
AWS
re:Invent

BIZ291-L

Reimagine business apps from the ground up

Larry Augustin
Vice President, Business Applications
Amazon Web Services

AWS re:Invent

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aws


DOES
ONE SIZE
FIT ALL?




aws
is different

Customer engagement



Amazon Connect



Amazon Pinpoint



Amazon SES

Business applications



Amazon Chime



Amazon WorkDocs



Amazon Honeycode



Amazon WorkMail



Alexa for Business

End user computing



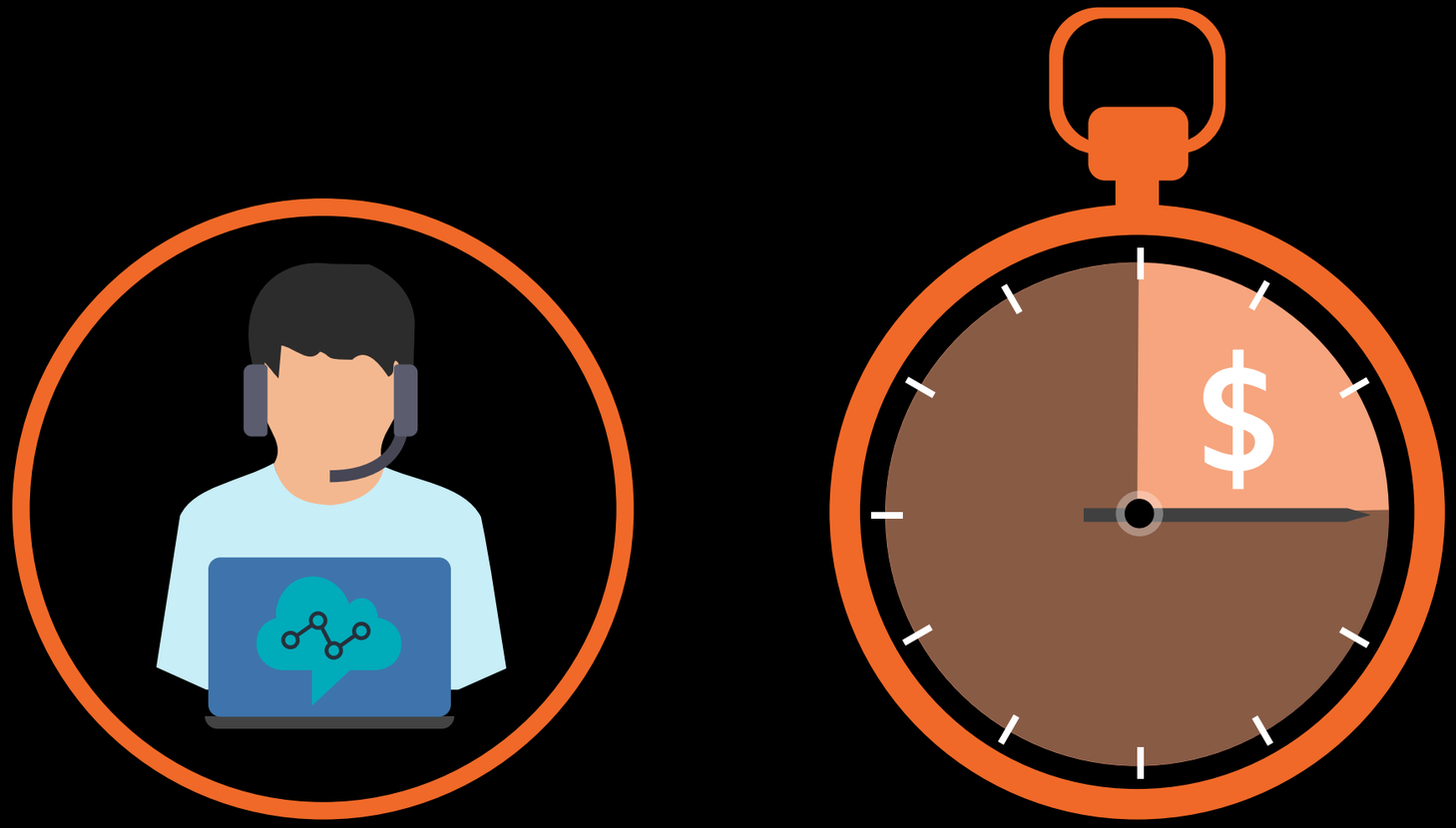
Amazon WorkLink



Amazon AppStream



Amazon WorkSpaces




John Hancock


SPOKEO


Mitel

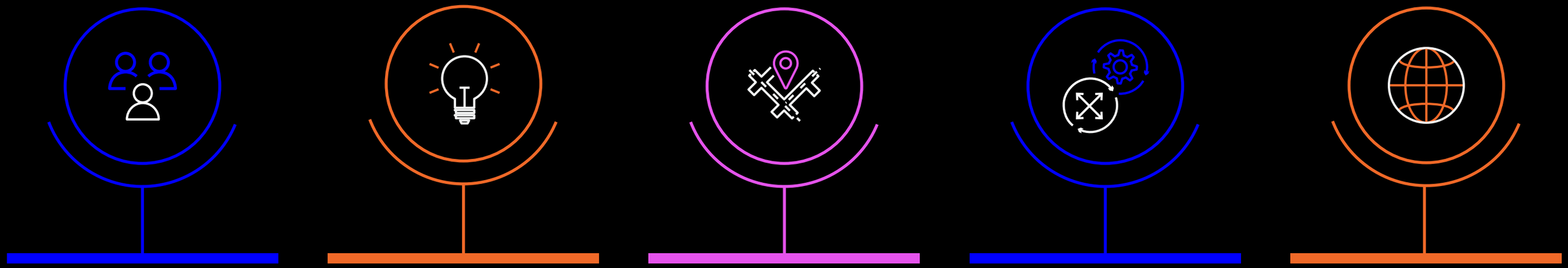
The future of applications



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Future of applications



Agility in teams

Built-in intelligence

Creating systems of action

Automate and simplify

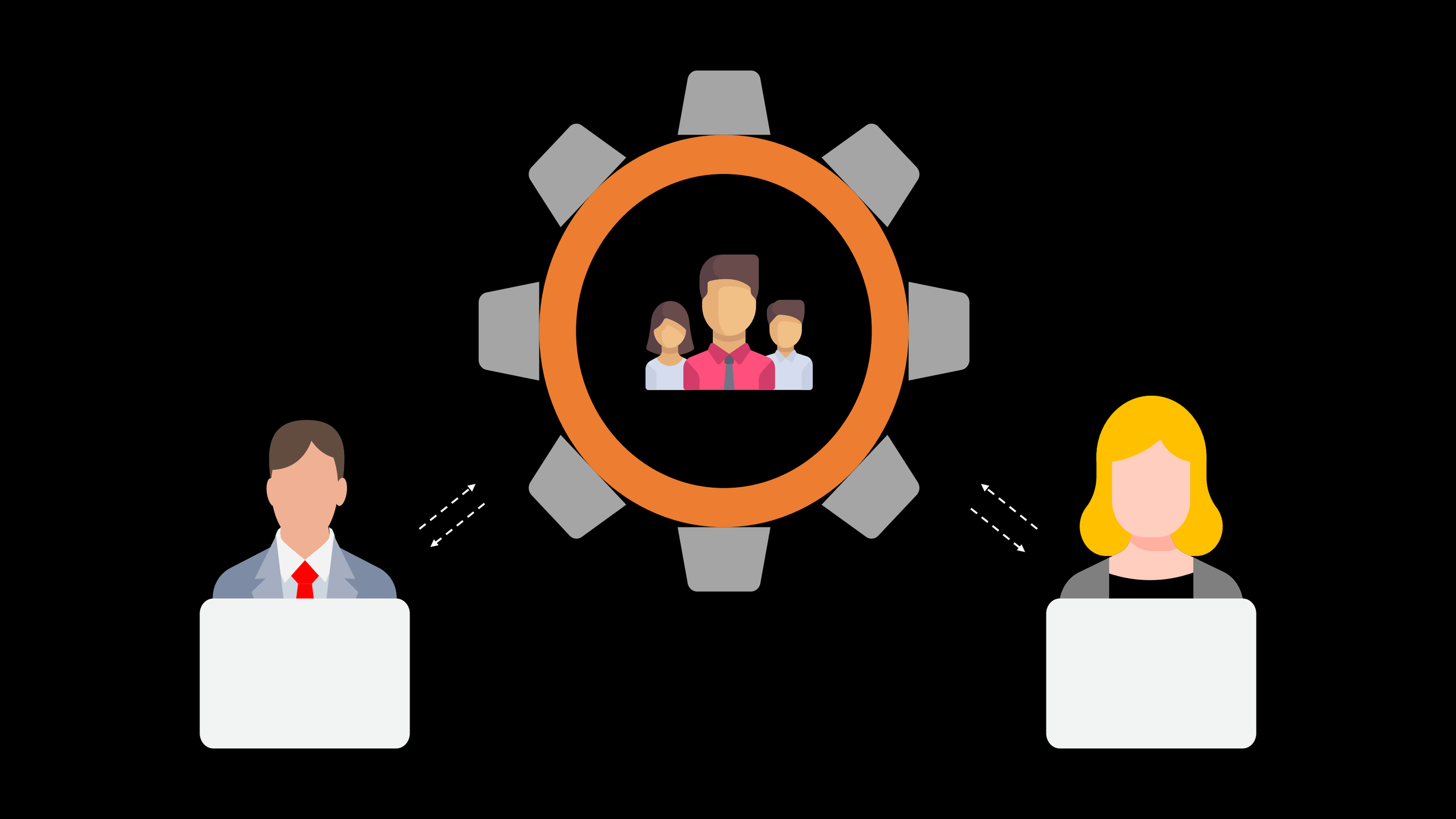
Working everywhere

Agility in teams



AWS re:Invent

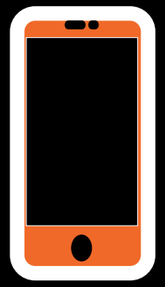
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Amazon Honeycode apps adapt to your business



