
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

BIZ101-L

# Accelerate business results with AWS purpose-built applications


Dilip Kumar
Vice President of Applications
AWS

Diego Pantoja-Navajas
Vice President of Supply Chain
AWS

Leandro Balbinot
Chief Technology Officer
Whole Foods Market


© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“

# We have a way of looking at new businesses which is different from most companies. I’m not saying it’s better or worse, it’s just different. „

**Andy Jassy**

CEO, Amazon

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Q:



Could it move the needle for Amazon?



Is it an area well served today?



Do we have a differentiated approach?



Do we have competency or could we acquire it quickly?

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


…people hate waiting in line.


Just Walk Out
technology by amazon


one
Scan once per group
one
Credit Card

# What began in Amazon Retail…




AMAZON LOCATIONS

amazon go




amazon fresh




WHOLE FOODS MARKET

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


LUMEN
FIELD






"My favorite comment that I've seen is: **'I got my beer in eight seconds.'** That's the type of magical experience we're going after."

Todd Humphrey

Senior Vice President of Digital Innovation and Fan Experience, Seattle Kraken

# Q:

- Could it move the needle for Amazon?
- Is it an area well served today?
- Do we have a differentiated approach?
- Do we have competency or could we acquire it quickly?

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




# AWS Applications

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# AWS applications

## Business applications

Purpose-built and targeted use cases

- Amazon Connect
- AWS Supply Chain
- one
- Just Walk Out technology by amazon

## Productivity applications

Improving communication and collaboration

- AWS Wickr
- AWS Clean Rooms
- Amazon Chime
- Amazon WorkDocs
- Amazon WorkMail

## End user computing

Empowering a secure workforce

- Amazon AppStream 2.0
- Amazon WorkSpaces
- Amazon WorkSpaces Core
- Amazon WorkSpaces Web

## Communication developer services

Adding scalable communications to your apps

- Amazon Simple Email Service (Amazon SES)
- Amazon Chime SDK
- Amazon Pinpoint

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


aws
wickr
End-to-end encrypted communications service
Can retain information as required for compliance
Safeguards collaboration with external partners and stakeholders

"Qintel understands the need for enterprise-federated, secure communication messaging capabilities. . . . We evaluated the market thoroughly and while there are some excellent capabilities available, **none of them offer the enterprise security and administrative flexibility that Wickr does.**"

**Bill Schambura**
CEO - Qintel

aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# History of Amazon Connect

