AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

BIZ212-L

Deliver exceptional customer experiences with AWS Business Applications

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How do we help companies navigate the ever-changing landscape of customer expectations?

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“There are many advantages to a customer-centric approach, but here’s the big one: customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great.”

Jeff Bezos

Founder and Executive Chair Amazon.com Inc.

2016 Letter to Shareholders

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amazon

Obsess over customer needs by working backwards to increase execution speed

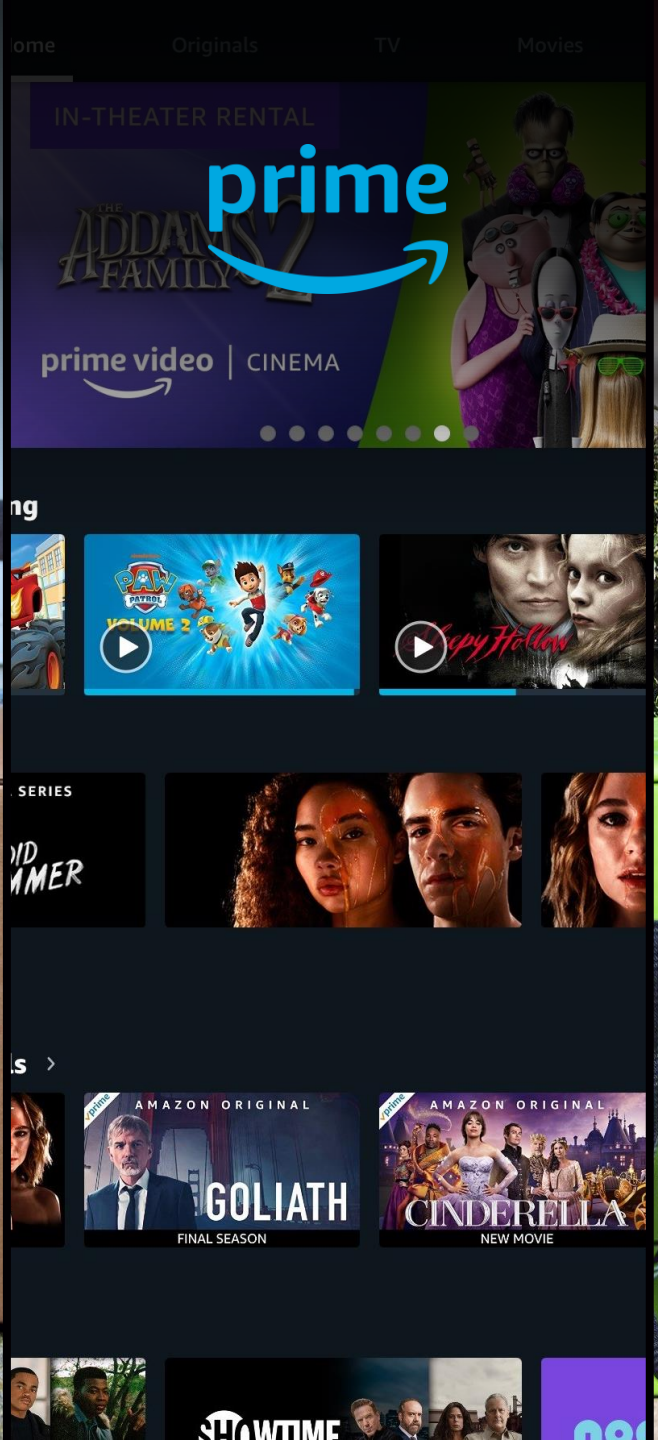
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Obsess over customer needs by working backwards to increase execution speed



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AWS Business Applications

Line of business applications

Purpose-built and targeted use cases


Amazon Connect


Amazon Pinpoint

End-user computing

Empowering a secure workforce


Amazon AppStream 2.0


Amazon WorkSpaces

Productivity applications

Improving communication and collaboration


Amazon Chime


Amazon Honeycode


Amazon WorkDocs


Wickr


Amazon WorkMail

Communication Developer Services

Adding scalable communications to your apps


Amazon SES


Amazon Chime SDK


Amazon Chime Voice Connector


Amazon Pinpoint APIs


Amazon WorkDocs SDK

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Your business needs are unique...