Stay in
the loop



Make
it mobile



Personalize
the experience



Automate
manual steps

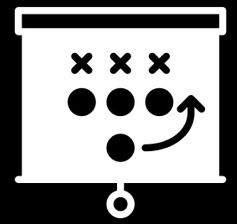
New in Amazon Honeycode



Zapier and Amazon AppFlow integration



3rd party identity support



Templates


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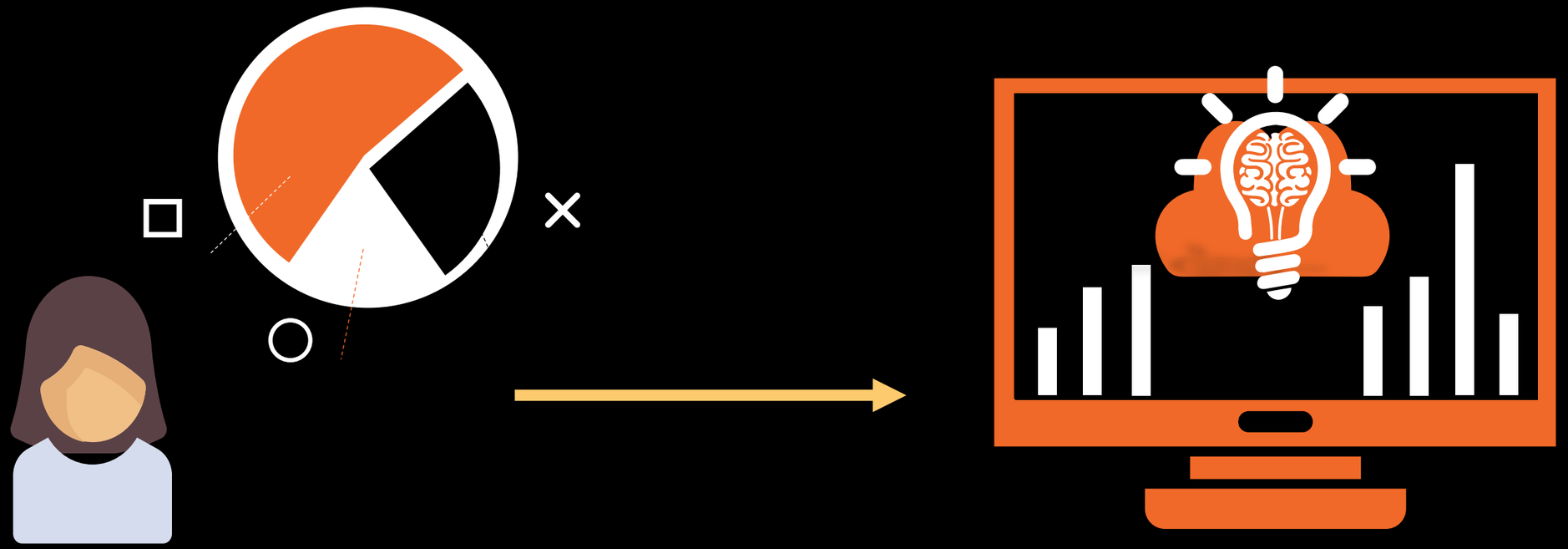
Working everywhere

Built-in intelligence



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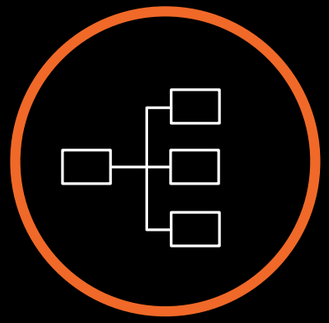


Amazon Connect

Amazon Connect

Easy to use, omnichannel cloud-based contact center service that scales to support businesses of any size

The fastest path to customer service innovation



Skills-based contact routing



Voice & chat recording



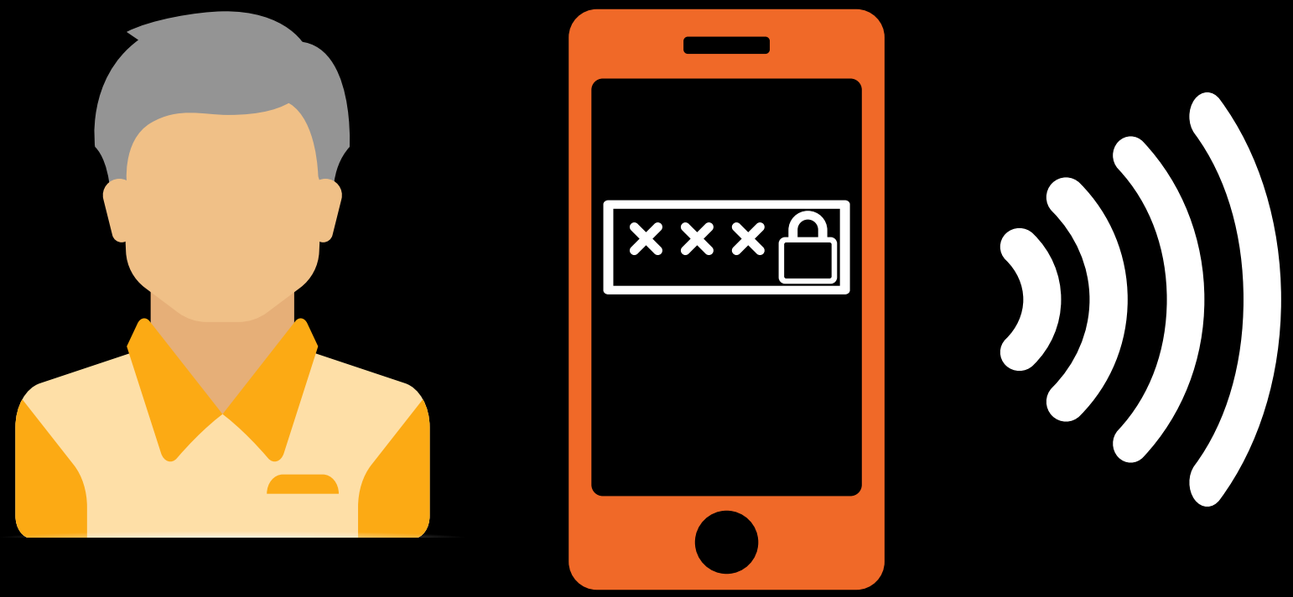
Real-time and historical analytics



High-quality voice capability

Service Architecture
Multi-Tenant across multiple Availability Zones connected through low-latency links

Telephony Architecture
Host toll-free and direct dial numbers (DID) on our managed network of carriers





Amazon Connect Voice ID – Sign up for preview





Contact Lens for Amazon Connect

Real-time analysis – Available today

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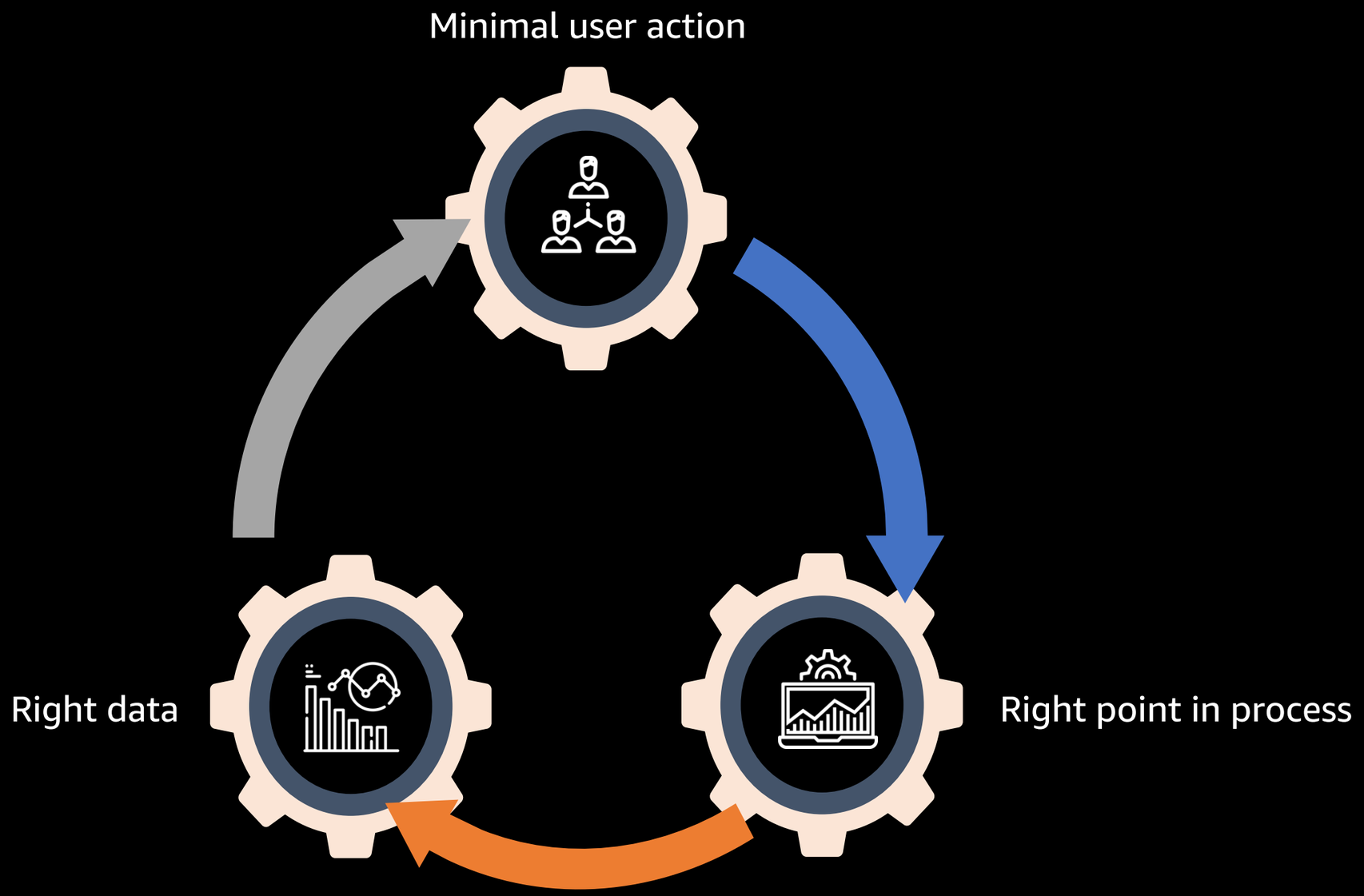
Working everywhere

