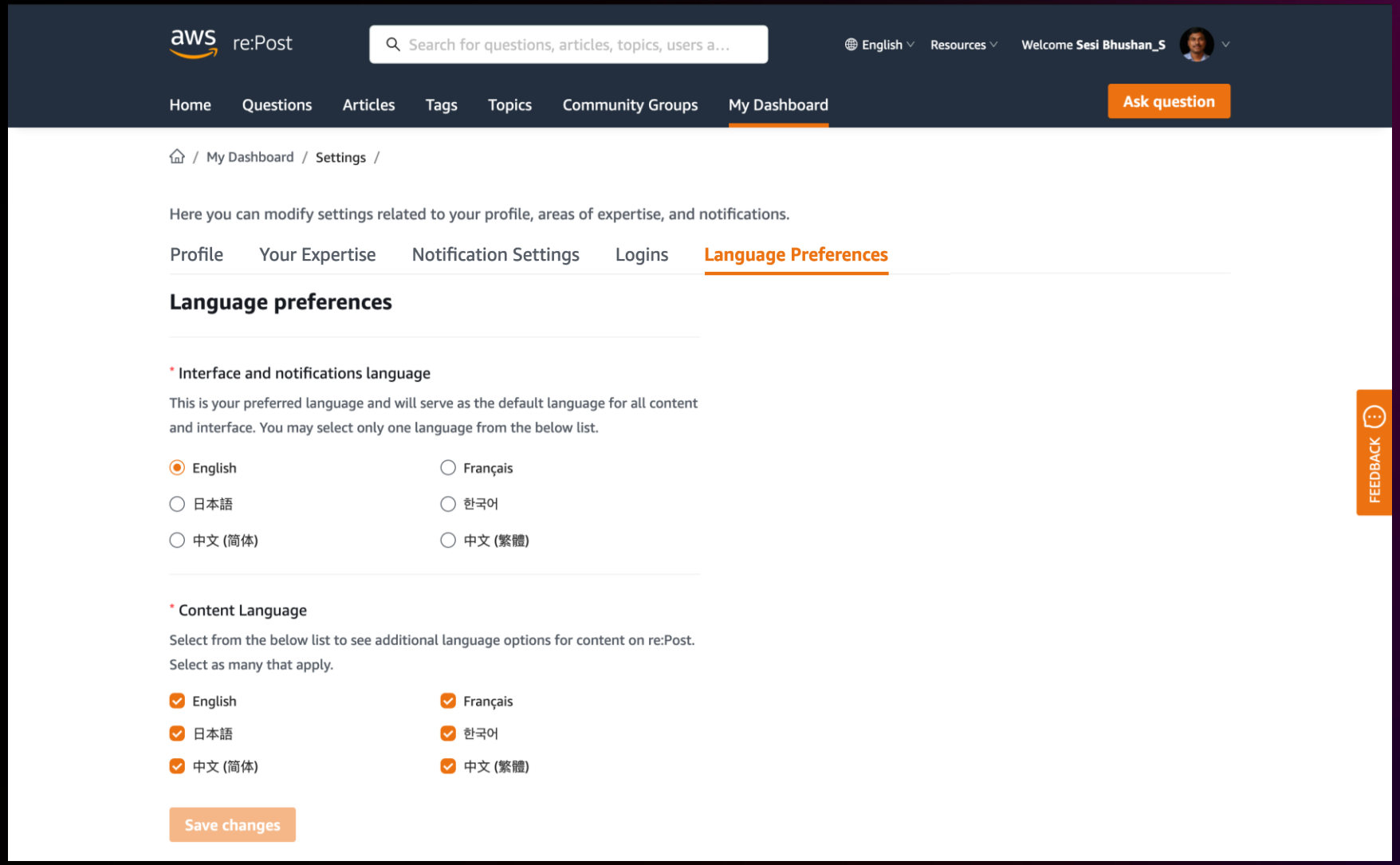
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Notification settings