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Line of business applications



Amazon Connect



Amazon Pinpoint

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AWS customers are looking for new opportunities to innovate their contact centers

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CHALLENGE:

Time consuming agent tasks and low productivity



CHALLENGE:

Complex customer requests and integrations

LINE OF BUSINESS APPLICATIONS

Amazon Connect

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priceline



Amazon Connect

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Amazon Connect

EASY-TO-USE, OMNICHANNEL, CLOUD-BASED CONTACT CENTER

Dynamic, personal, and natural automated experiences

One application for workflows, agent management, routing, and experiences across all channels





Great customer and agent outcomes with AI & ML at the heart of every interaction

Self service configuration enables instant innovation



Scale from tens to tens of thousands of agents



Built in real-time and historical analytics with secure, hassle-free access to your data

Pay only for what you use

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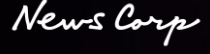


Tens of thousands of customers
Over 10 million customer interactions every day































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StubHub™


FUJITSU

HUNDREDS OF INNOVATIONS IN FOUR YEARS

Amazon Connect Wisdom (GA)	ML-based PII redaction	Automatic agent status change	Queue API	Real-time customer voice stream	Contact flow import/ export	Salesforce CTI adapter	ISO compliance	Contact Lens	Multi-block editing	Canada (Central)	Natural text-to-speech voices
HIPAA	Hours of Operation API	Asia Pacific (Tokyo) Region	Real-time analytics dashboard	Contact flow block copy/ paste	Conversation logs	Chatbots	Contact attributes API	Quick Connects API	AWS CloudTrail support for Amazon Connect APIs	Agent event streams	Amazon Lex languages: Spanish, French, and German
Unified agent application	User management API	User hierarchy API	High volume outbound communications (preview)	AWS CloudTrail integration	Output file storage	Conversational speaking style voices	Chat for web and mobile	Whisper flows	Europe (London) Region	Agent connection time metrics	Speech synthesis markup language support
Per-second billing	Asia Pacific (Seoul)	Tagging support	Telephony metadata	Resource config APIs	Contact flow looping	Metrics and reporting	Auto queues call transfer	US West (Oregon) Region	Contact flow versioning	Configuration API	Automated queue callbacks
Customer voice stream	Dynamic range compression (DRC) tag	SSO SAML 2.0	Pause/ resume call recordings	Interactive chat messages	Agent Status API	NA/EU/APAC telephony pricing decreases	Contact flow AWS Lambda functions	PCI-DSS compliance	Queue metrics API	Amazon Connect Voice ID (GA)	One-click drill downs for real-time metrics