**2017**
Amazon Connect launches alongside 15+ SI/ISV partners

**2018**
First 30,000 agent contact center

**2019**
Launched ML-powered speech analytics with Contact Lens

**2020**
During COVID over 80+ new contact centers set up each day

**2021**
Tens of thousands of customers supporting 10 million+ customer interactions a day

**2022**
Launched forecasting, capacity planning, scheduling, and more

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



Macroeconomic disruptions

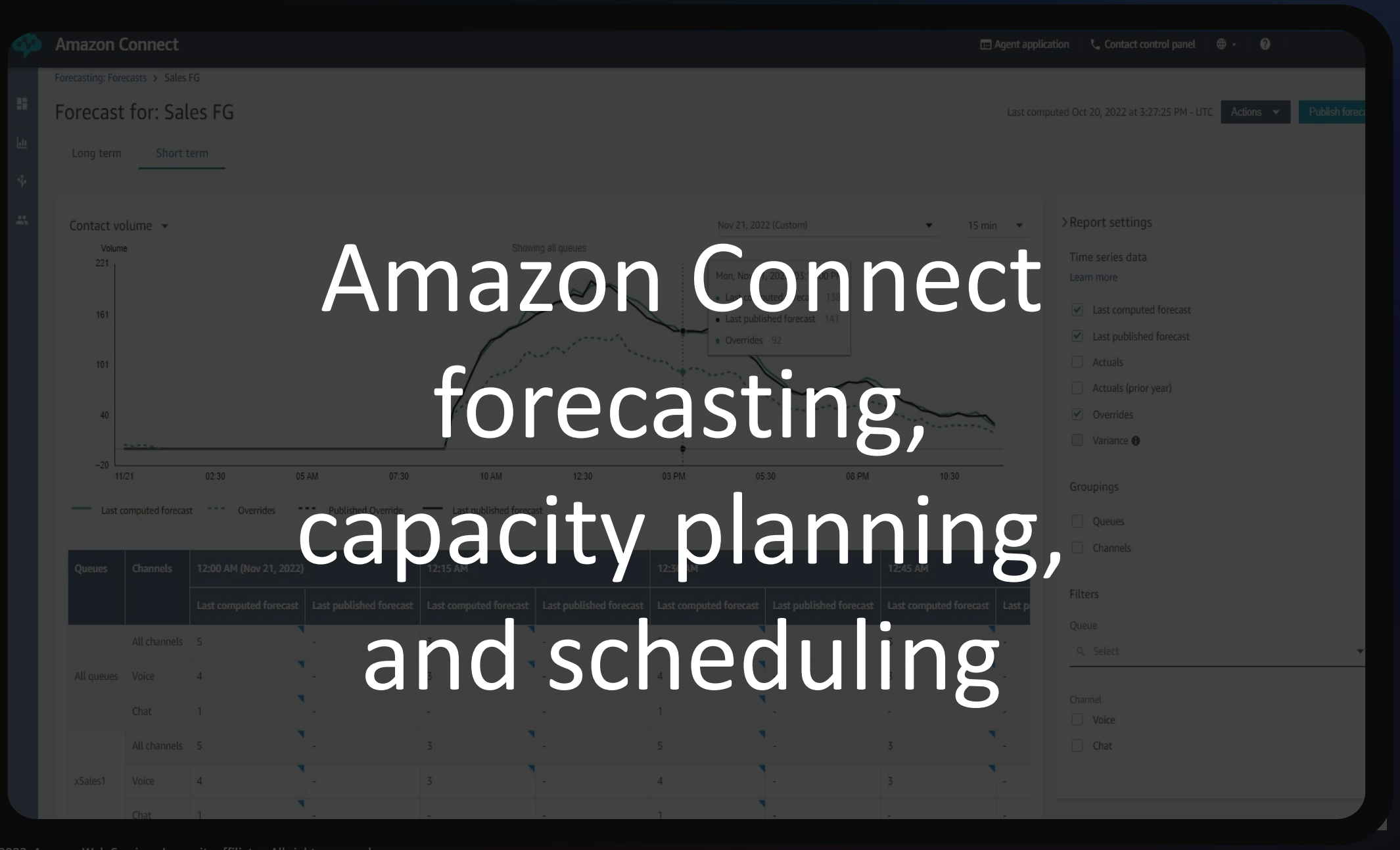


Poor visibility into real-time team activities



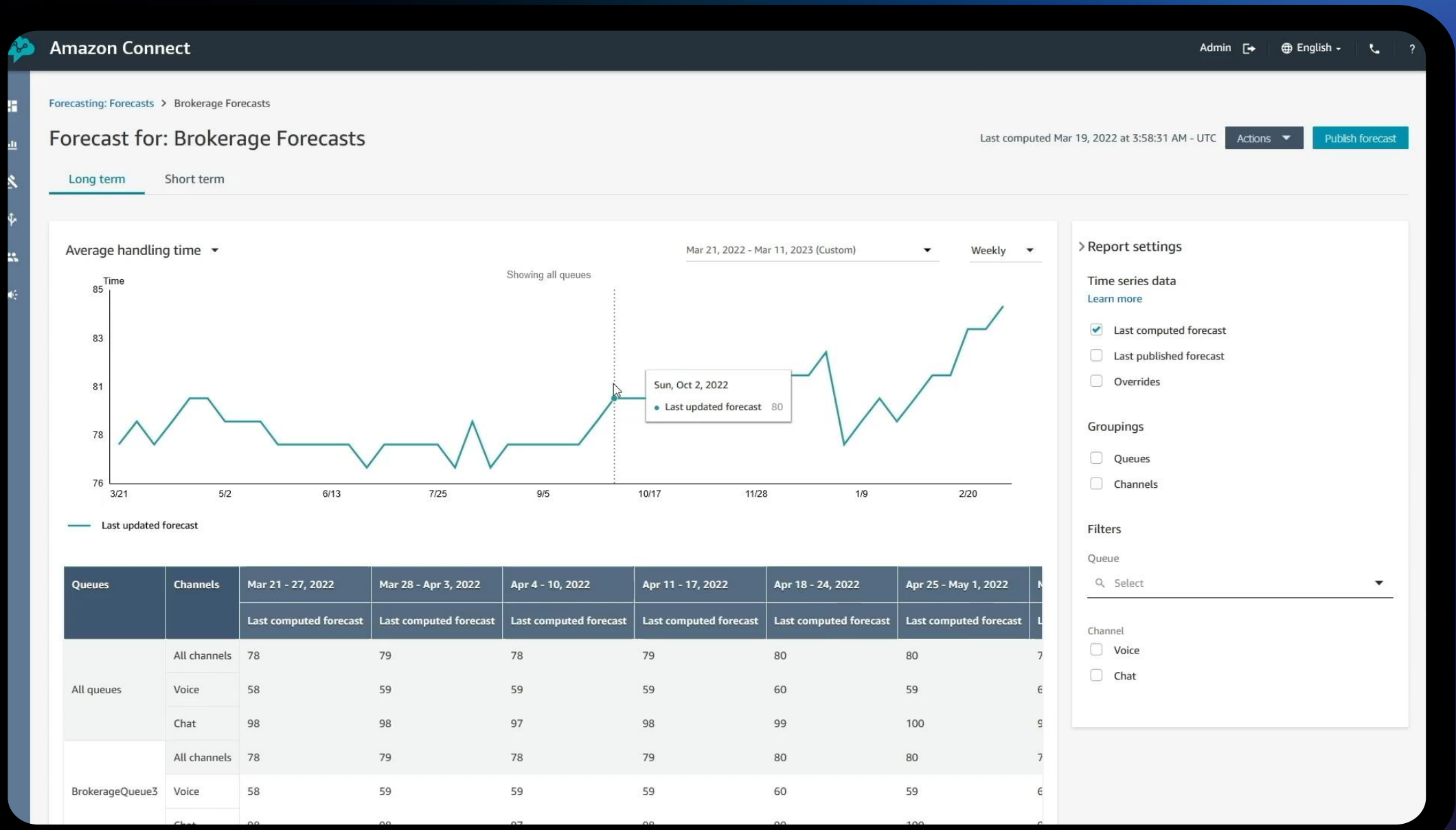
Not enough agents to handle call volume

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



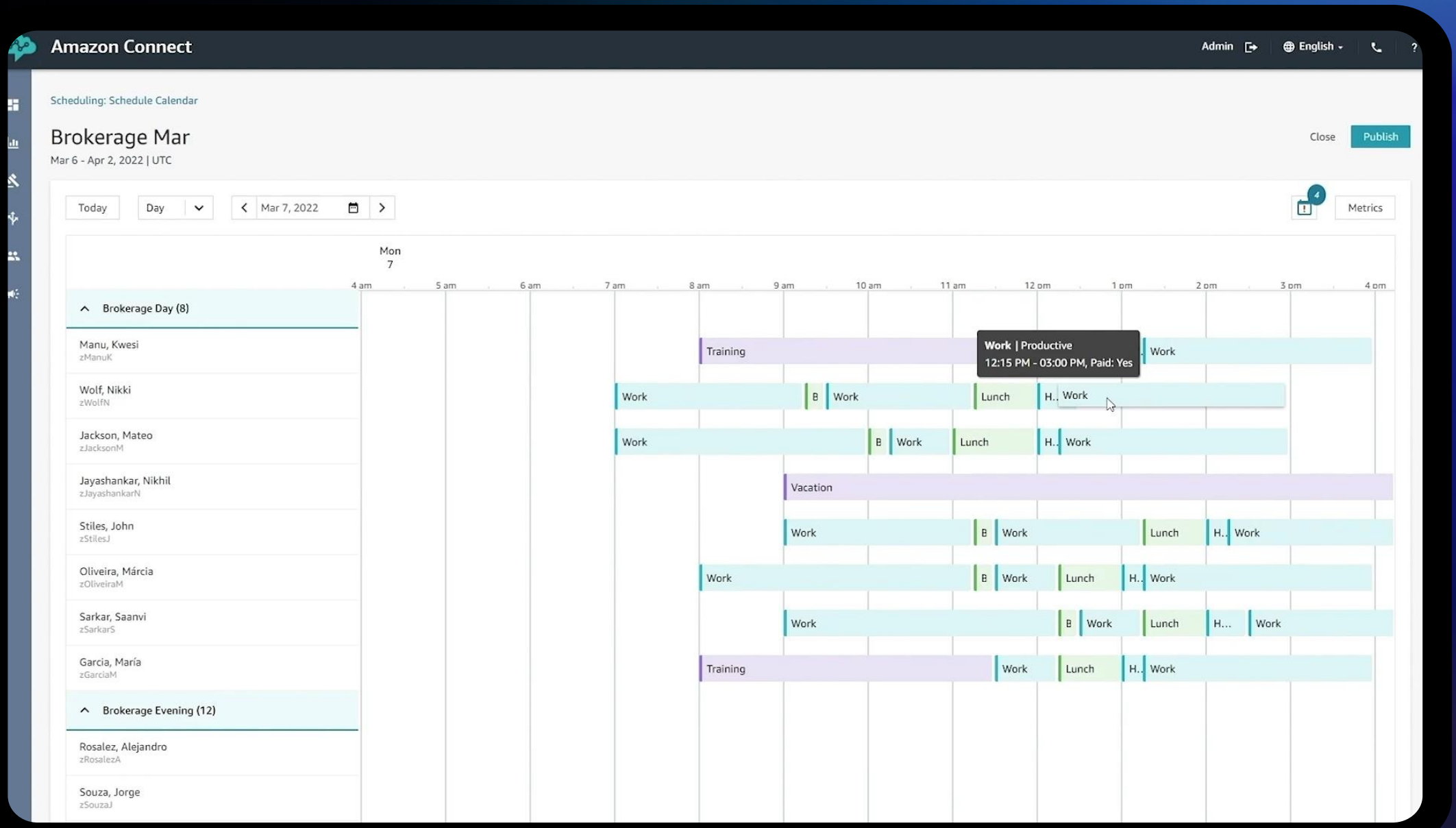

# Amazon Connect forecasting, capacity planning, and scheduling

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




| Queues | Channels | Mar 21 - 27, 2022 | Mar 28 - Apr 3, 2022 | Apr 4 - 10, 2022 | Apr 11 - 17, 2022 | Apr 18 - 24, 2022 | Apr 25 - May 1, 2022 | M |
|---|---|---|---|---|---|---|---|---|
| | | Last computed forecast | Last computed forecast | Last computed forecast | Last computed forecast | Last computed forecast | Last computed forecast | L |
| All queues | All channels | 78 | 79 | 78 | 79 | 80 | 80 | 7 |
| | Voice | 58 | 59 | 59 | 59 | 60 | 59 | 6 |
| | Chat | 98 | 98 | 97 | 98 | 99 | 100 | 9 |
| BrokerageQueue3 | All channels | 78 | 79 | 78 | 79 | 80 | 80 | 7 |
| | Voice | 58 | 59 | 59 | 59 | 60 | 59 | 6 |
| | Chat | 98 | 98 | 97 | 98 | 99 | 100 | 9 |

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“When searching for a new provider, Amazon Connect stood out to us because of **how easy it is to harness data and leverage ML to deliver highly accurate (>95%) forecasts and optimized schedules.** ”

**Alex Miles**

Director of Business Intelligence, Litigation Practice Group

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Contact Lens for Amazon Connect



## REAL-TIME CONVERSATIONAL ANALYTICS POWERED BY MACHINE LEARNING

- Transcription
- Sentiment analysis
- Automated contact summarization
- Sensitive data redaction
- Real-time supervisor alerts

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# New capabilities for Contact Lens



ML-powered analytics capabilities to analyze chat conversations

Automatic agent performance evaluations to help with coaching

PREVIEW

aws

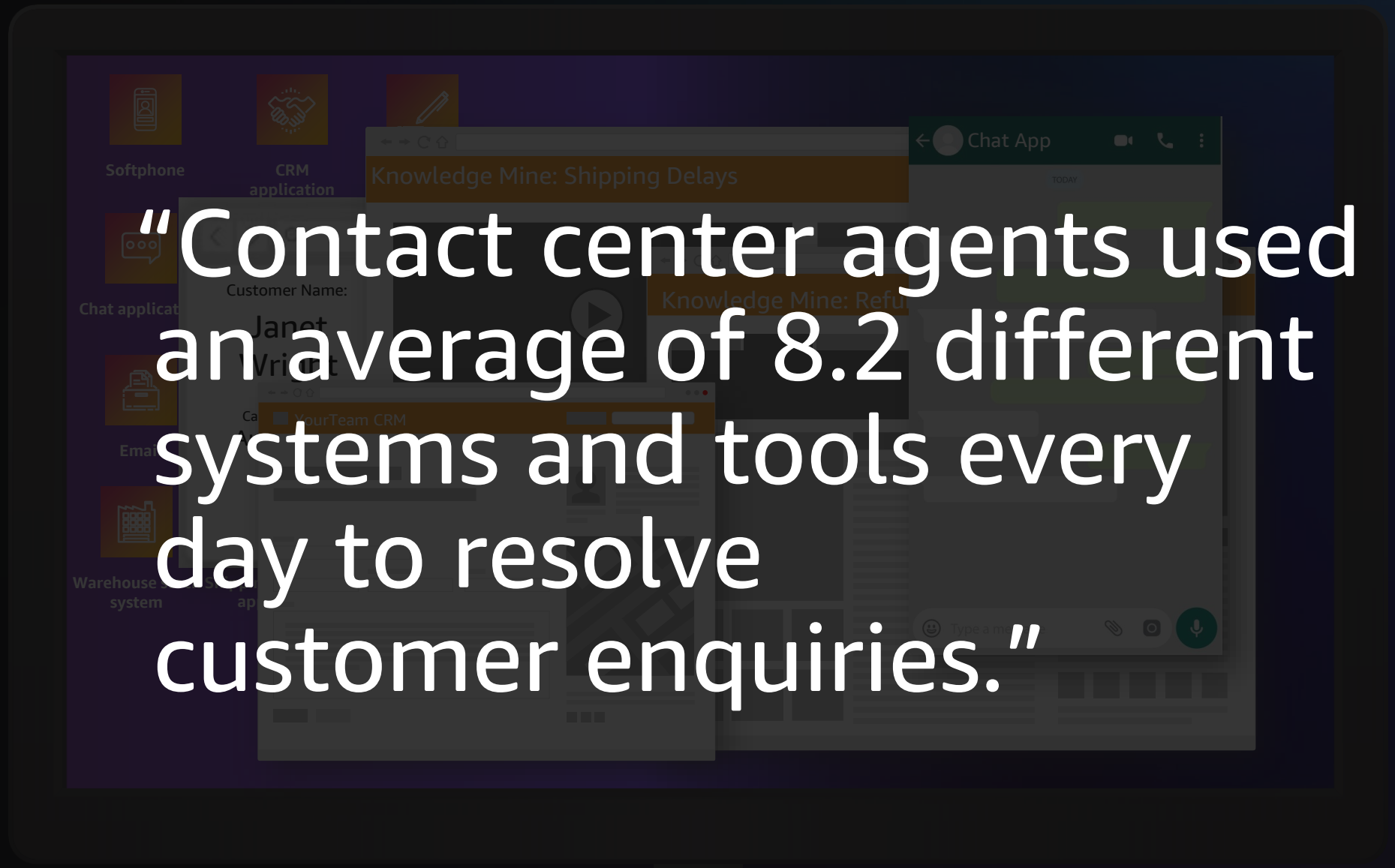
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“For starters, we were able to **reduce the number of evaluation forms needed by 200%.**”

**Scott Brown**

SVP of Customer Experience, Frontdoor

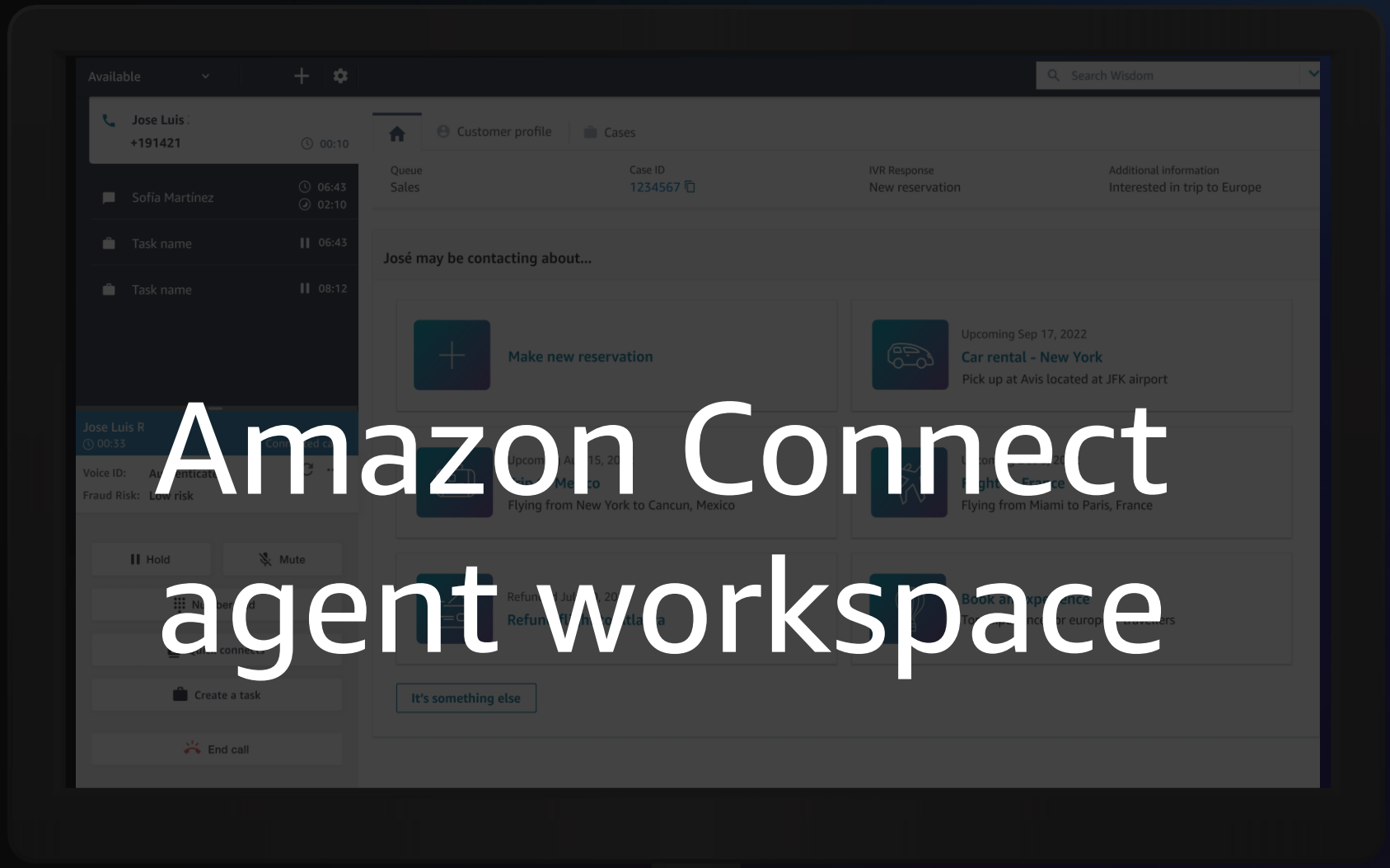
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