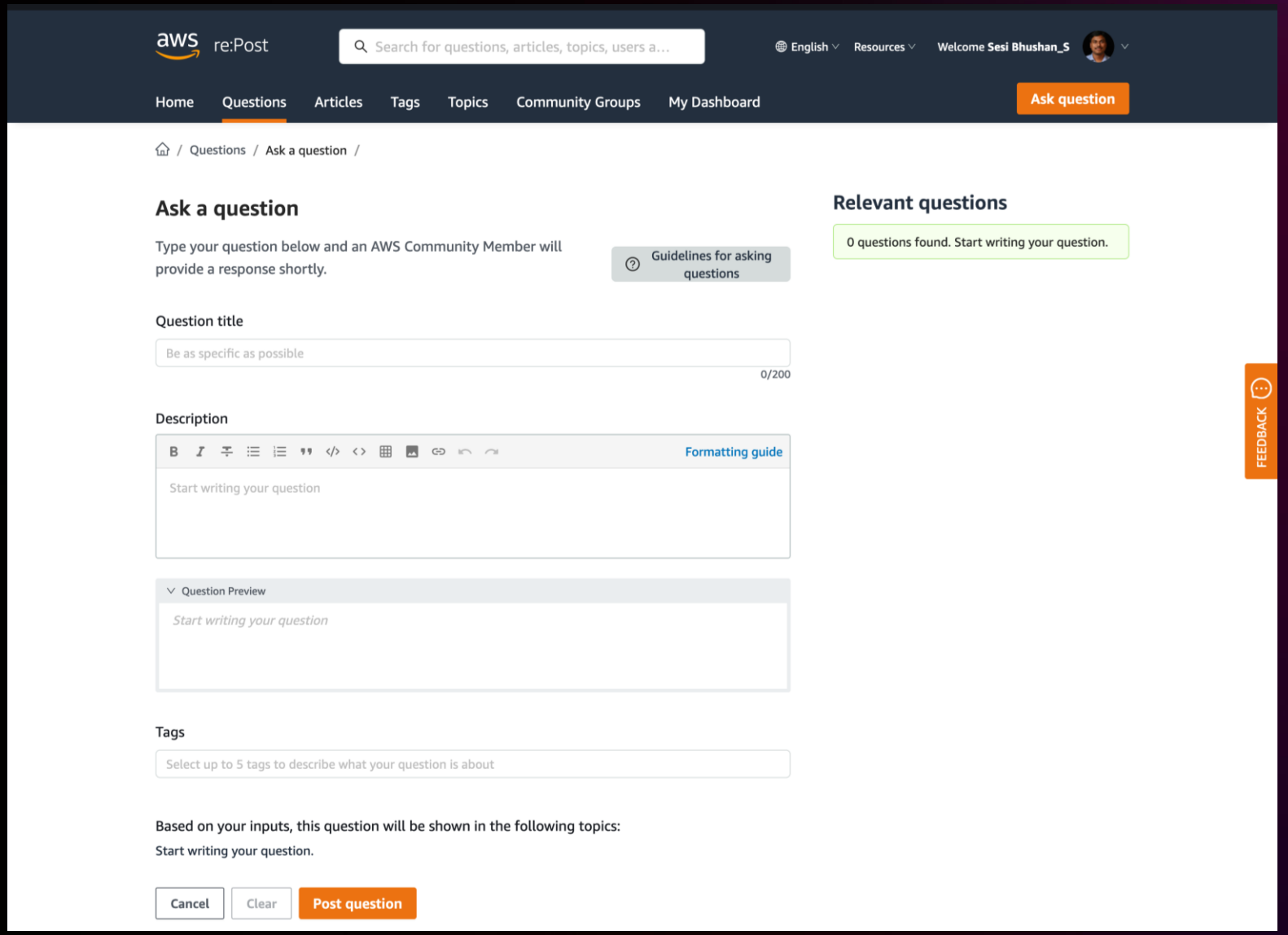
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Language preferences