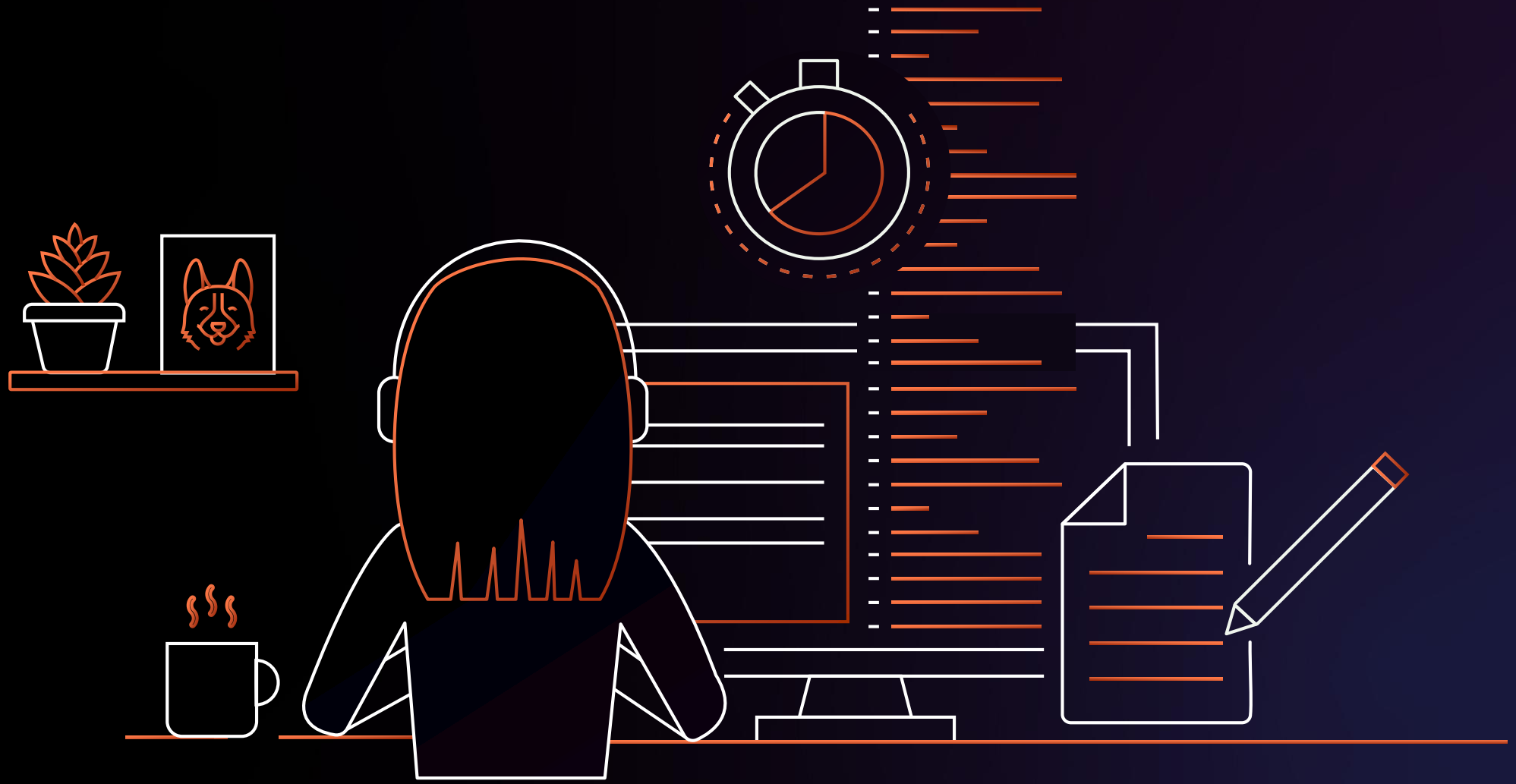
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Machine learning powered innovations to improve customer experience



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Call summarization in Contact Lens for Amazon Connect

GENERATE A CALL SUMMARY BY EXTRACTING THE ESSENTIAL PARTS OF EACH CONVERSATION



Automatically identifies key parts of the customer service conversation

Assigns a tag (e.g., issue, outcome, action item) and displays a summary that can be expanded to the full call transcript

Act on items that need to be addressed to close the loop with the customer

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Delta Air Lines

Danielle Joiner McPherson
Director, Global Reservations Tech & Innovation
Delta Air Lines

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DELTA

Annie Weinberger

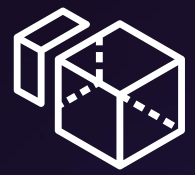
Head of Product Marketing, Business Applications
Amazon Web Services