# “Contact center agents used an average of 8.2 different systems and tools every day to resolve customer enquiries.”

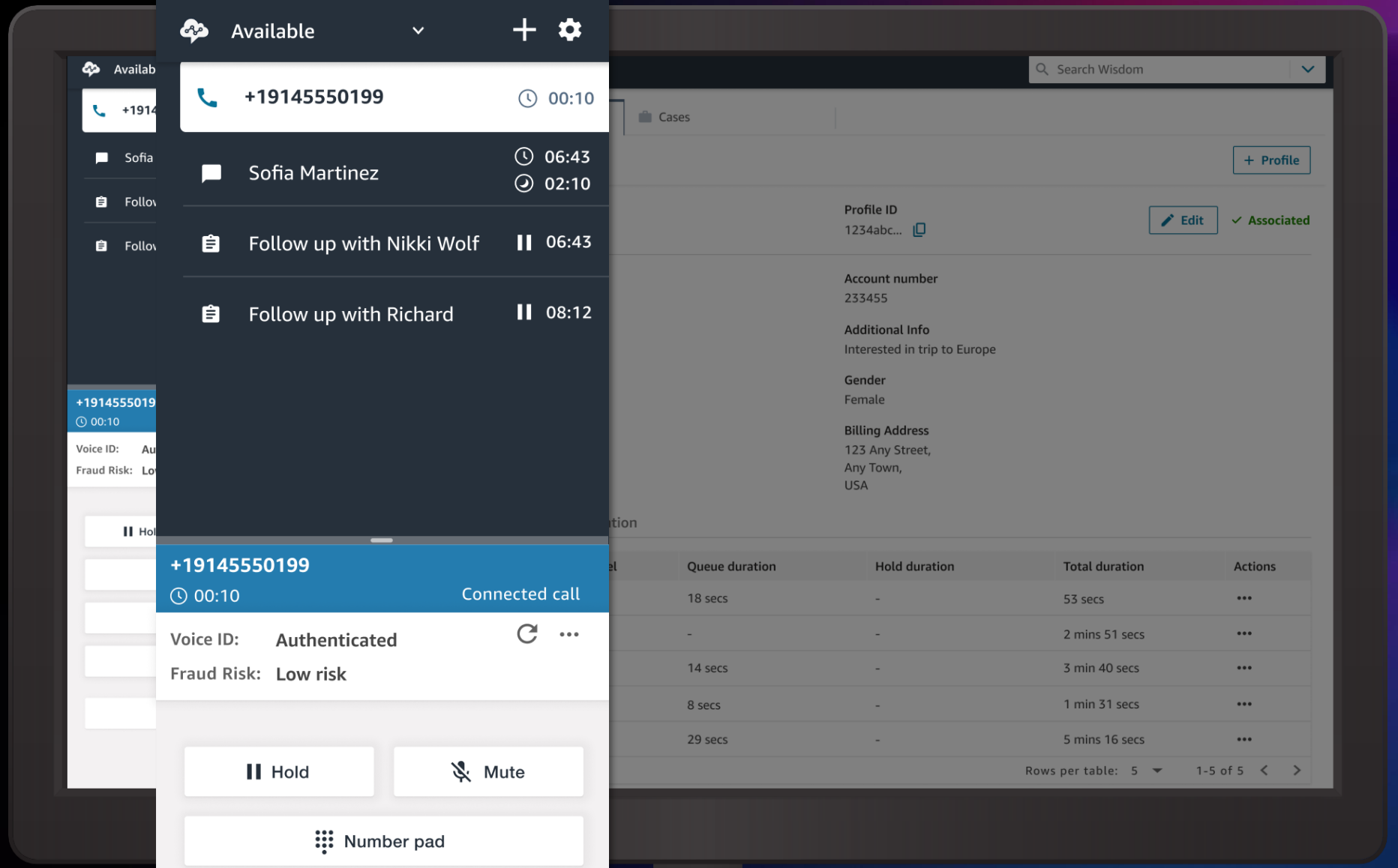
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Source: “Agents Find Technology Unhelpful, Gartner Finds”; Smart Customer Service