Creating systems of action



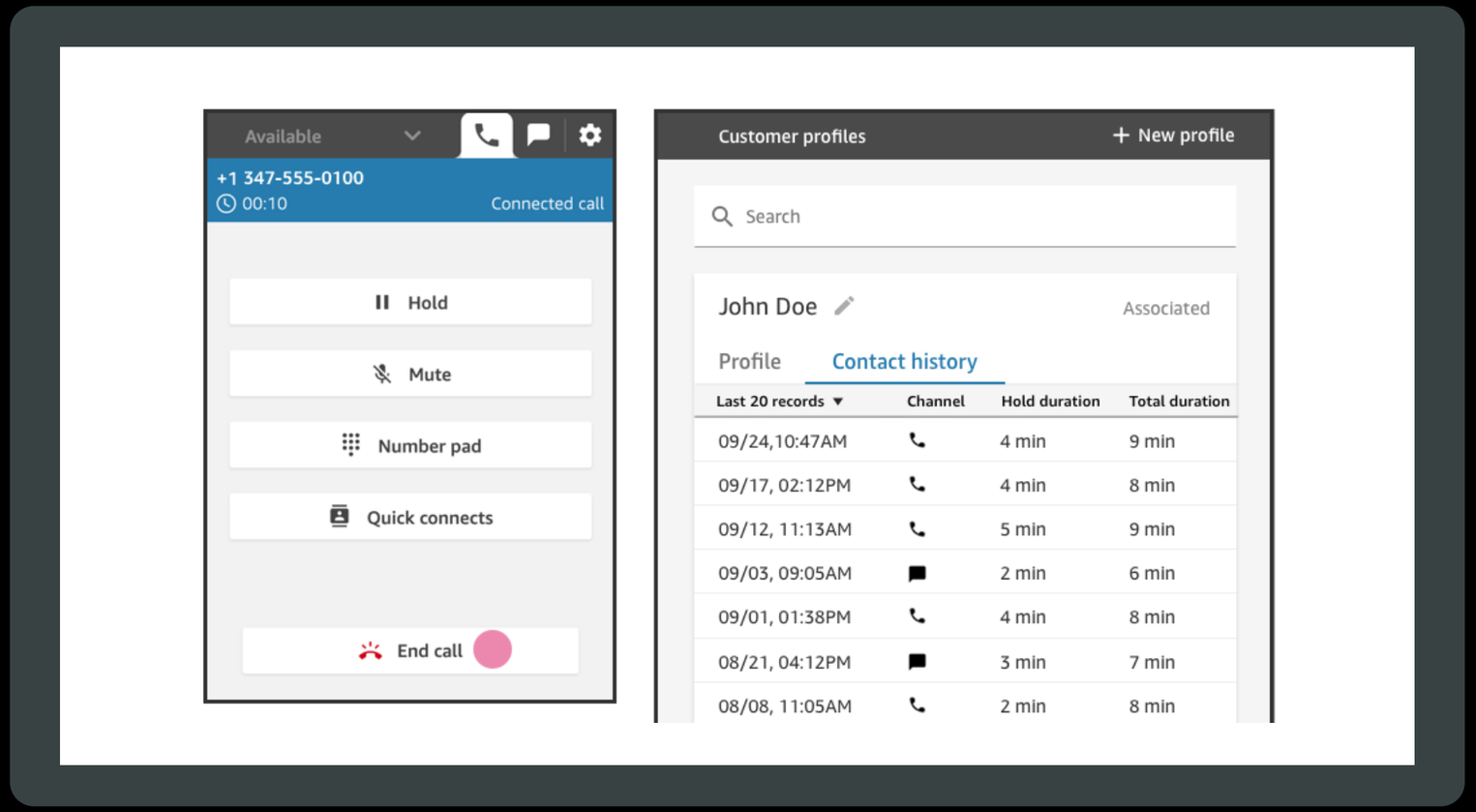
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Minimal user action
Right data
Right point in process



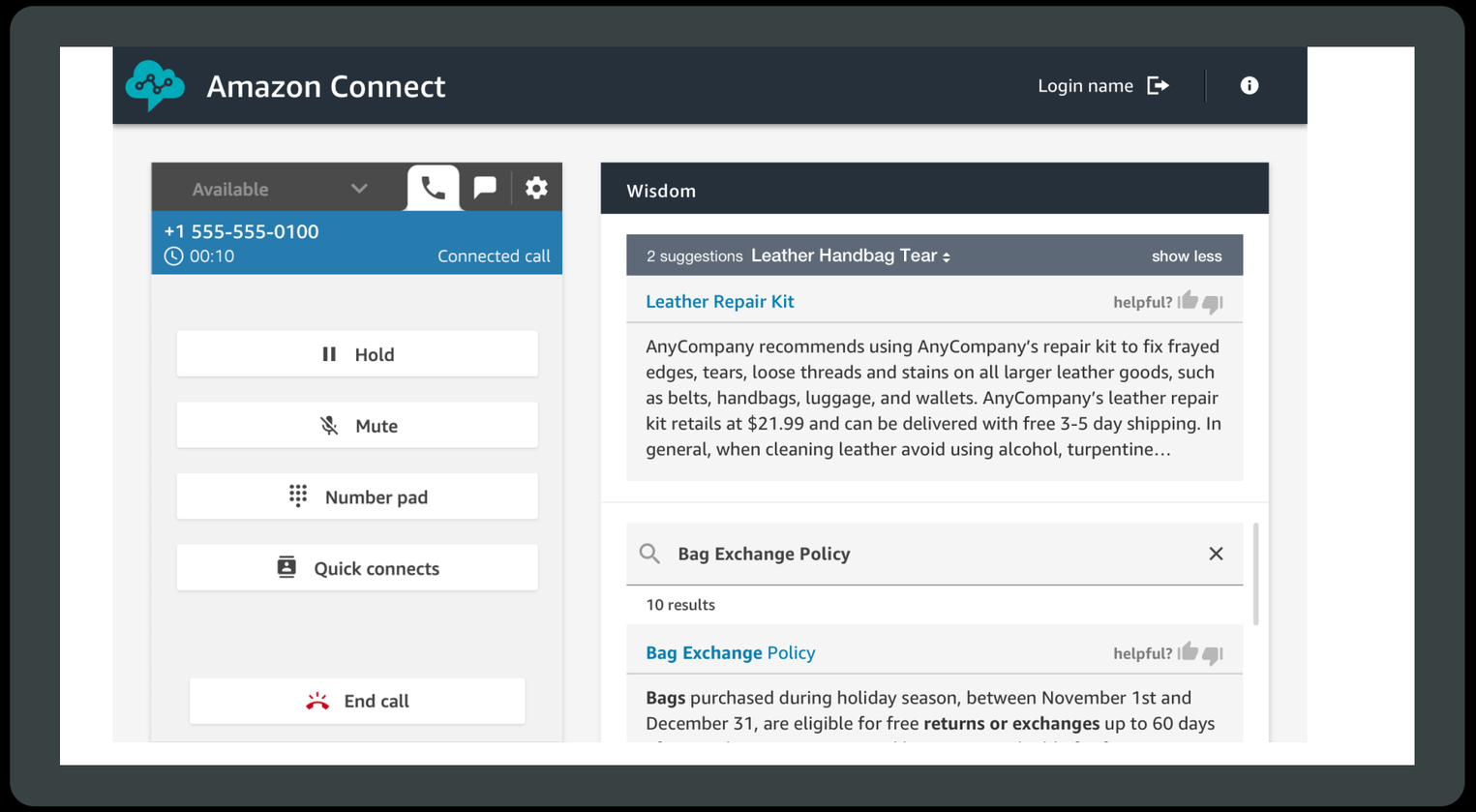






Amazon Connect Customer Profiles – Available today


24

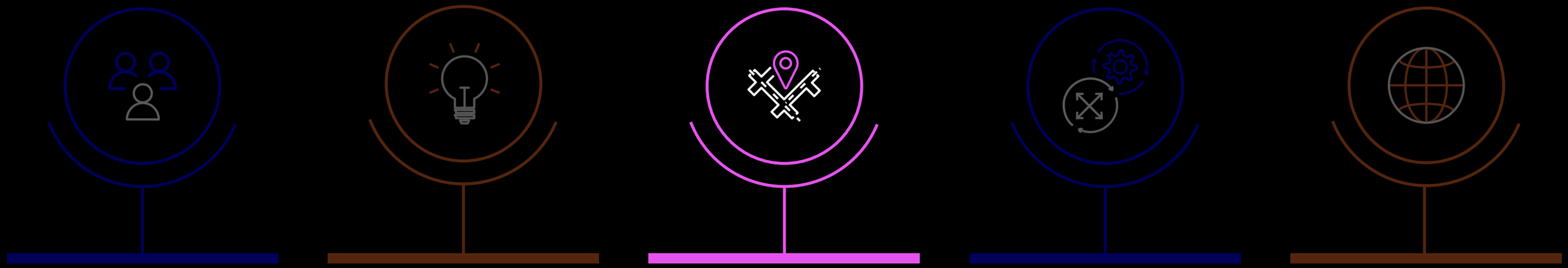




Amazon Connect Wisdom – Sign up for preview


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Amazon Connect Tasks – Available today