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End user computing



Amazon AppStream 2.0

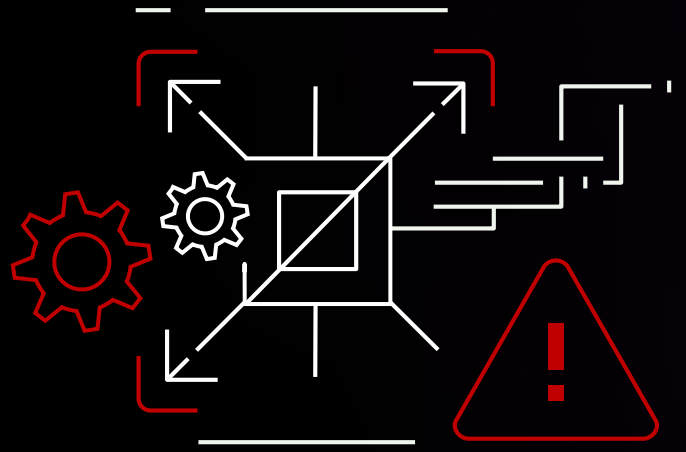


Amazon WorkSpaces

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Our customers are looking to empower and secure the hybrid workforce

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CHALLENGE:

Complex scaling and capacity management for VDI



CHALLENGE:

Costly endpoint management for different devices and worker types

END-USER COMPUTING

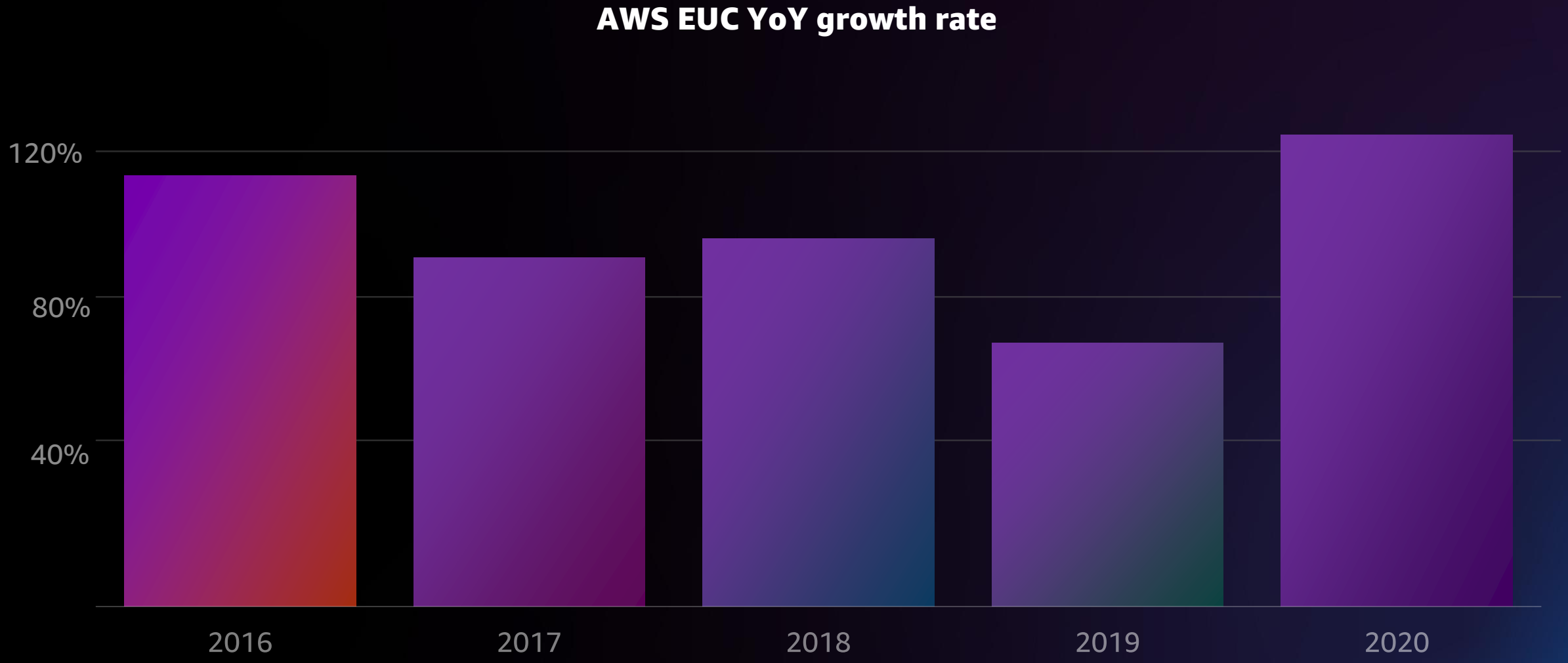
Amazon AppStream 2.0

Amazon WorkSpaces

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AWS End User Computing is growing quickly