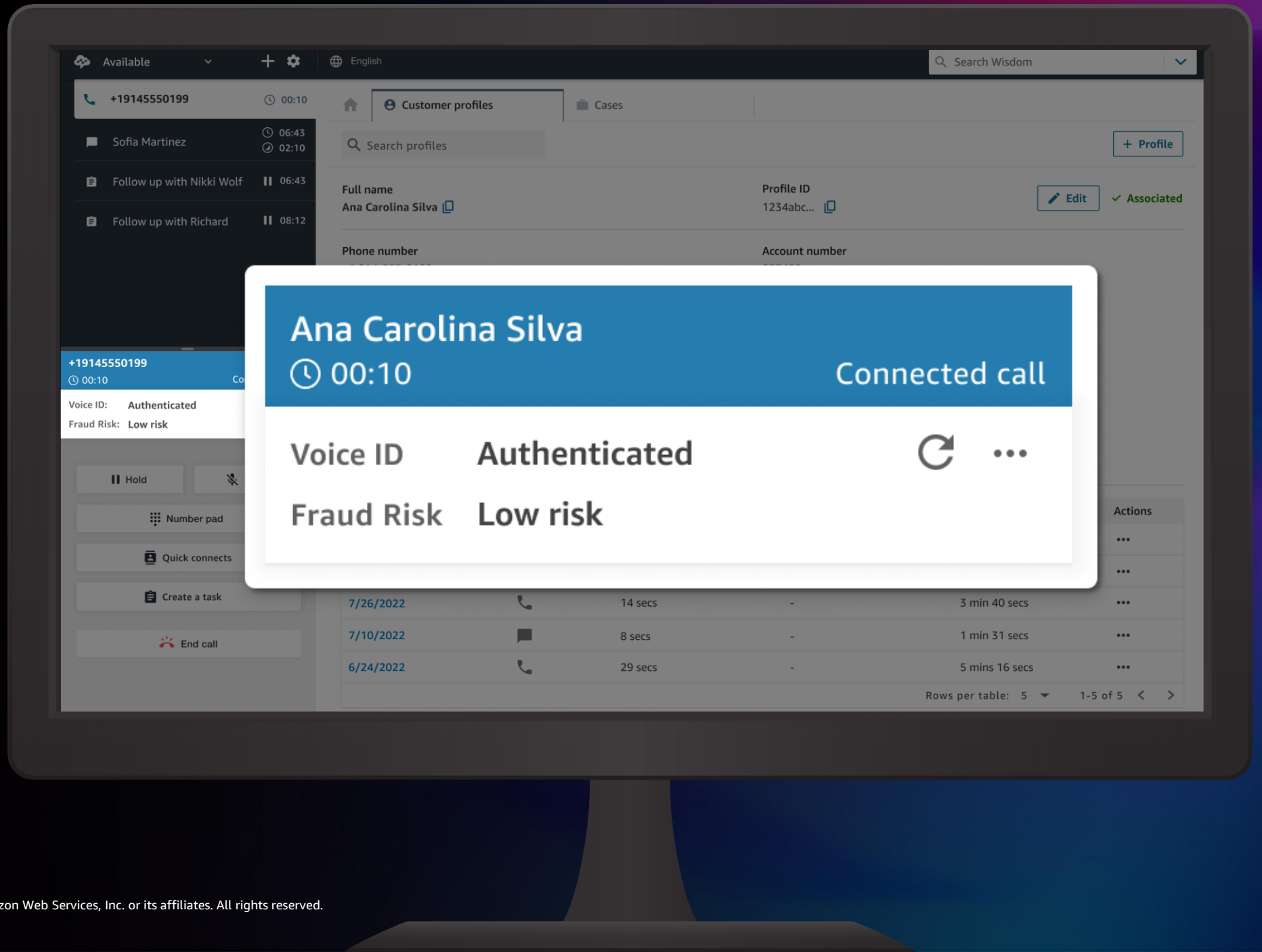

# Amazon Connect agent workspace

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



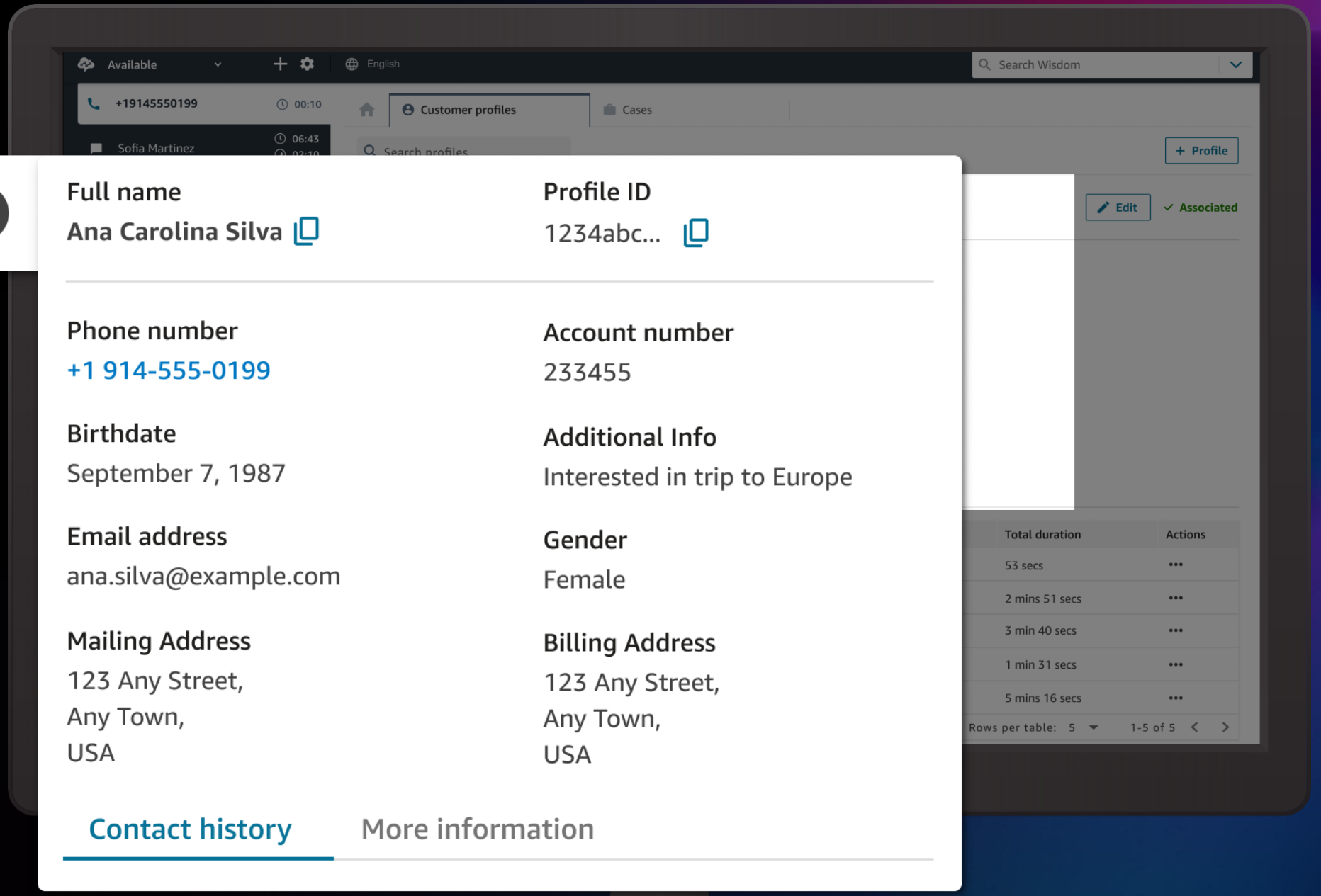

Contact control panel

© 2022, Amazon Web Services, Inc. or



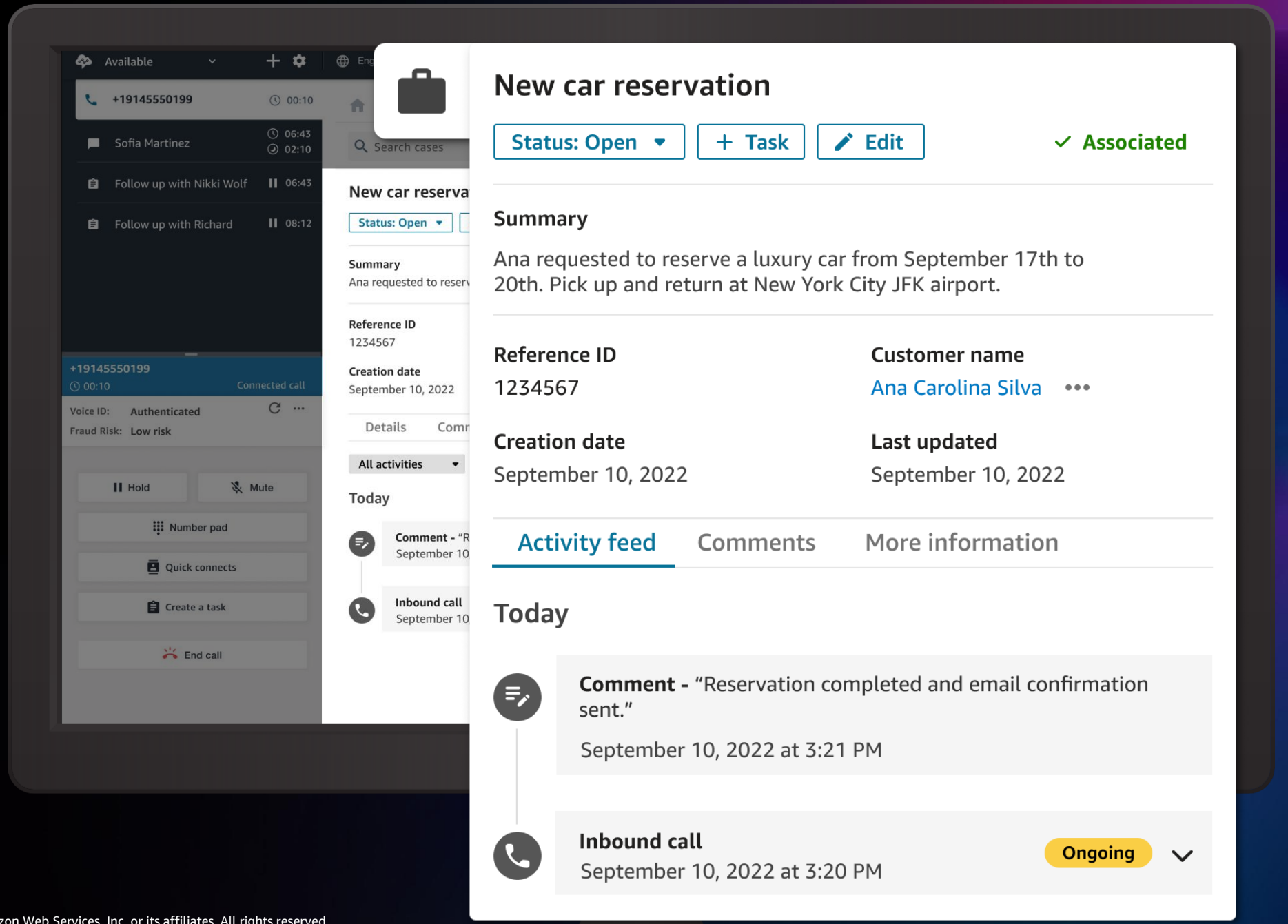

**Voice biometrics and caller identification**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



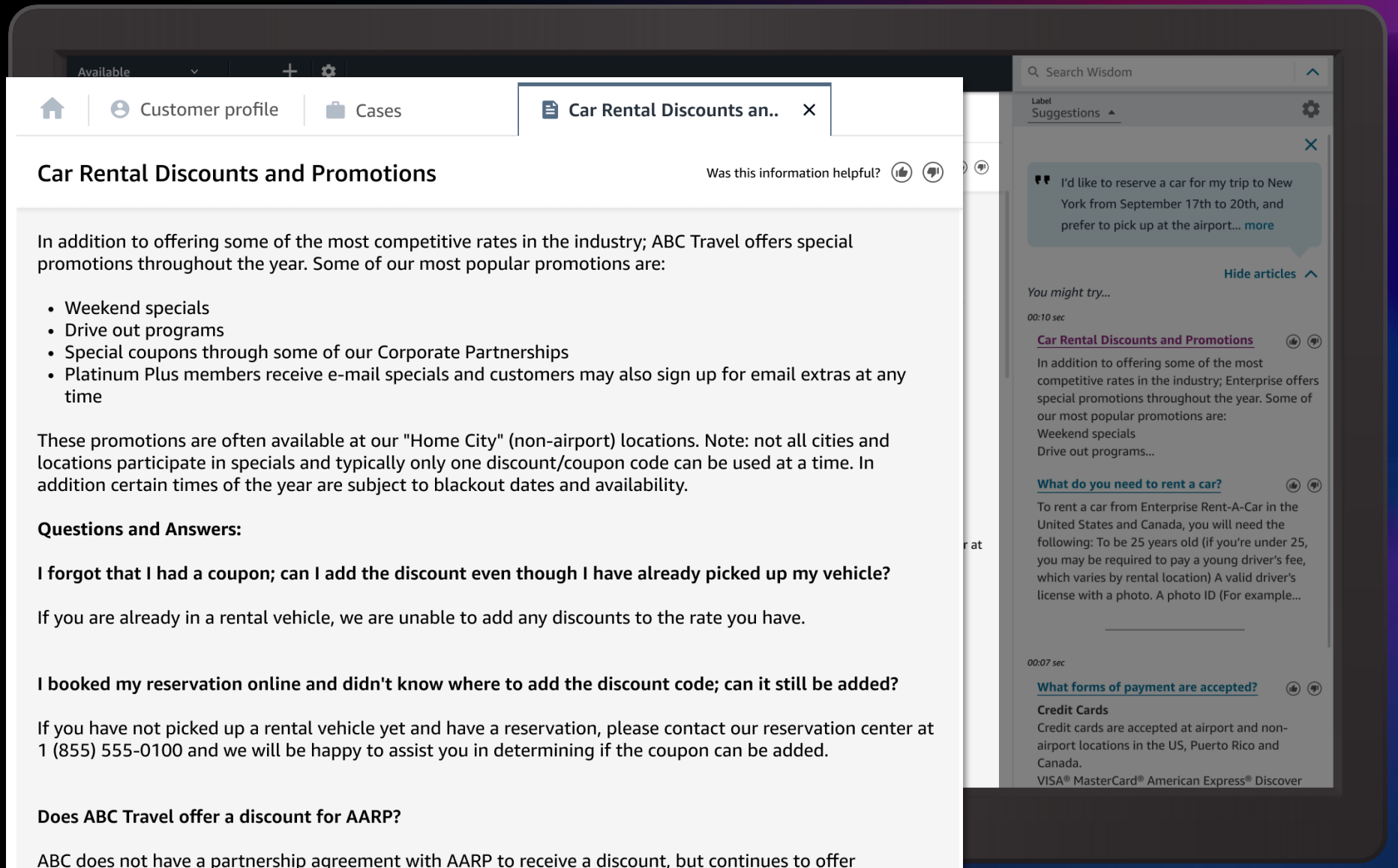

**Customer profile information**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



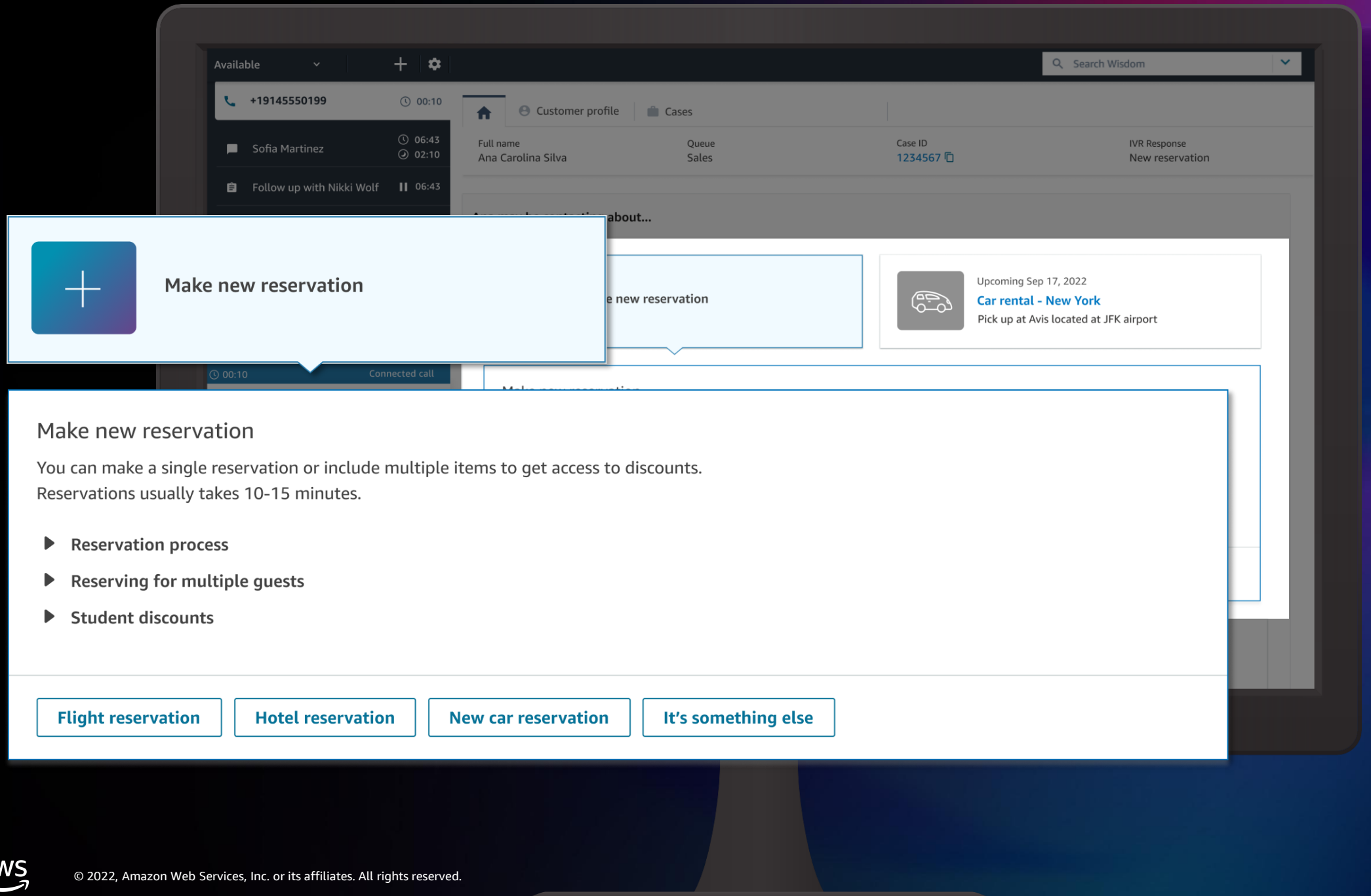

Case management

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




**Knowledge and agent assist**

© 2022, Amaz




**Follow-up tasks**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

“By equipping our agents with tools like case management, ML-powered real-time knowledge recommendations, and customer profiles, we’ve been able to **cut our average citizen wait time in half and cut agent training time by more than 50%.** ”

**Drew Clark**
Business Analyst – Kentucky Transportation Cabinet