Future of applications



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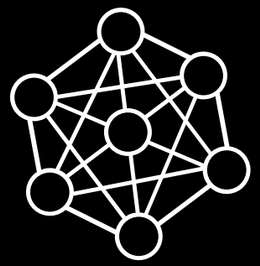
Work everywhere



AWS re:Invent

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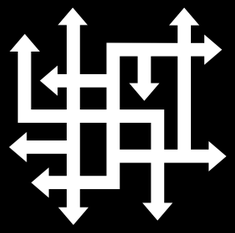




Business
continuity



Ability
to scale



Minimize
complexity

Amazon WorkSpaces

Persistent Desktops

Amazon AppStream 2.0

Non-Persistent Apps & Desktops

Increase Agility
Windows and Linux
Roll out (and back) in minutes

Increase Reliability
99.9% uptime SLA
Built on the AWS Cloud



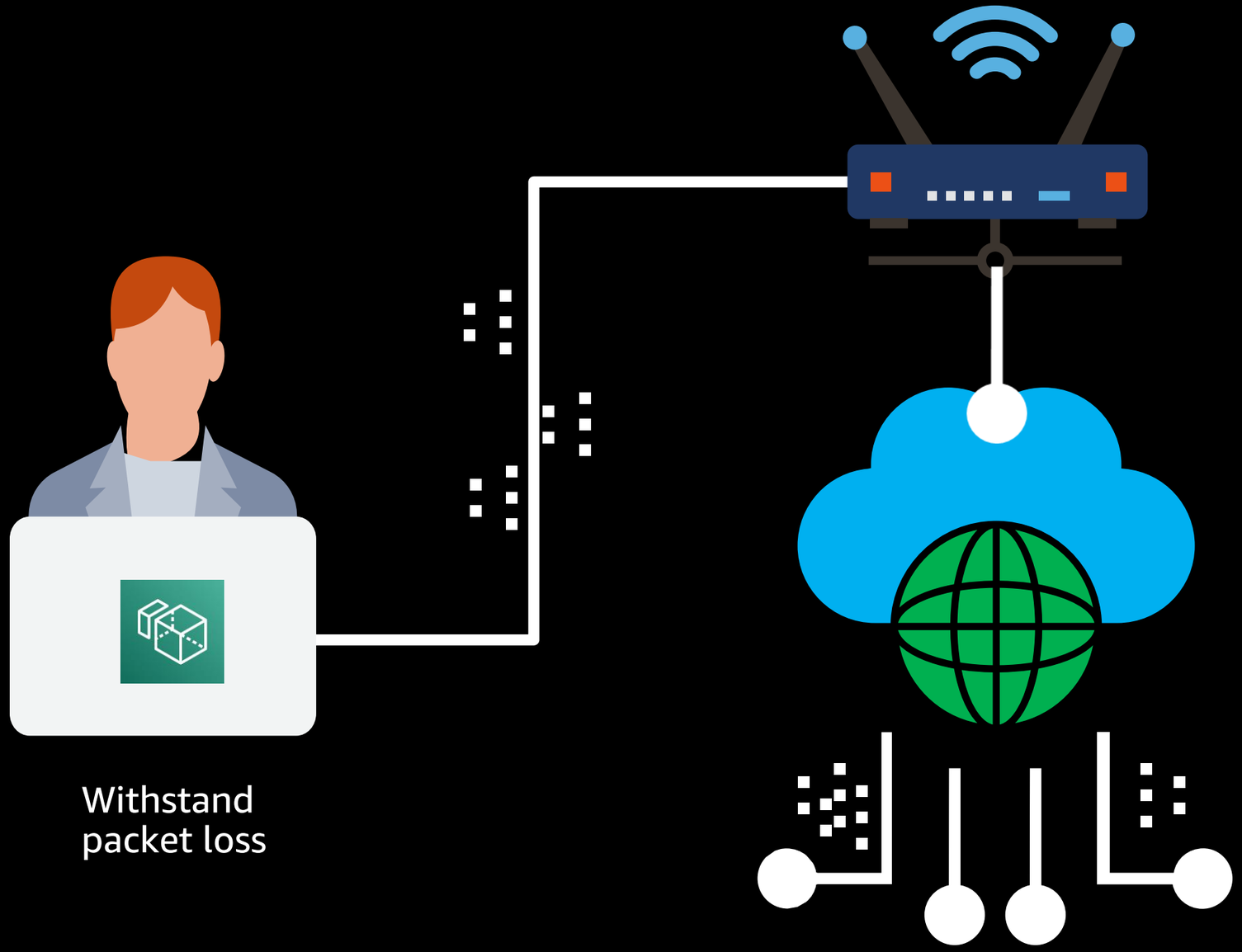
Increase Security
200+ certifications
Data never at rest on user device

Save Money
Pay as you go
Choice of bundles

Fully managed services


GRUBHUB®

Now available: WorkSpaces Streaming Protocol



Withstand
packet loss

Video everywhere



Video everywhere: Amazon Chime SDK




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Now available in the Amazon Chime SDK



Messaging SDK



Voice focus



Background blur


salesforce


Cerner


slack



James Colgan

Director of Product Management, Slack

slack

Remote work has changed the way we work

12%

of knowledge workers say they intend to work exclusively from an office

72%

of knowledge workers want a combination of office and remote work



Source: The Remote Employee Experience Index, Future Forum, 2020

Alignment is a fundamental business challenge

40%

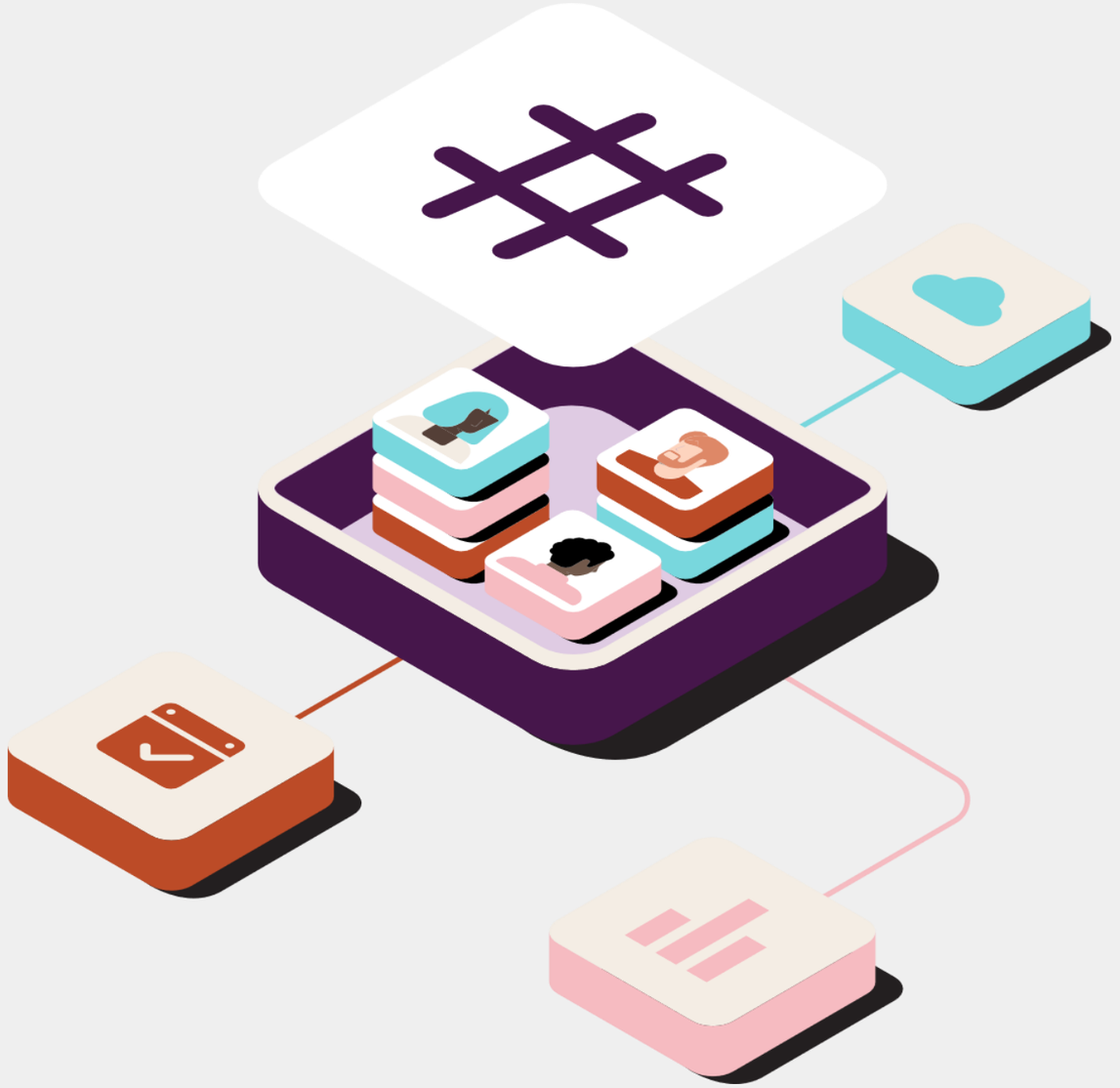
of today’s knowledge workers feel disconnected from their company and misaligned with business objectives[1]