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AWS End User Computing

Cloud-native desktop and application virtualization



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AWS End User Computing

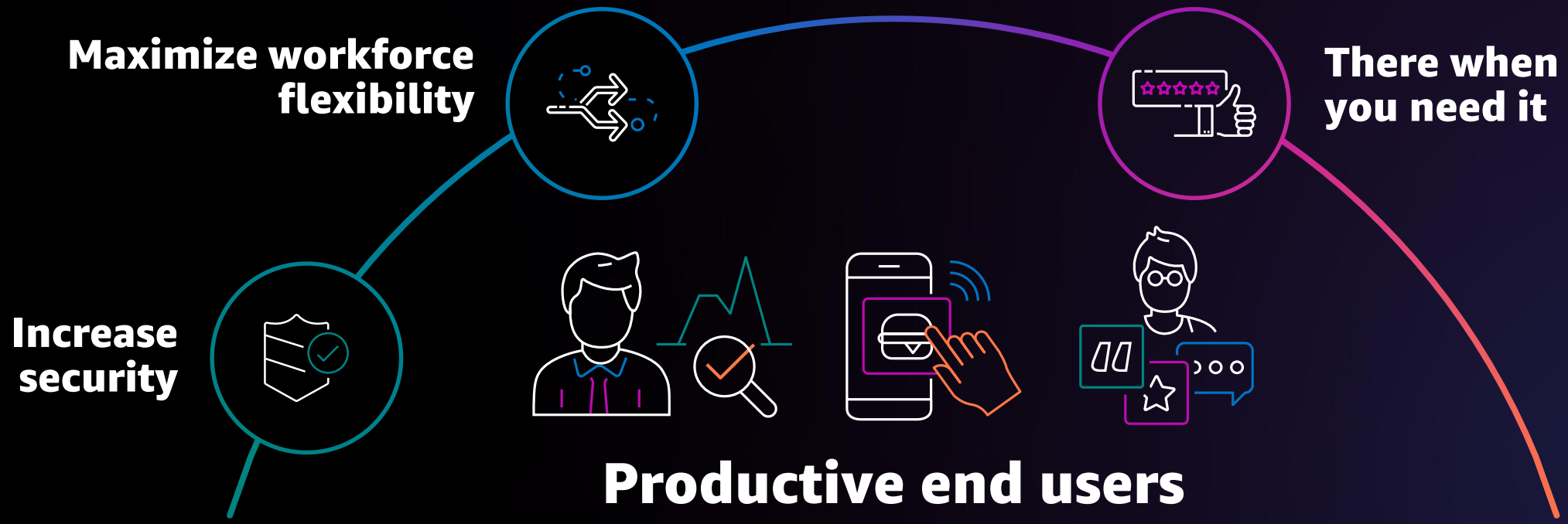
Cloud-native desktop and application virtualization