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

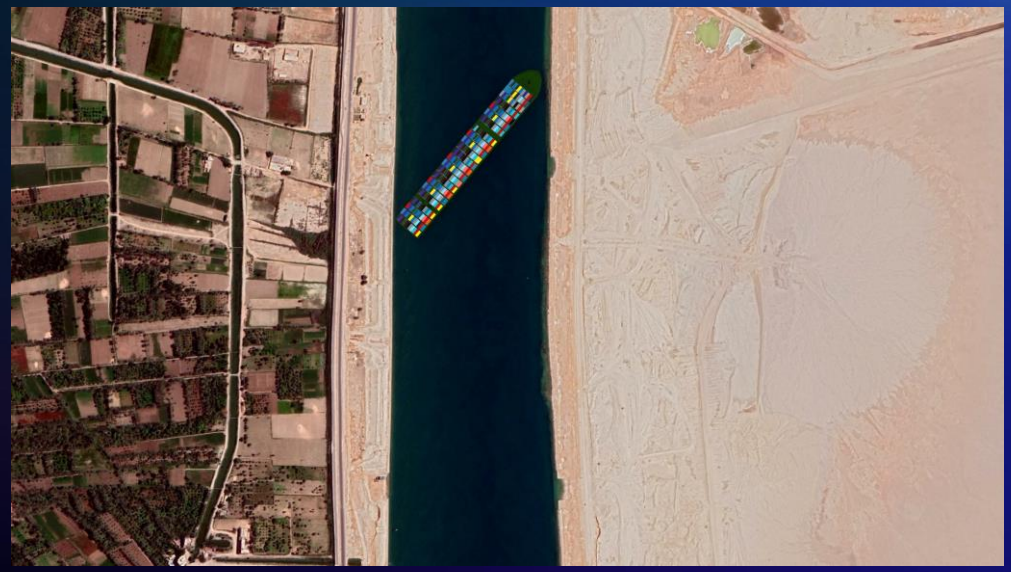


# Diego Pantoja-Navajas

VP of Supply Chain,
Amazon Web Services

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Supply chain challenges








aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Challenges



## Lack of visibility



## Too much noise



## Coordinating actions

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Introducing AWS Supply Chain (Preview)



**Easily connect data across systems**



**Quickly harmonize into a unified view**



**View ML-powered insights and risk alerts**



**Accelerate mitigation with recommendations**



**Scale with pay-as-you-go pricing**

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Establishing a solid foundation

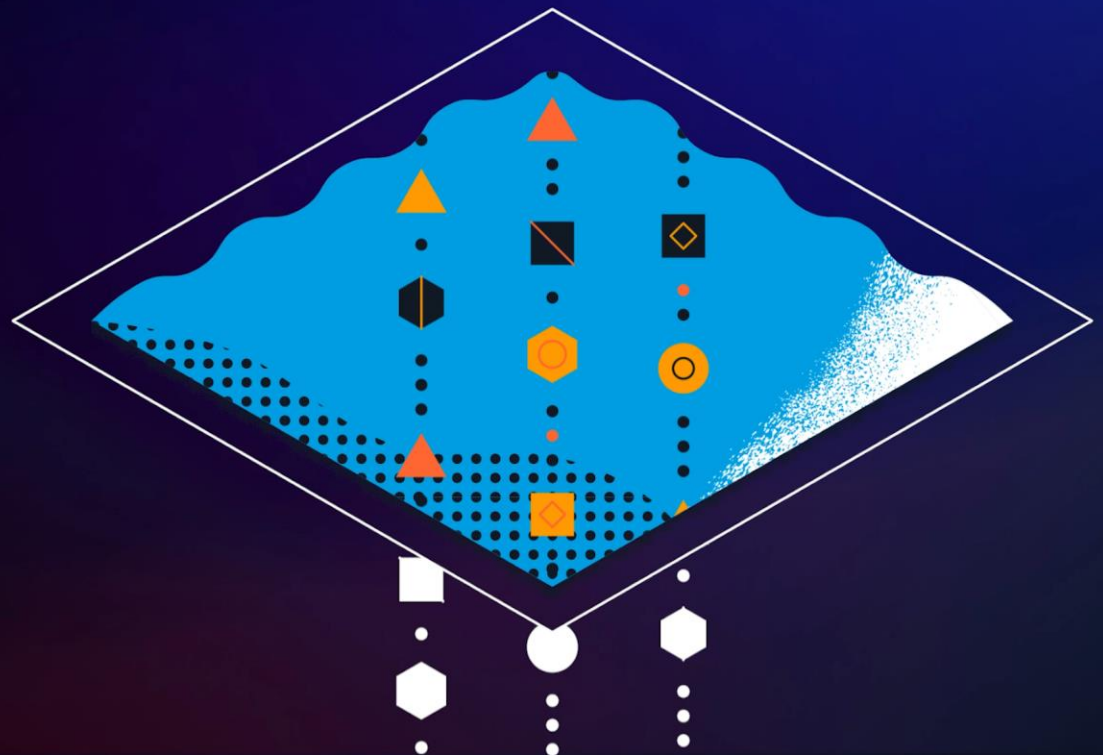
## Supply Chain Data Lake

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Reducing the time to value

ML-Powered Data Association

Supply Chain Data Lake



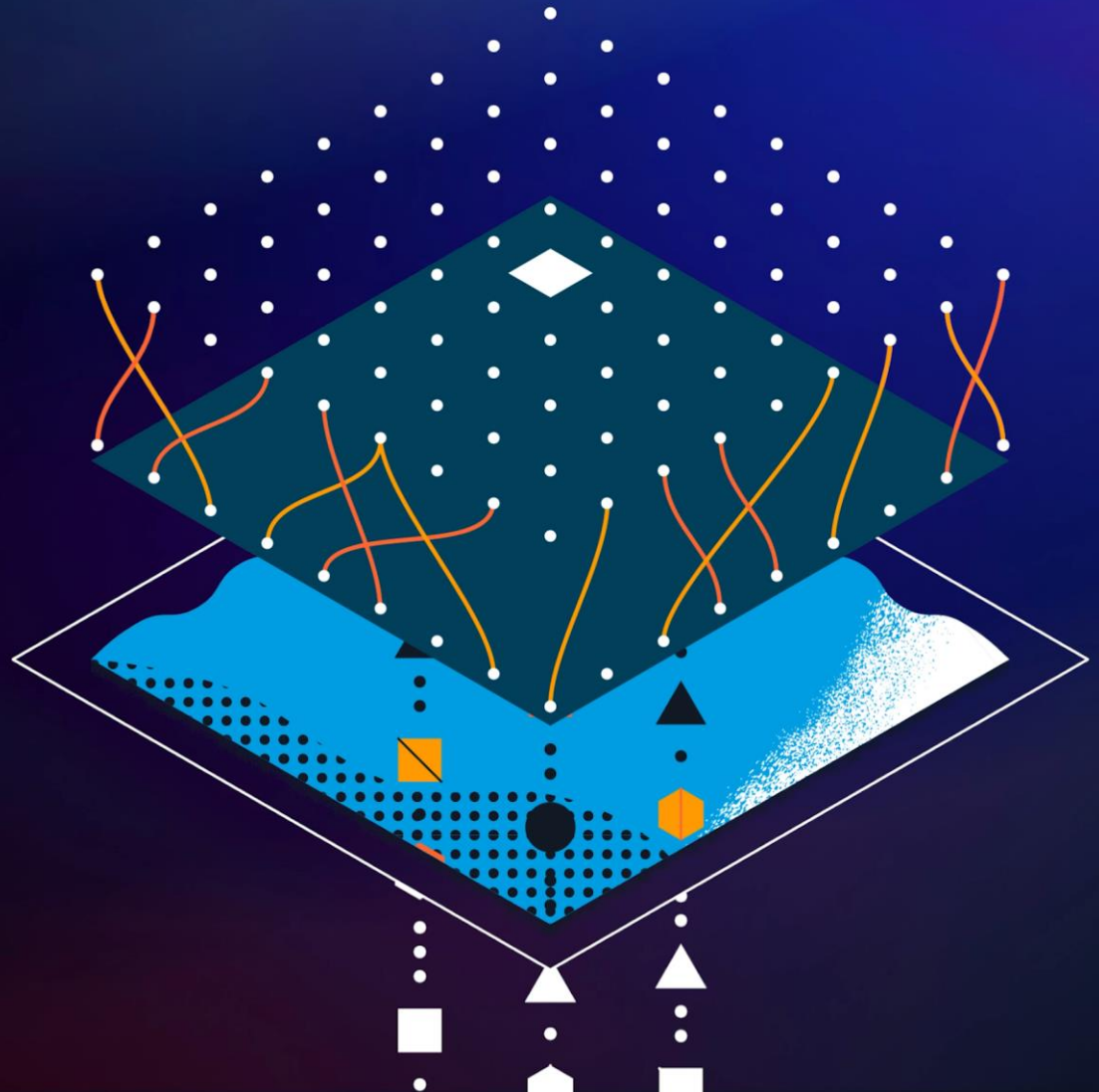
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# From data to insights