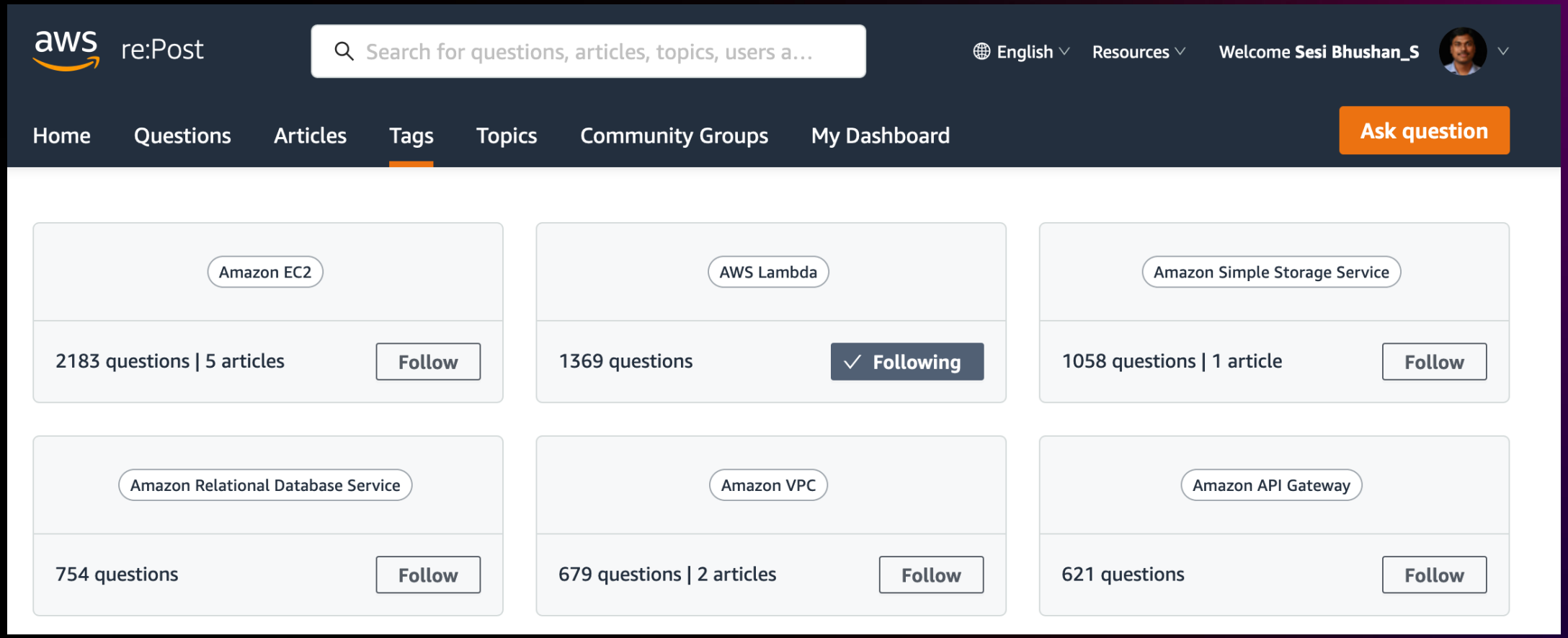
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Ask questions