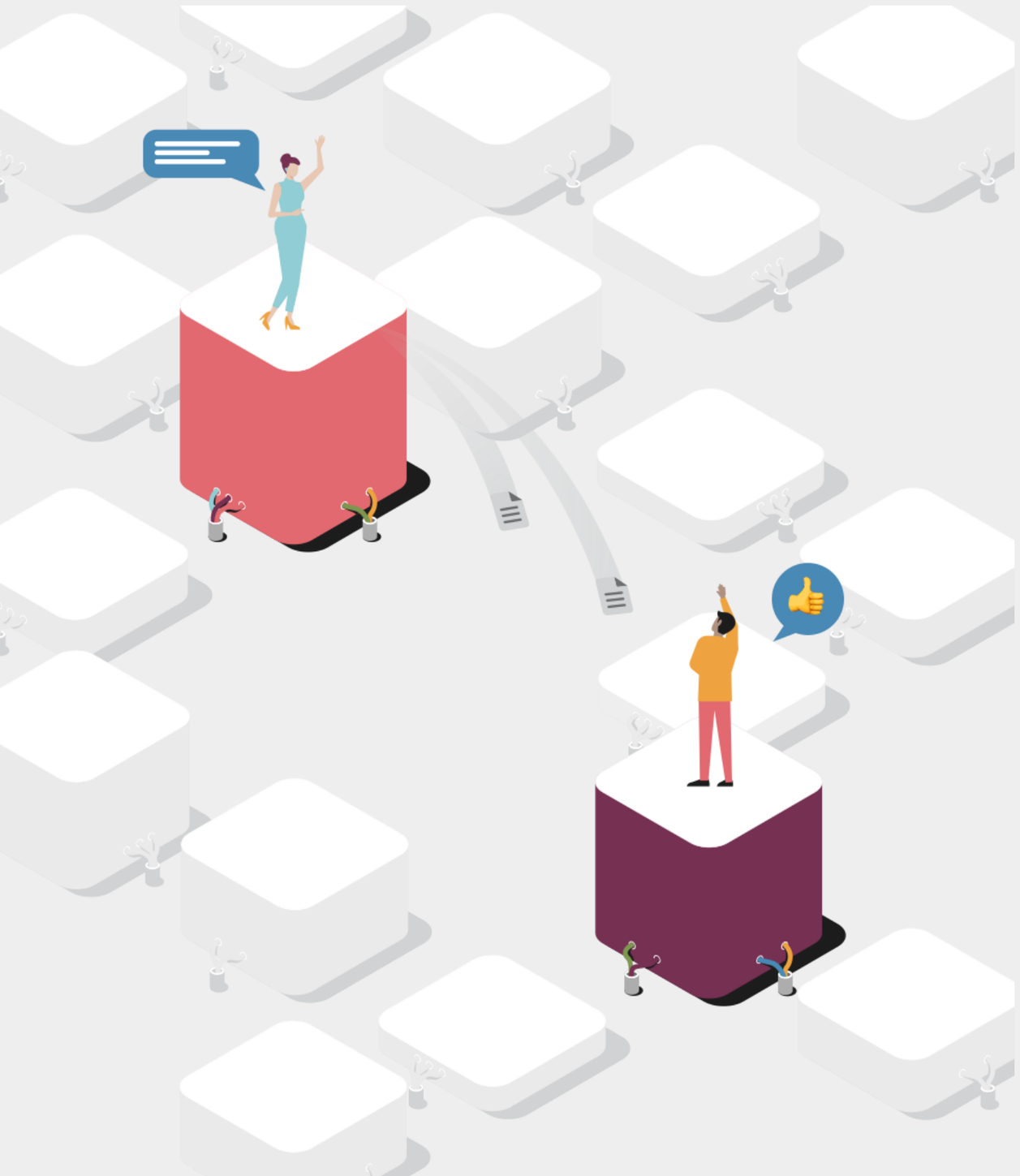


Source: "The State of Work," Slack and GlobalWebIndex, 2019

Slack is the channel-based messaging platform

Connecting your people, partners and systems



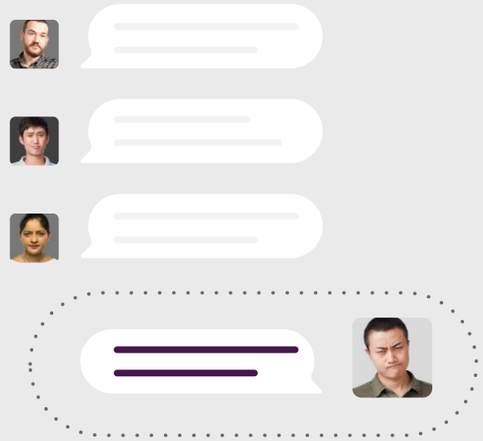


With Slack Connect, anyone can work together securely across organizational boundaries

The chaos and cost of a major outage

Alerting and response

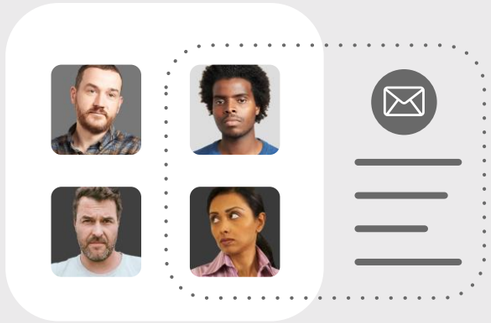
Responders join without context



Slower response and problem identification

Investigation and resolution

Investigations are fragmented



Slower mean time to restore; no single source of truth

Manage incidents efficiently with Slack + AWS



Streamline work in a single place



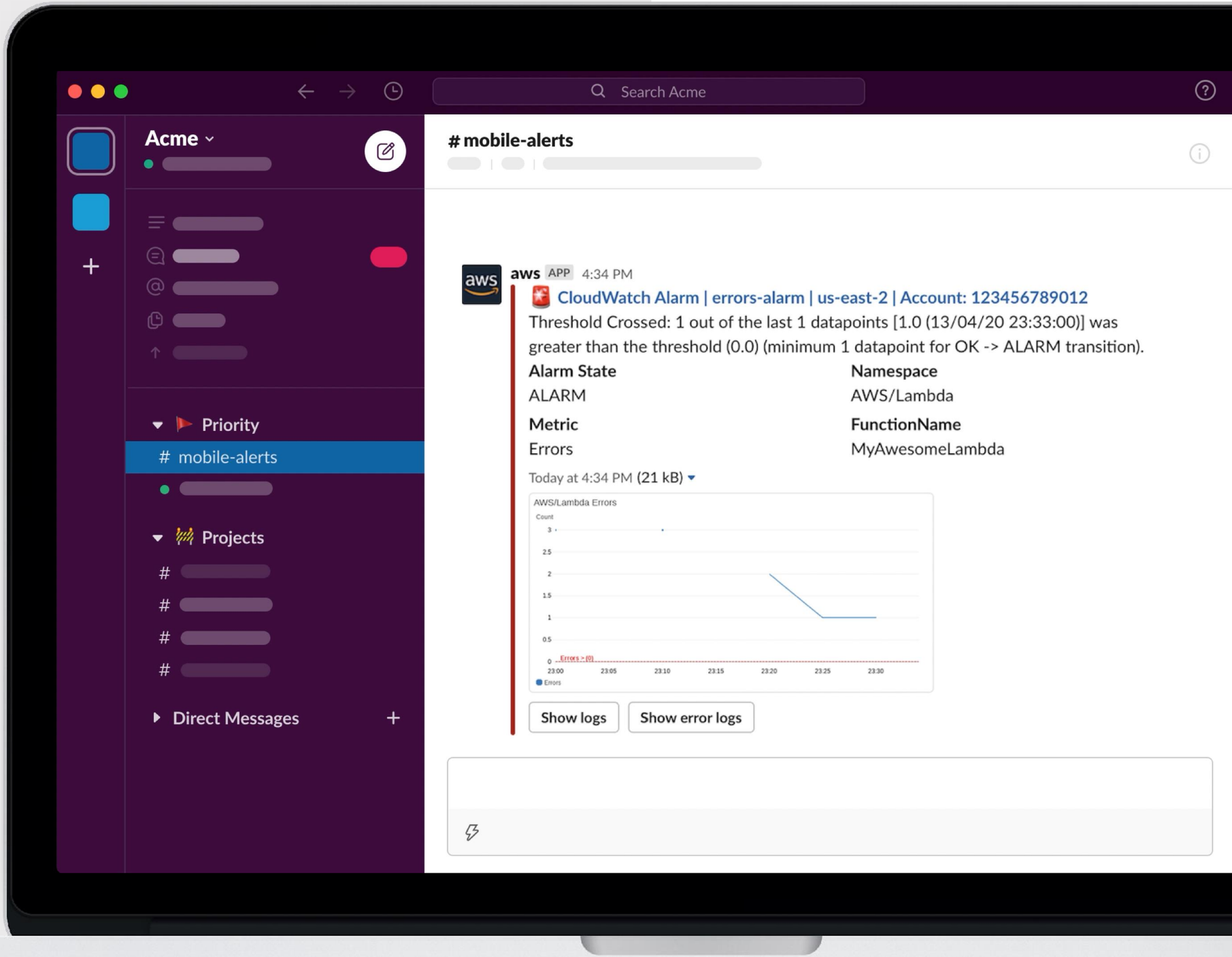
Get work done faster with partners and vendors