Actionable Insights

ML-Powered Data Association

Supply Chain Data Lake



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

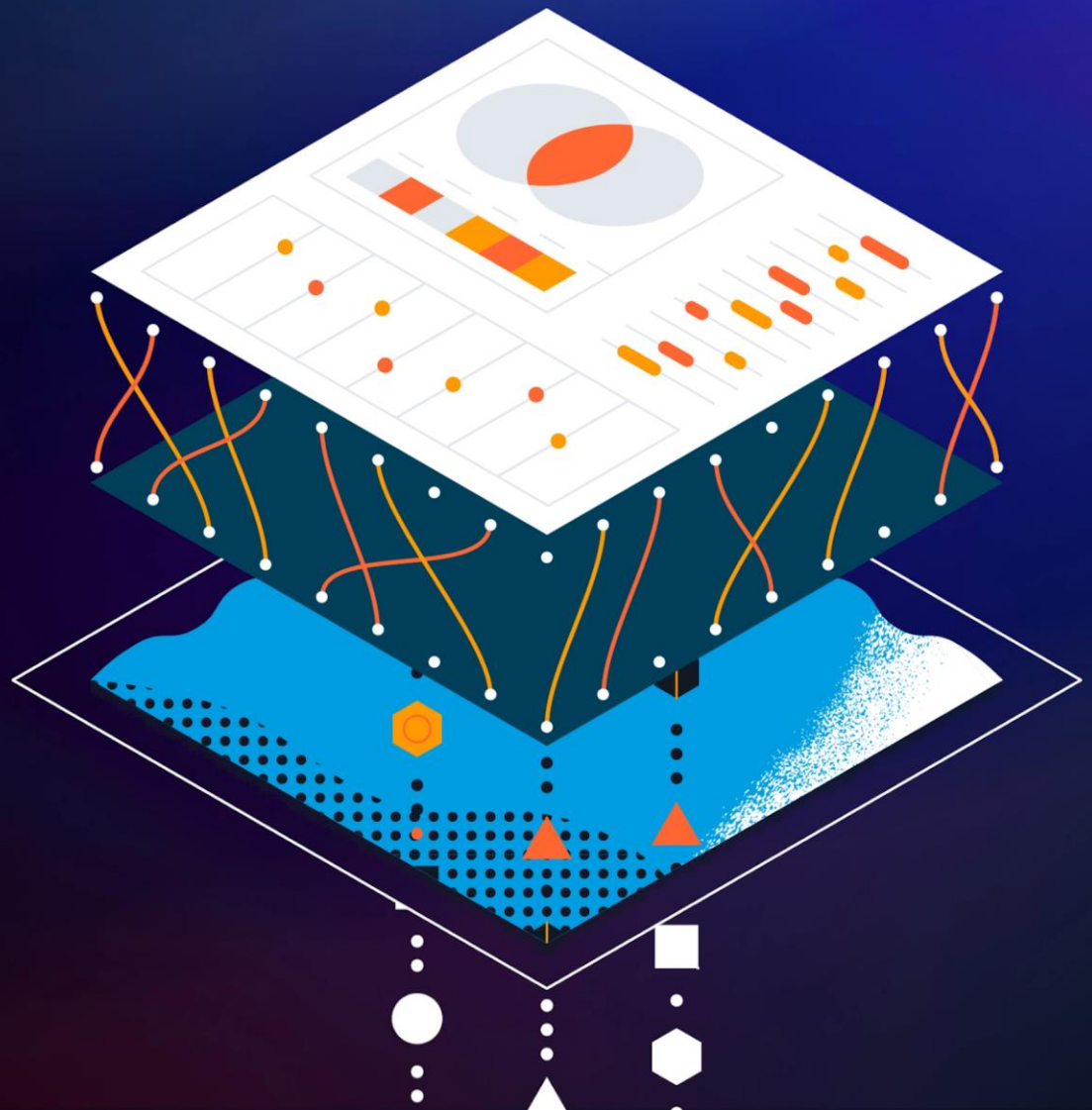
# Providing the complete solution

Recommendations & Collaboration

Intelligent Insights

ML-Powered Data Association

Supply Chain Data Lake



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

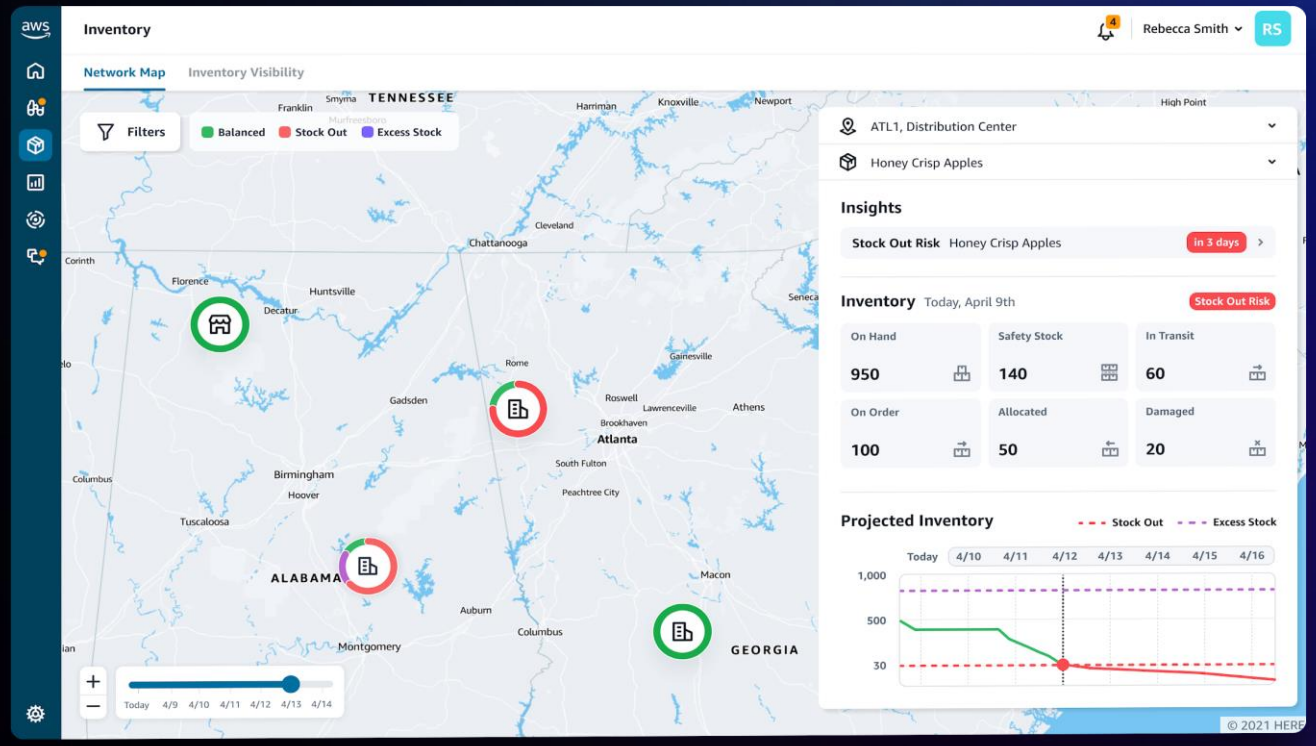


AWS

# Supply Chain

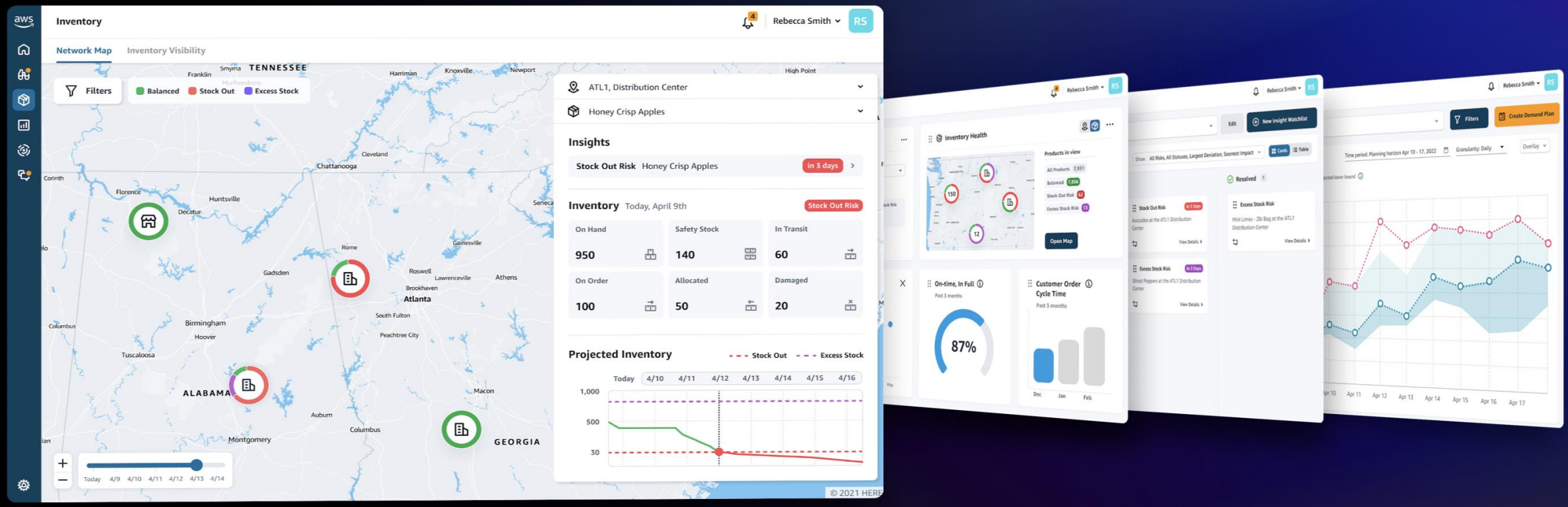
PREVIEW

# AWS Supply Chain
PREVIEW




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# AWS Supply Chain
PREVIEW




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

"We are delighted that AWS Supply Chain **demonstrated a significant improvement in our statistical forecast baseline**. We are keenly interested in leveraging the inbound lead-time insights from AWS Supply Chain to further improve our customer fill rates."