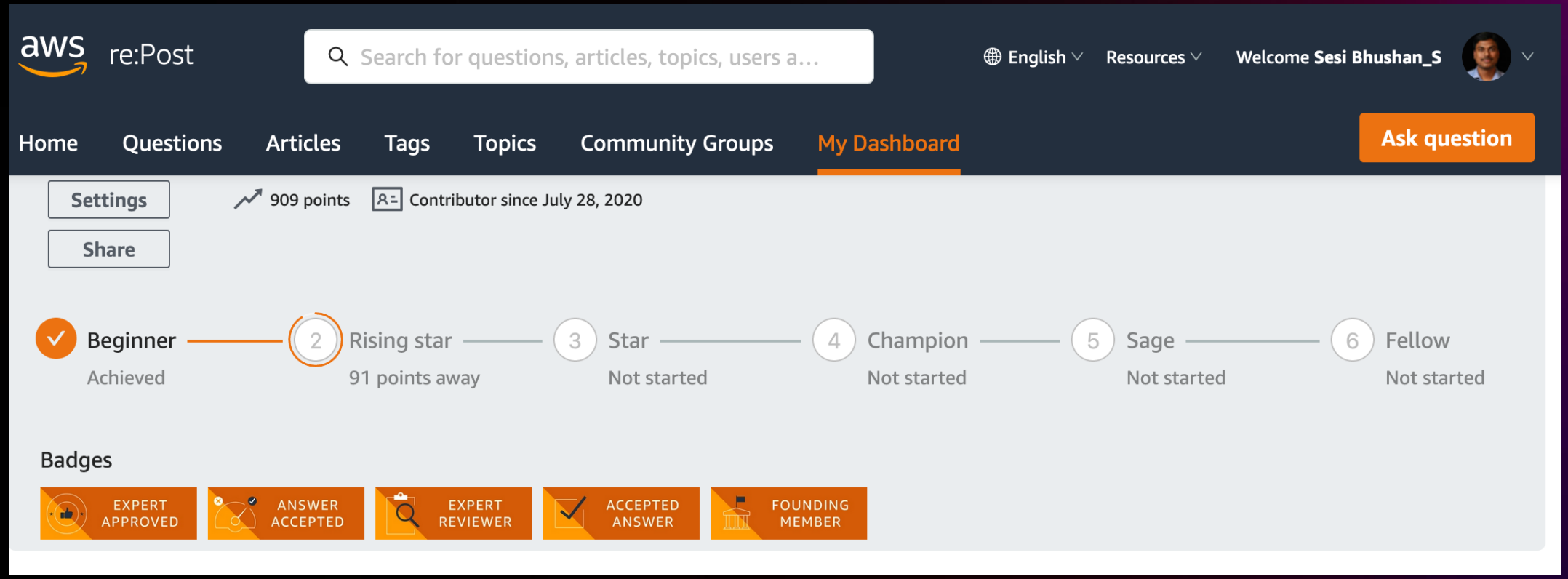
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Stay engaged