INCIDENT MANAGEMENT

Alert

AWS Chatbot

Automatically pipe alerts into a channel



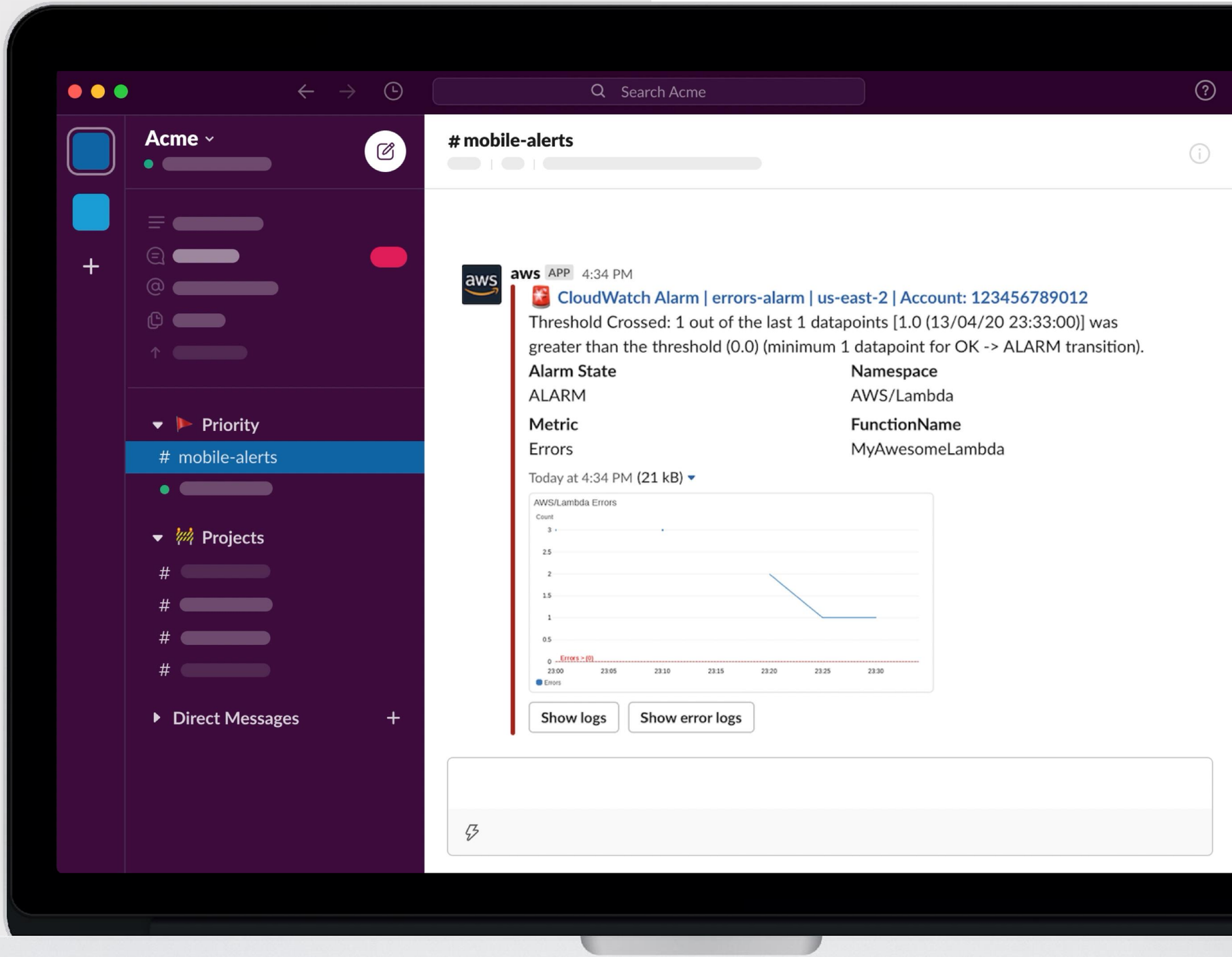
INCIDENT MANAGEMENT

Respond

AWS Chatbot

Automatically pipe alerts into a channel

Quickly loop in the right people



INCIDENT MANAGEMENT

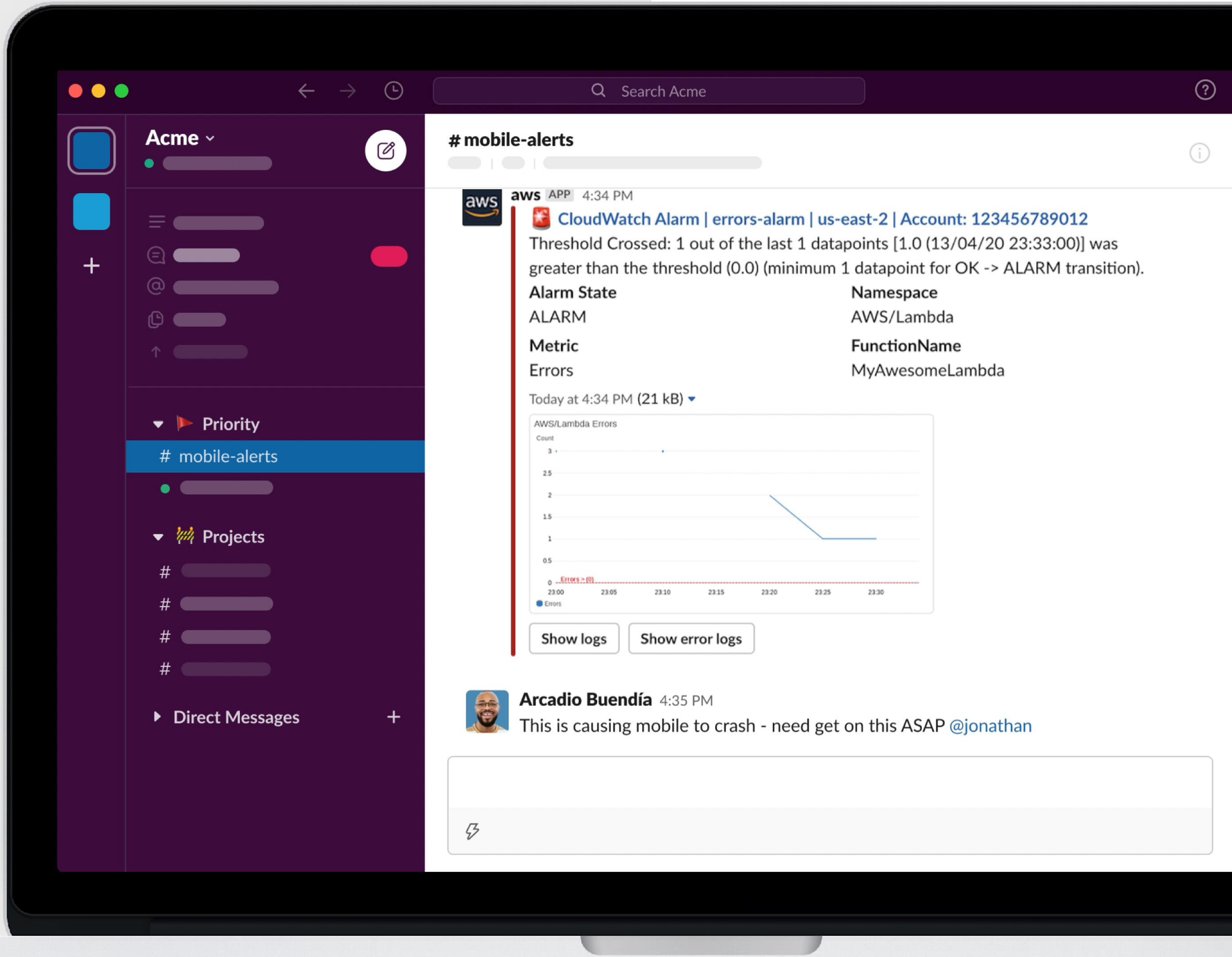
Respond

AWS Chatbot

Automatically pipe alerts into a channel

Quickly loop in the right people

Retrieve diagnostic information

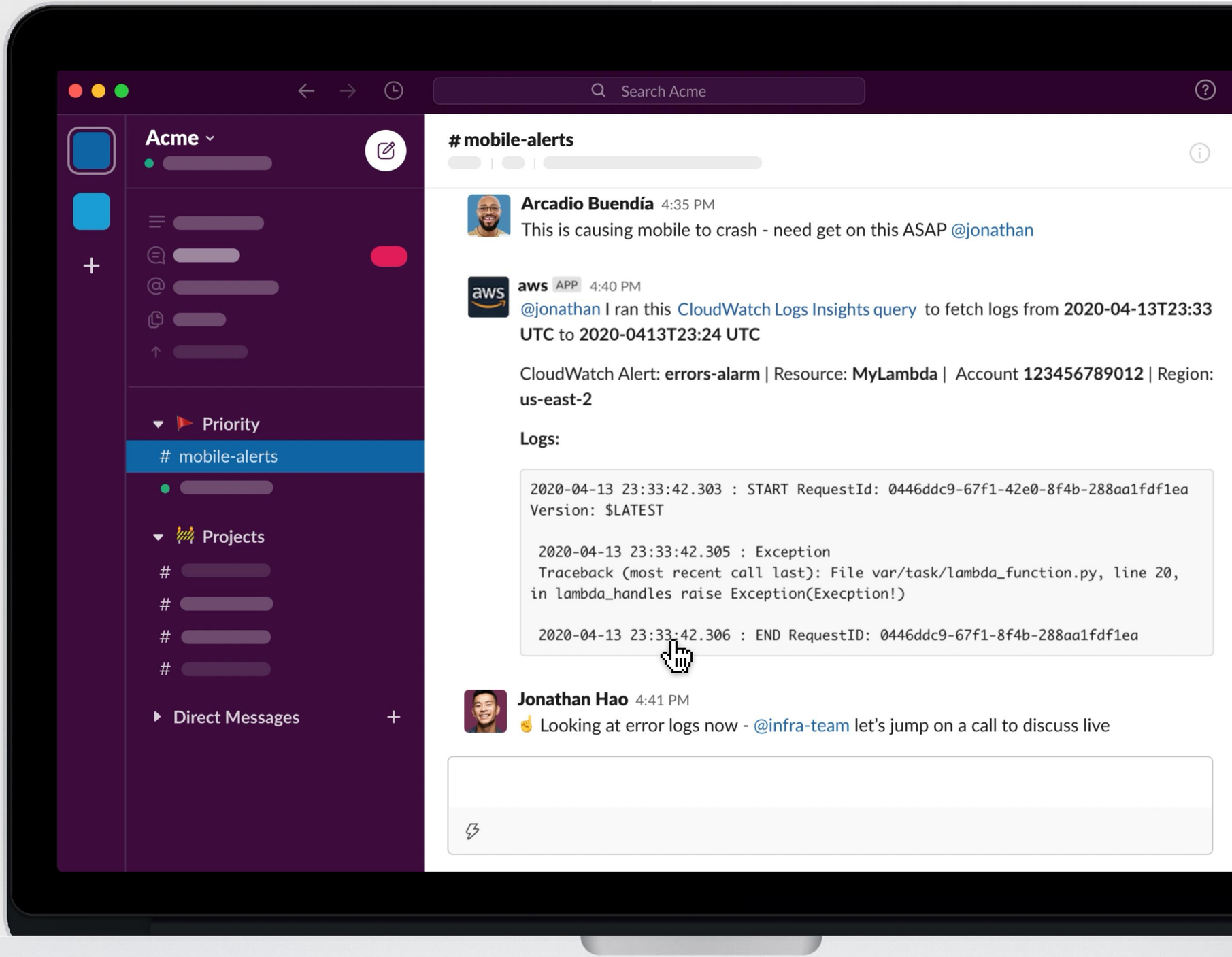


INCIDENT MANAGEMENT

Investigate

Slack Calls

Start a call across organization



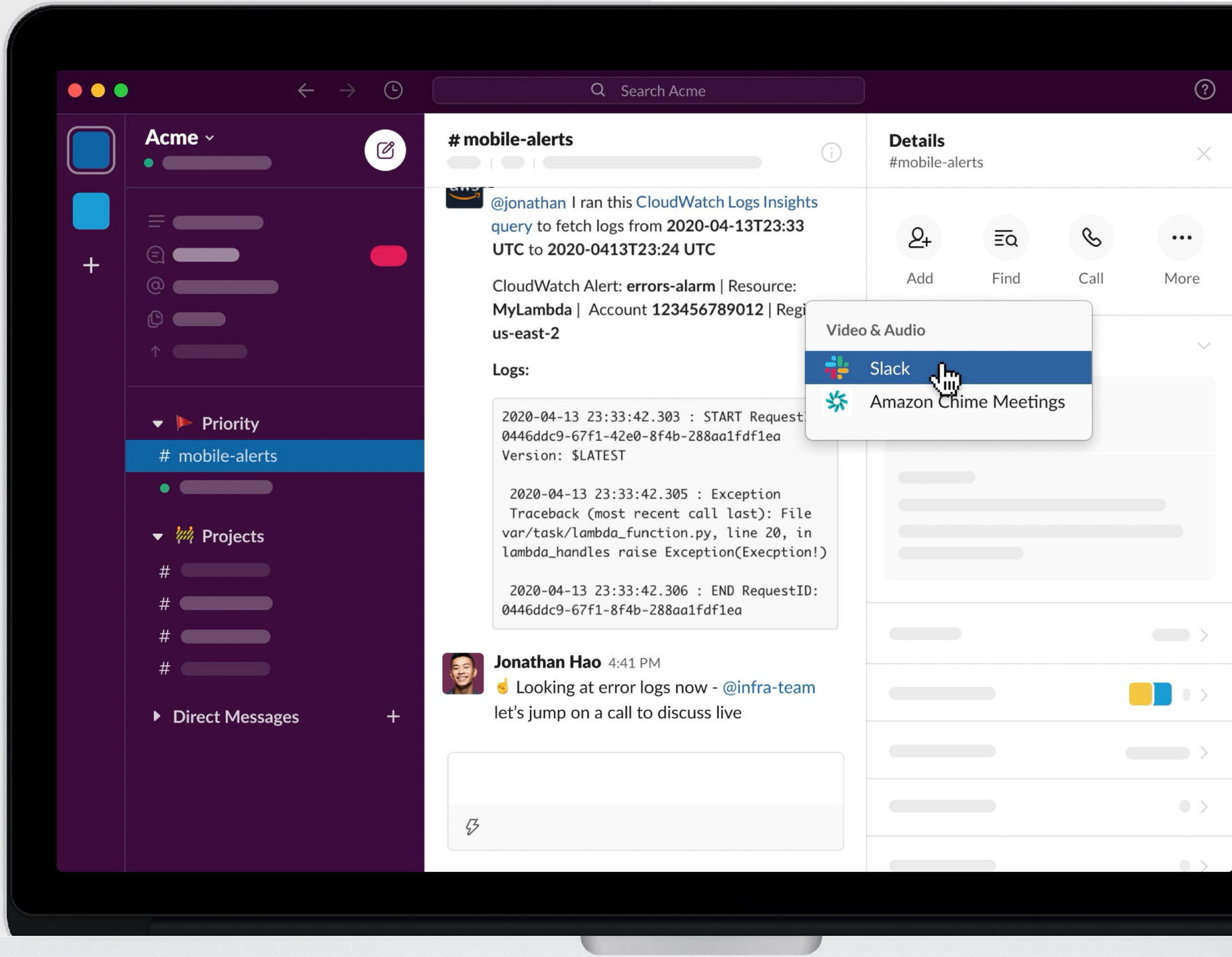
INCIDENT MANAGEMENT

Investigate

Slack Calls

Start a call across organizations

Join a call across organizations



INCIDENT MANAGEMENT

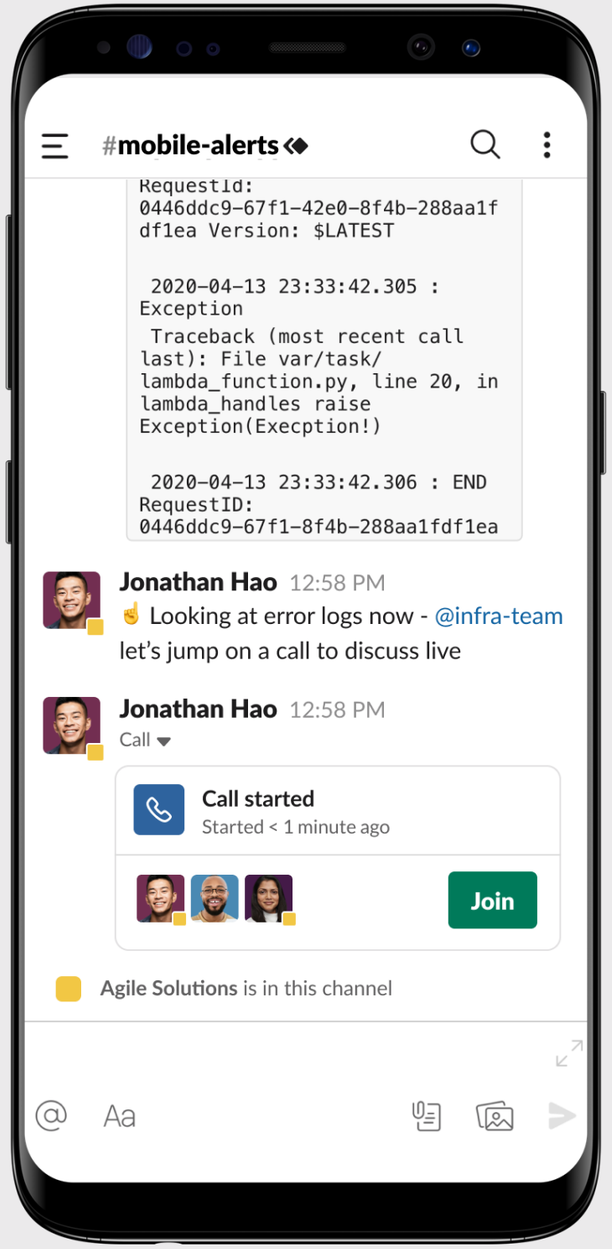
Stay responsive while on-the-go

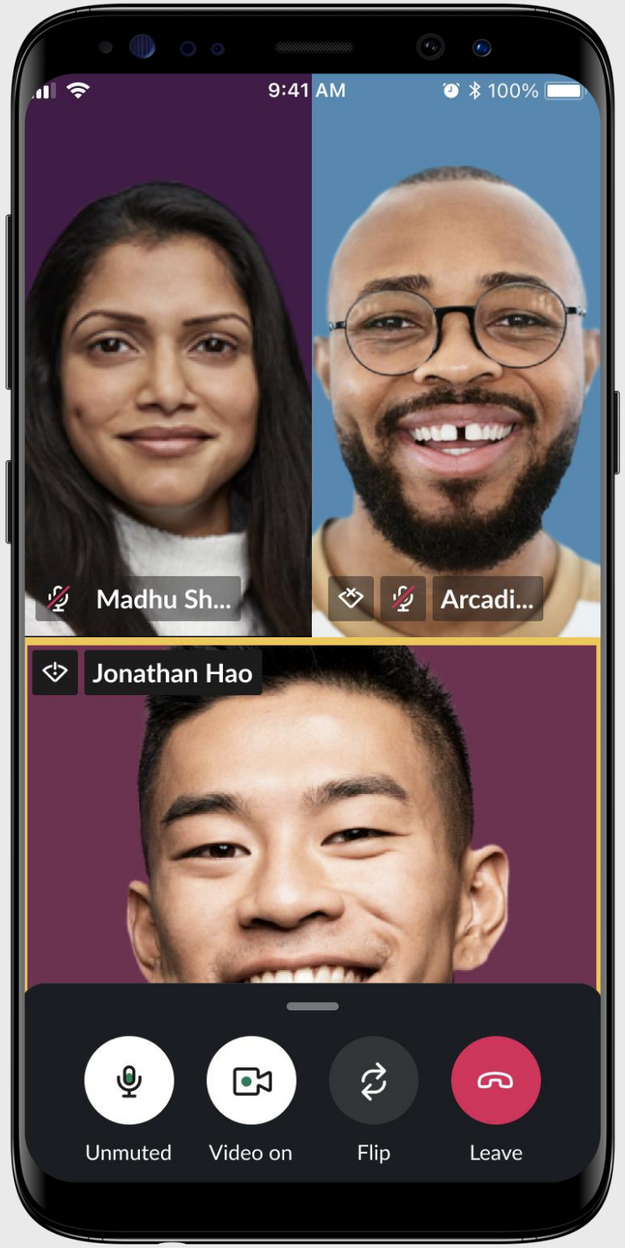
AWS Chatbot

- Automatically pipe alerts into a channel
- Quickly loop in the right people
- Retrieve diagnostic information

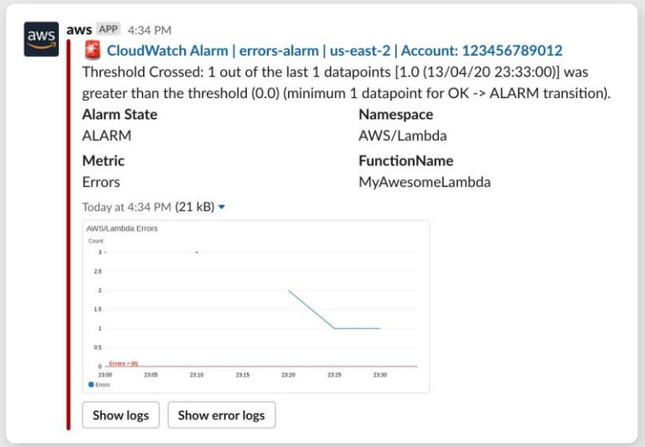
Slack Calls

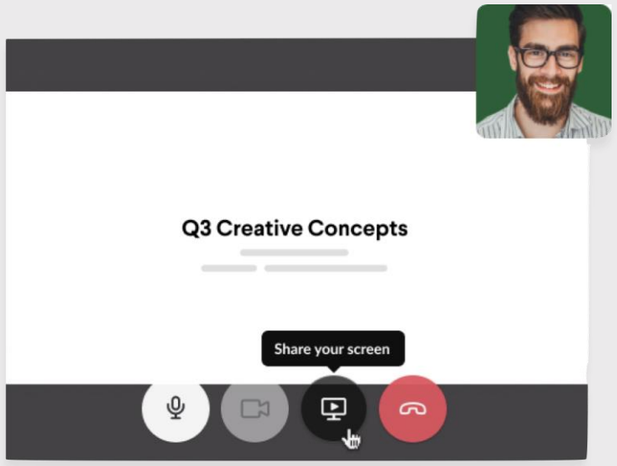
- Start a call across organizations
- Join a call across organizations

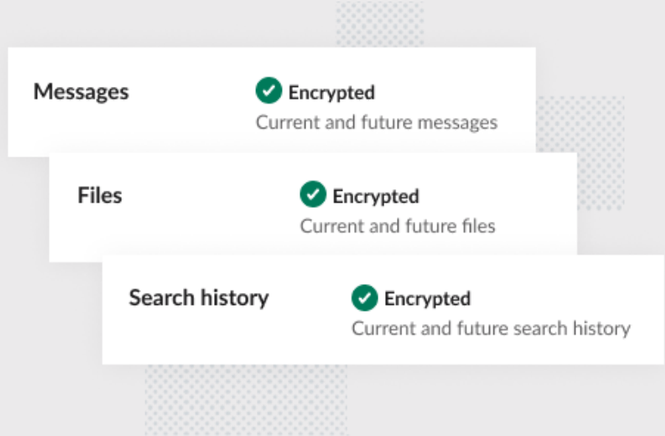




Slack powers team agility with AWS







Deep integrations

AWS Chatbot