**Cliff Siegel**

EVP, Global Supply
Lifetime Brands
(Owner of Farberware, KitchenAid, Swell, and more)

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

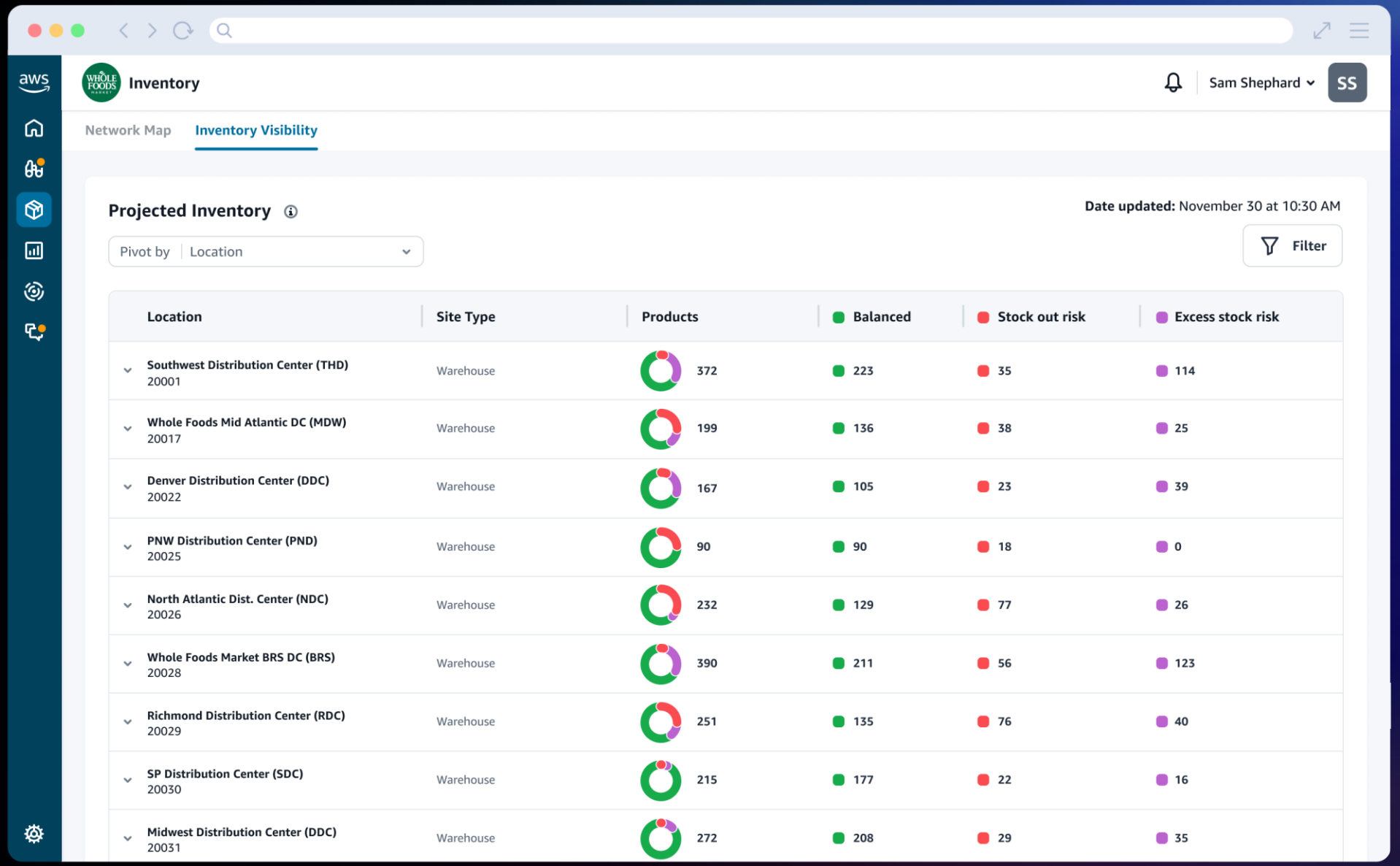



# Leandro Balbinot

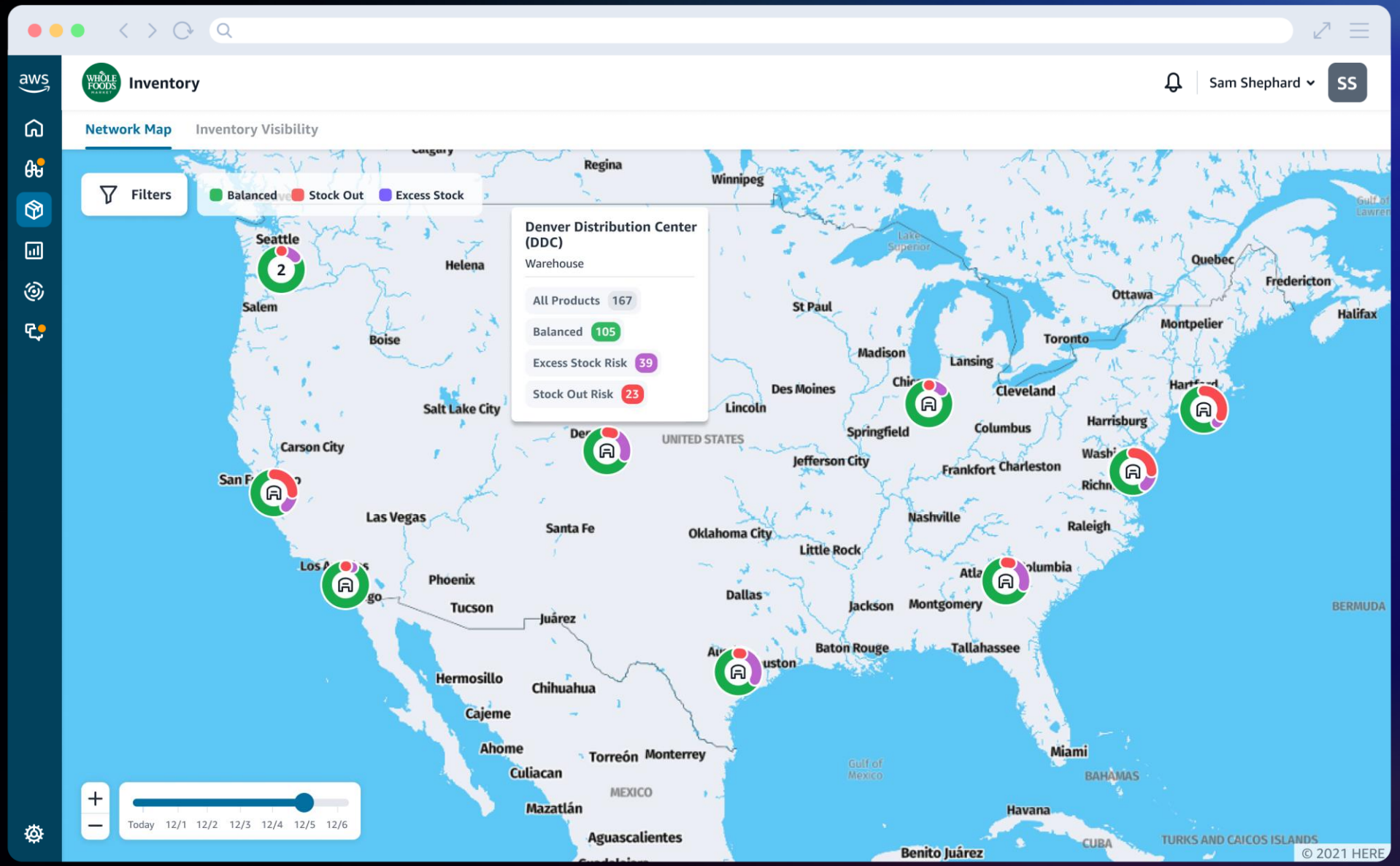
Chief Technology Officer
Whole Foods Market

aws

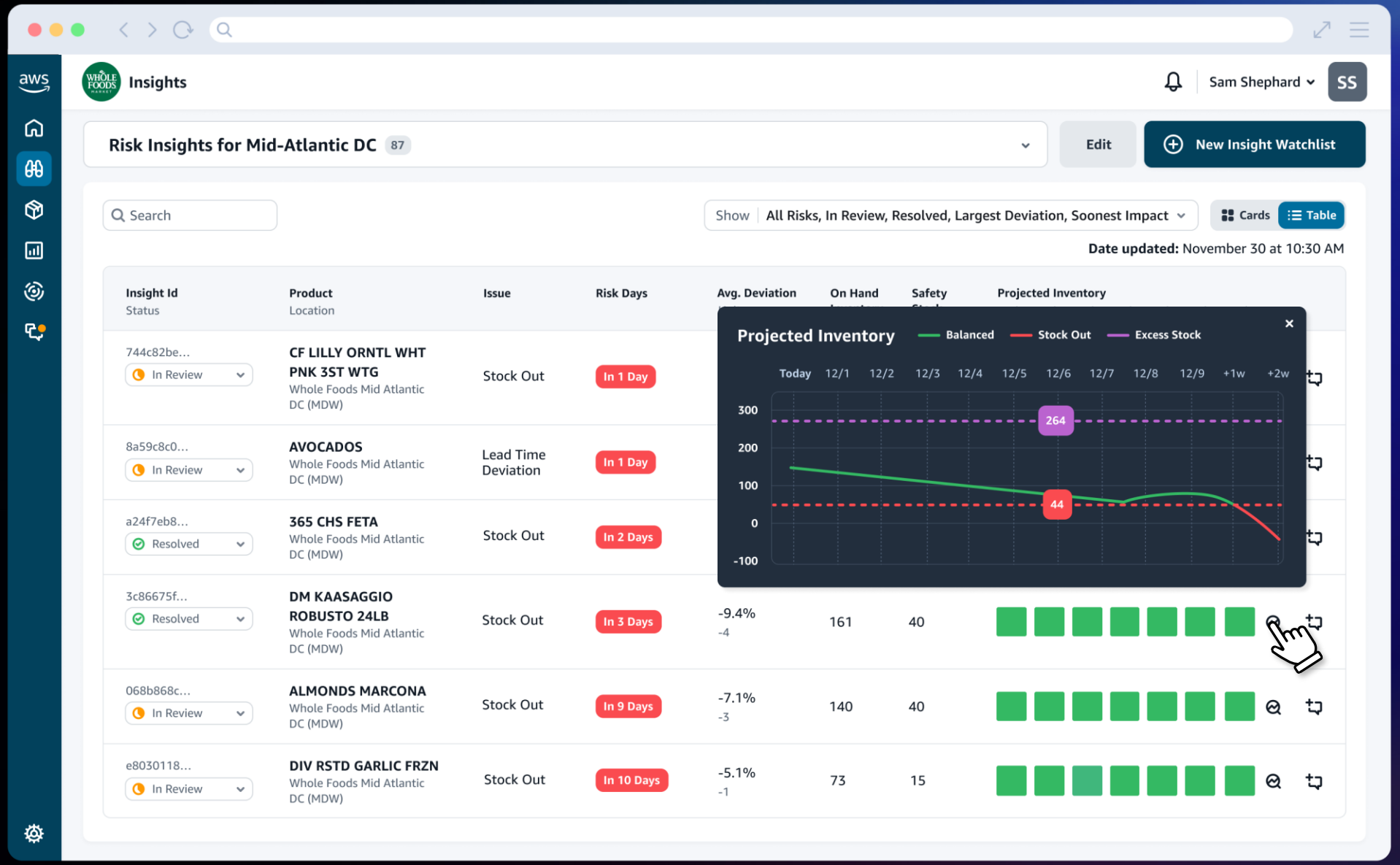
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