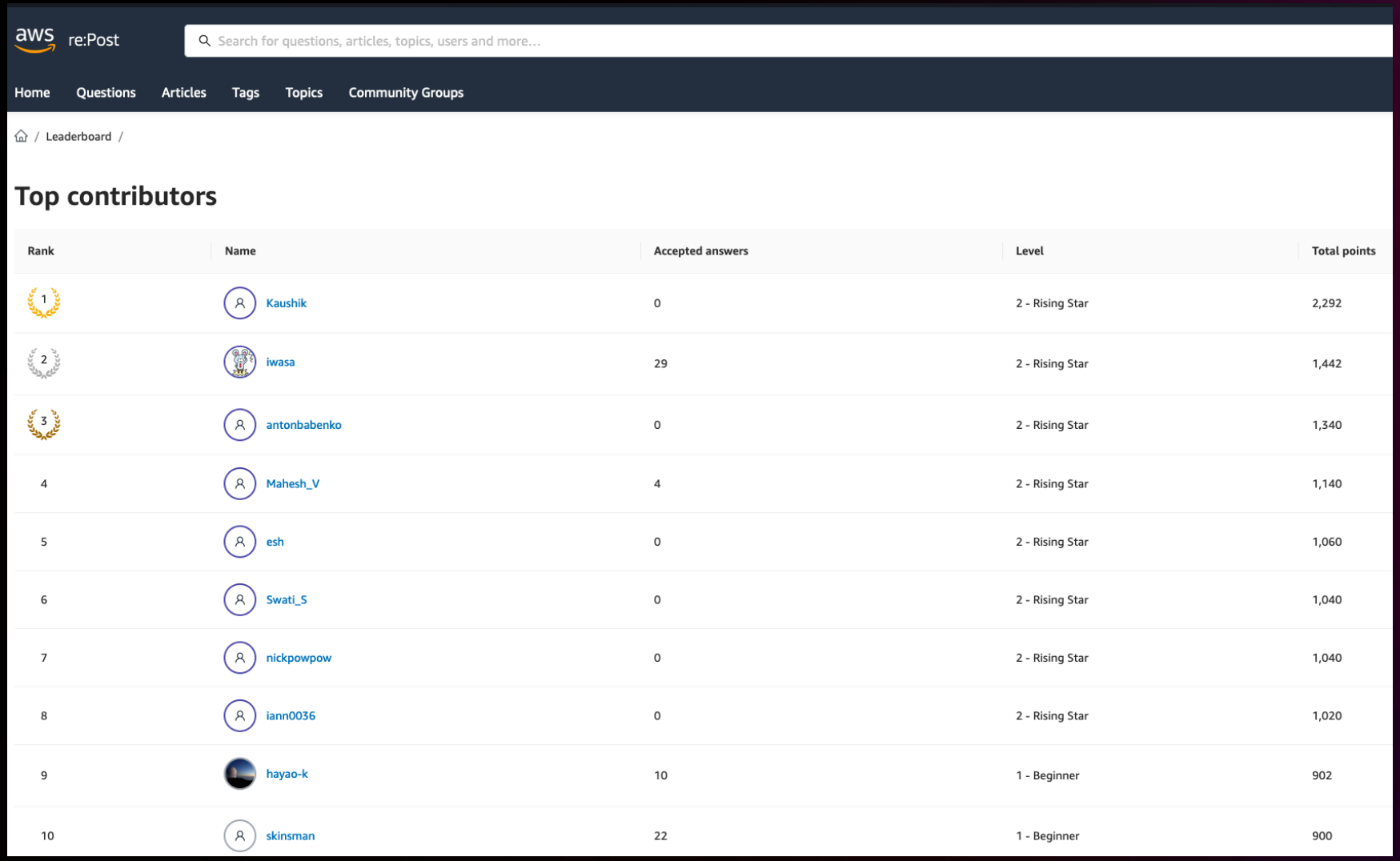
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Earn points and badges