Amazon Chime Meetings

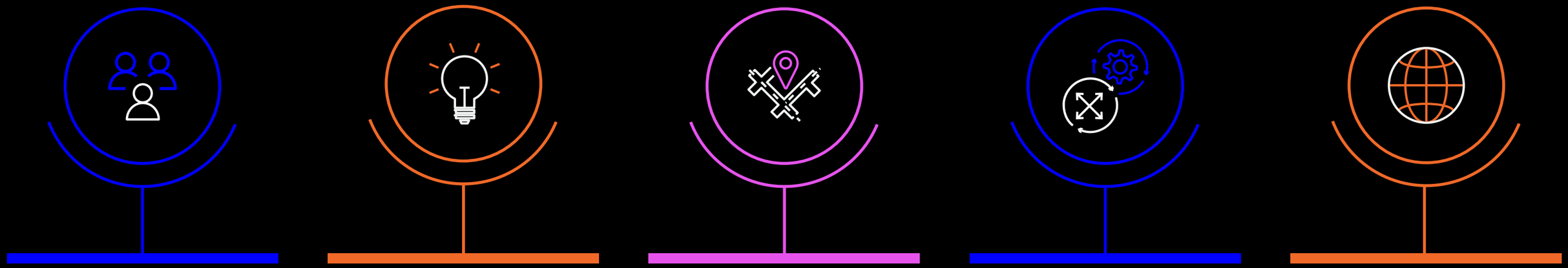
Native experiences

Slack Calls, powered by Amazon Chime

Security features

Enterprise Key Management, powered by AWS

Future of applications



Agility in teams

Built-in intelligence

Creating systems of action

Automate and simplify

Working everywhere

AWS Professional Services
Skills and experience from AWS experts to supplement your team

AWS Managed Services
Offload day-to-day AWS infrastructure management and operation



AWS Support
Go beyond reactive break-fix with proactive Support programs

AWS Training and Certification
Advance your team's skills and build cloud fluency by learning from AWS experts

AWS IQ
A marketplace of AWS Certified third-party experts

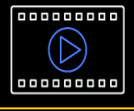
AWS Partners
A global network of AWS Partners with deep AWS expertise

Other business applications sessions

SESSION ID: BIZ201

Amazon Connect and the future of cloud contact centers

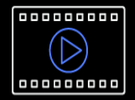
Pasquale DeMaio, GM Amazon Connect – AWS
Yasser El-Haggen, World Wide Solutions Architect – AWS



SESSION ID: BIZ301

Send and deliver emails from any application with Amazon SES

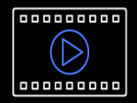
Simon Poile, GM Customer Engagement – AWS