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AWS End User Computing

Cloud-native desktop and application virtualization



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AWS End User Computing

Cloud-native desktop and application virtualization

Maximize workforce flexibility

There when you need it

Increase security



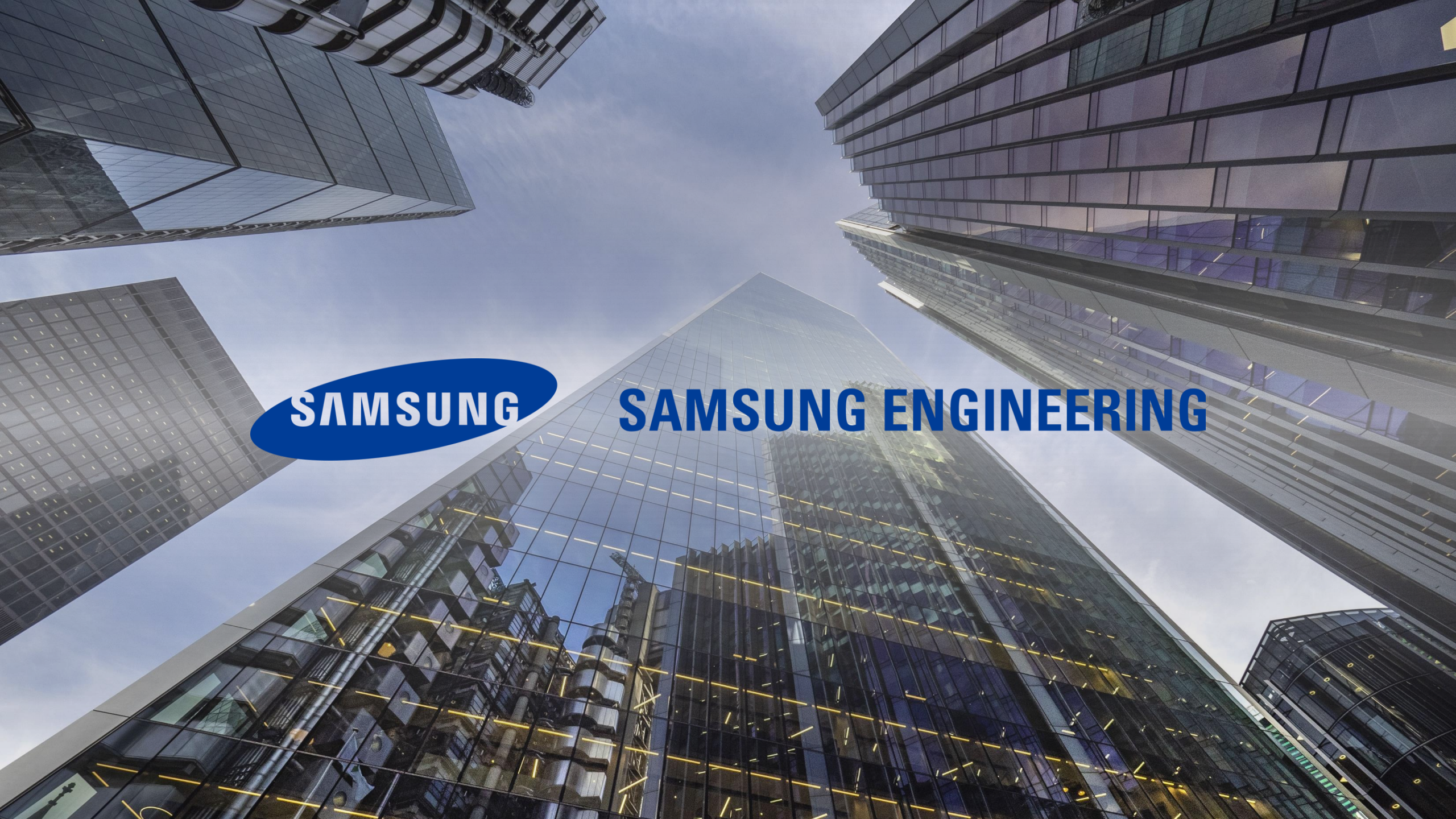
Work with a company that puts you first

Productive end users

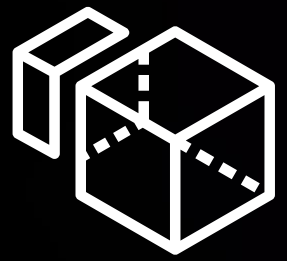
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SAMSUNG
SAMSUNG ENGINEERING

AWS End User Computing



Amazon WorkSpaces

Cloud-native persistent desktops



Amazon AppStream 2.0

Cloud-native non-persistent apps and desktops

MISSION

Deliver the ability to securely get work done from anywhere, from any device

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Amazon AppStream 2.0 deployment considerations