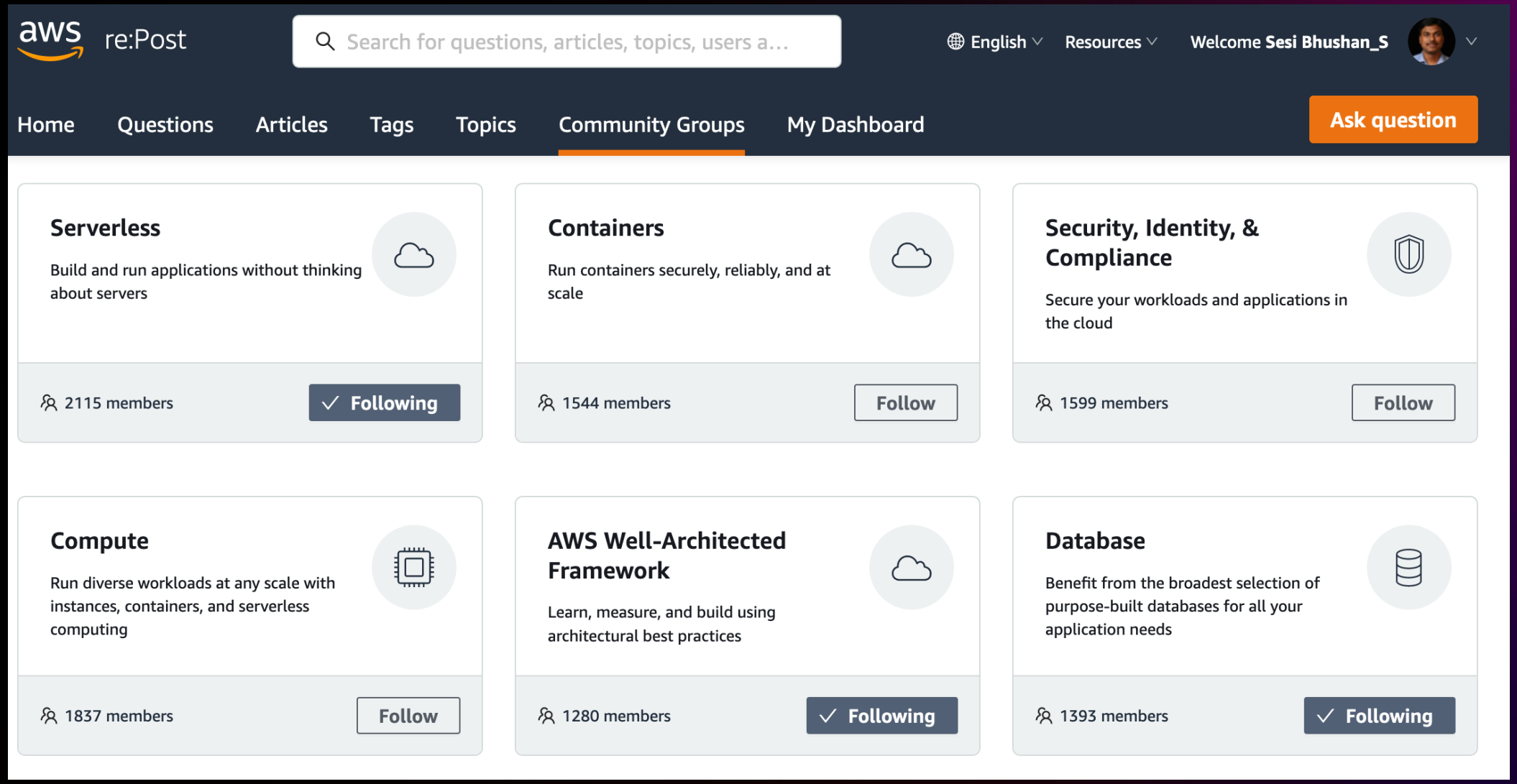
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Get recognized



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Join an online community group



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Best practices to build expert communities

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Scope management

- Managed community vs. online community?
- How does your business define “specialization”?
- Organization and geographic inclusion/exclusion?
- When to invest in a managed community?

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AWS scope determiners

Service-aligned Technology domains AWS services and concepts	**Segment-aligned** Industry segment Cross-industry segments
Service taxonomy	Industry taxonomy
Technology strategy	Customer trends
Membership interest	
Customer demand	

TFCs are inclusive of all AWS tech field roles worldwide that are in scope

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ID&E is critical to building healthy communities

Inclusion

Belonging

Diversity

Representation

Equity

Fairness



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Leadership alignment and goals