Kevin Zhang, Group Product Manager – Reddit



SESSION ID: BIZ304

Embed video conferencing in any app with the Amazon Chime SDK

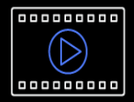
Jennie Tietema, Principal Product Manager – AWS
Mike Antonelli, Lead Platform Management Engineer – Cerner



SESSION ID: BIZ204

Design critical customer communications with Amazon Pinpoint

Anne Weiler, Sr. Manager, Product Management – AWS
Adrianna Gutierrez, Business Applications Manager – Fred Hutchinson



SESSION ID: BIZ205

Origin Energy delivers great agent and customer experiences

Annie Weinberger, Sr. Product Marketing Manager – AWS
Rod van Onselen, Chief Transformation and Digital Officer – Origin Energy
Liam McWhirter, Head of Customer Journey Transformation – Origin Energy



SESSION ID: BIZ203

Responsive customer service with Amazon Connect

Kentis Gopalla, Partner Practice Lead – AWS
Roy Bacharach, Principle Director – Accenture



SESSION ID: WPS213

Rapidly deploying social services on Amazon Connect

Dominic Catalano, Sr. Specialist Solutions Architect – AWS



Thank you!

Larry Augustin

Vice President, Business Applications
Amazon Web Services

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Please complete the session survey

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