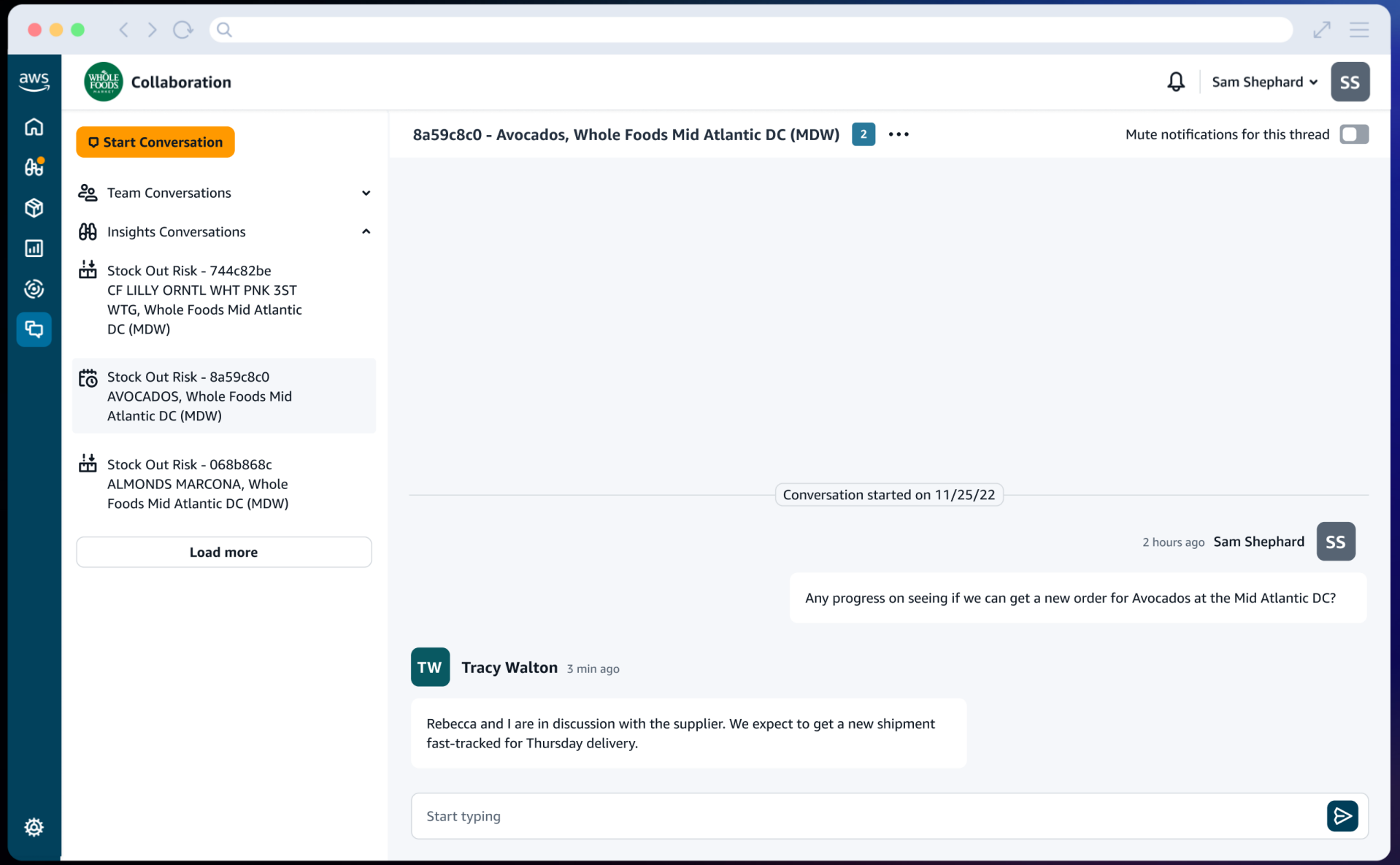

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




# Leandro Balbinot

Chief Technology Officer
Whole Foods Market

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.




© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.



# Dilip Kumar

VP of Applications,
Amazon Web Services

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Companies want to collaborate on shared data sets while protecting their underlying raw data

## Clean rooms have emerged as a solution but are hard to build



Requires complex privacy controls and specialized tools



Takes months of development time



Data has to be copied and uploaded constantly

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# New capabilities for companies to securely analyze and collaborate on their datasets

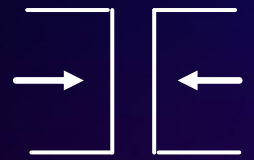
No data movement



Privacy enhancing analysis rules



Output constraints



Joint data analysis



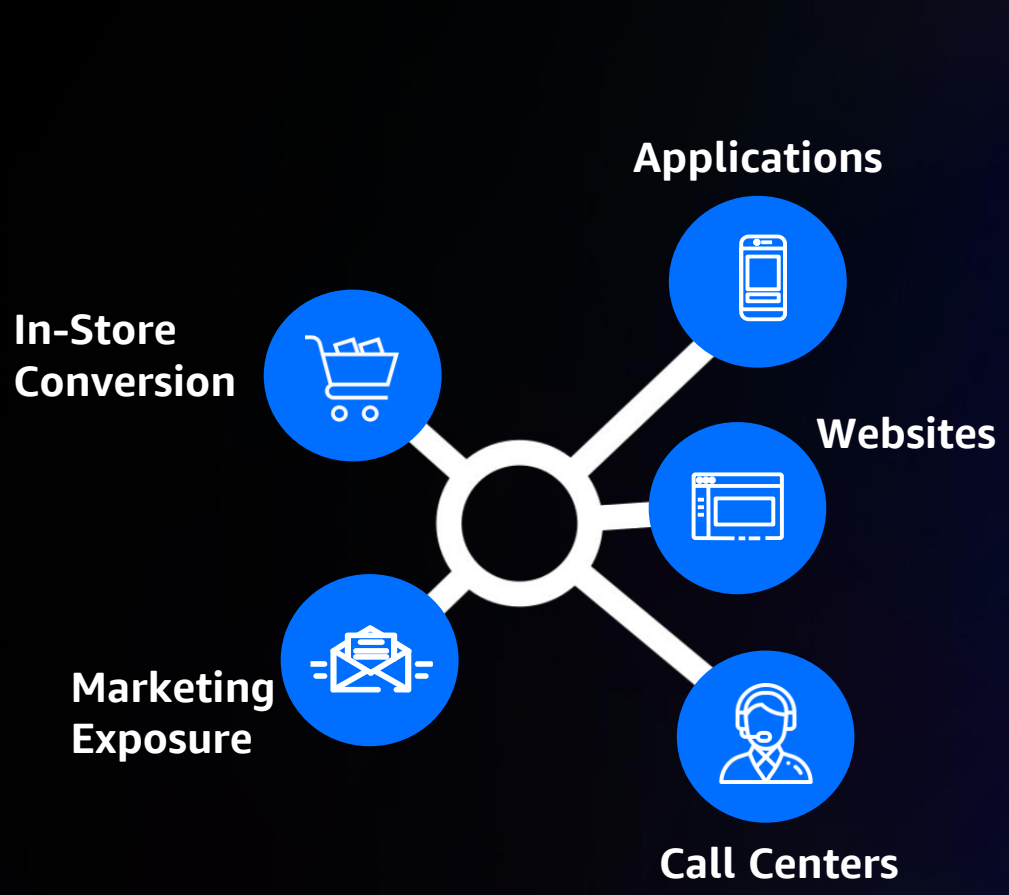
AWS Clean Rooms

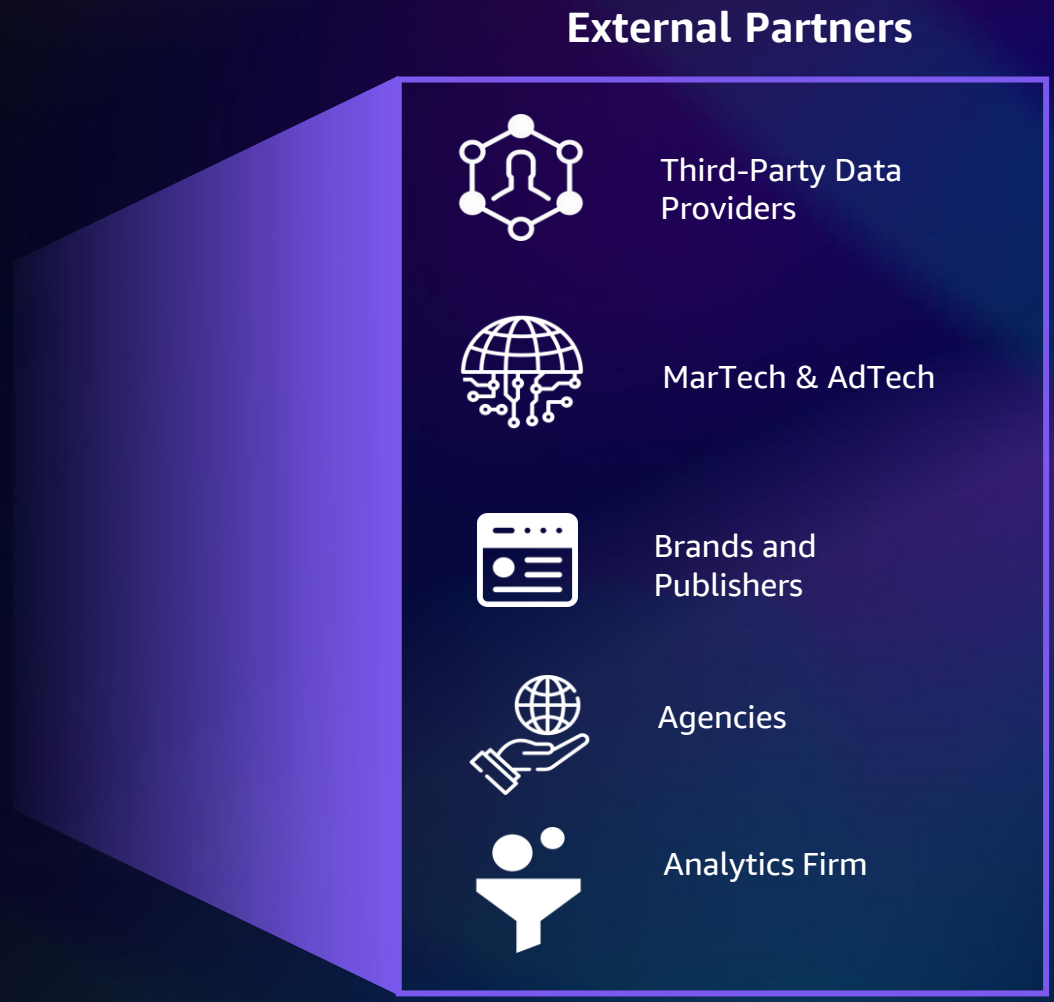
Identity resolution capabilities

COMING SOON

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Advertisers, for example, have data fragmented across parties, campaigns, and platforms




aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# AWS Clean Room customers






















aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# The future of AWS applications

UNIQUELY SOLVING BUSINESS CHALLENGES

1. Out-of-the-box applications to solve hard business challenges

2. Apply AI/ML to industry-specific use cases

3. Bring cloud's scale, reliability, and pay-as-you-go model to more apps

4. Completely re-imagine challenging problems



Amazon AppStream 2.0



Amazon WorkSpaces



AWS Clean Rooms



Amazon WorkSpaces Web



Amazon Connect



AWS Supply Chain



Amazon Chime



AWS Wickr



Amazon Pinpoint



Amazon Simple Email Service (Amazon SES)



Amazon Chime SDK

Just Walk Out technology by amazon



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Join our upcoming deep-dive sessions

| | Service | Session Title | Time |
|---|---|---|---|
| BIZ205 | Amazon Connect | Boost agent productivity and performance with Amazon Connect | Weds;<br>1:45 – 2:45 PM |
| BIZ213 | AWS Supply Chain | Serve your customers better with AWS Supply Chain | Weds;<br>6:15 – 7:15PM |
| BIZ311 | AWS Supply Chain | Break down supply chain silos faster and more easily | Thurs;<br>11:45 – 12:45PM |
| BIZ203 | AWS Wickr | AWS Wickr: Aiding Afghan refugees through secure communication | Weds<br>10:00 - 11:00 AM |
| EUC203 | End User Computing | Creating flexibility and choice for VDI management with Amazon WorkSpaces | Weds;<br>10:00 – 11:00 AM |
| BIZ201 | AWS Communication Developer Services | Improving multichannel communications (with Amazon Pinpoint, Amazon SES, and Amazon Chime SDK) | Weds<br>11:30 - 12:30 PM |

*And many more…*

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

# Thank you!

Dilip Kumar
dilip@amazon.com

Diego Pantoja-Navajas
diegopn@amazon.com



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

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.