Goals for time allocation

- Time to sharpen expertise
- Time to give back
- Part of role expectations

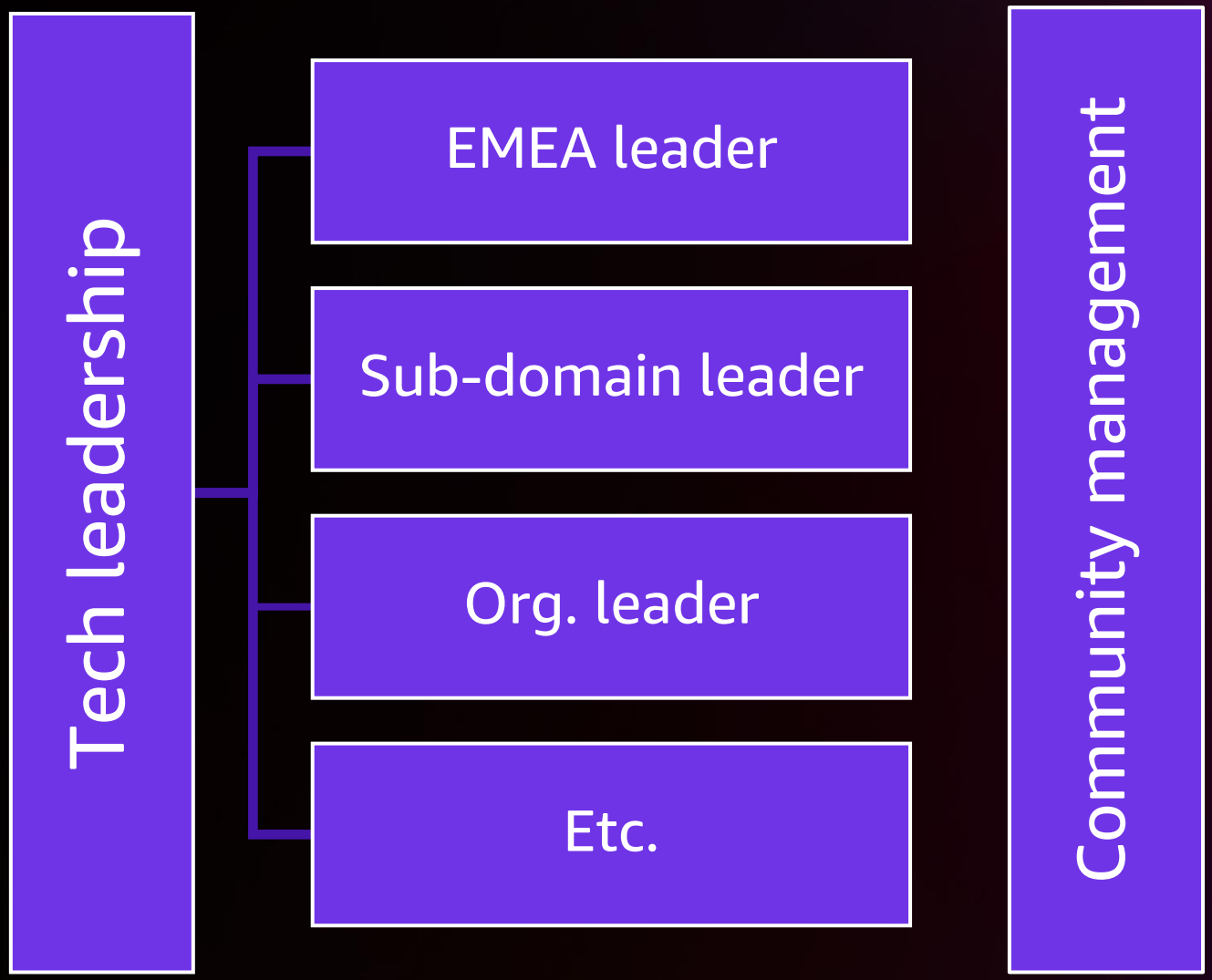
“If I had 6 hours to chop down a tree, I’d spend the first 4 hours sharpening the axe.” – Abraham Lincoln



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Resourcing



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Automation

- Data, reporting, and recognition strategy
- Expert enablement, mentorship, and membership directory
- How to connect experts with customers
- Content management
- Knowledge base

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And most importantly . . .

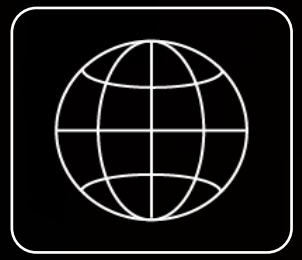
Have fun!

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What’s next



AWS Knowledge Center merging with re:Post



Expanded language support



Translated content

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Call to action

- Join the re:Post community today and join the conversation
- Use best practices to create expert communities
- To create an expert community on re:Post, reach out to us: https://repost.aws/feedback

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Thank you!



Please complete the session survey in the **mobile app**

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