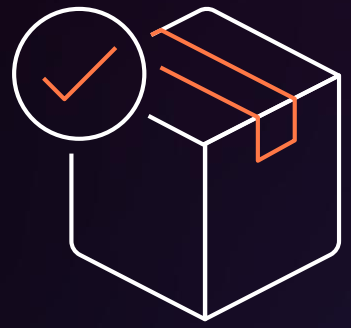


Always-on fleets

Instant connection

Standby instances are running

Pay per hour for instances provisioned



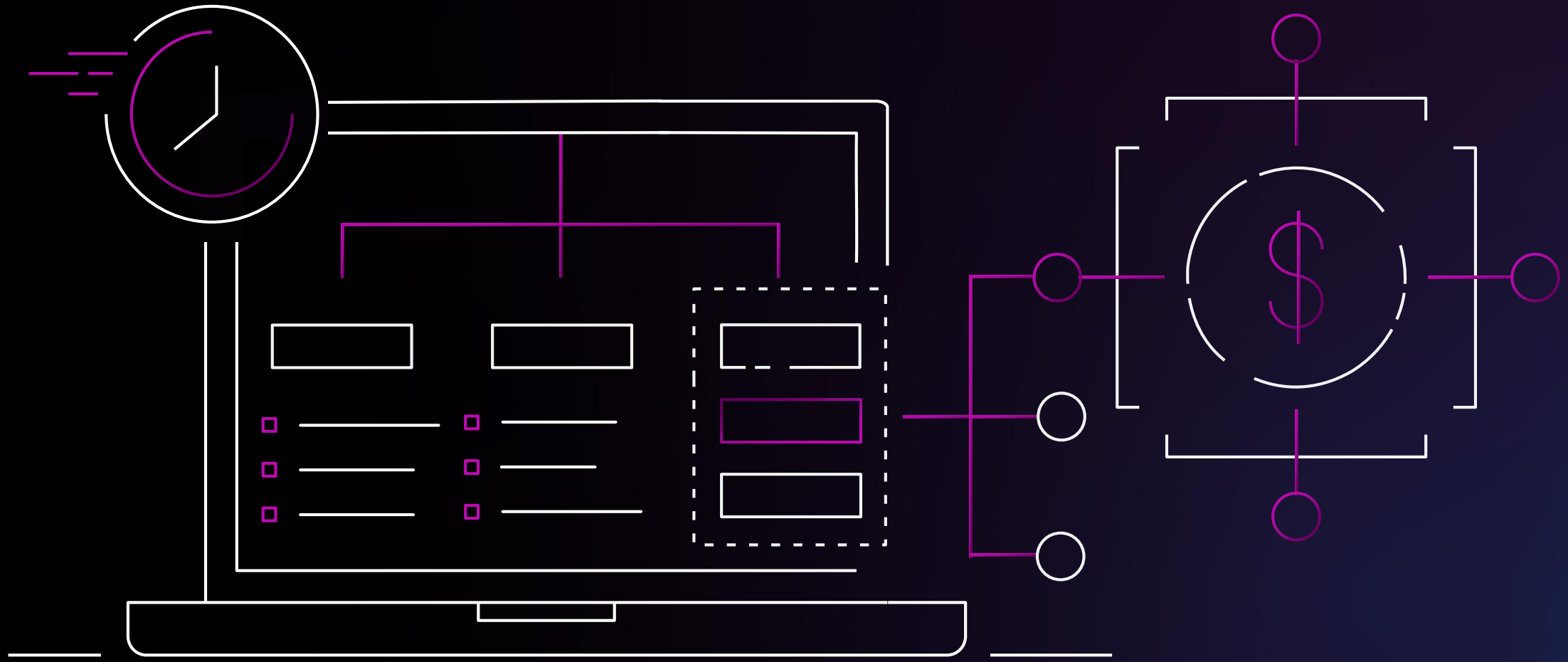
On-demand fleets

Applications launch in ~2 minutes

Standby instances are powered off

Streaming fees when connected + hourly fee for standby instances

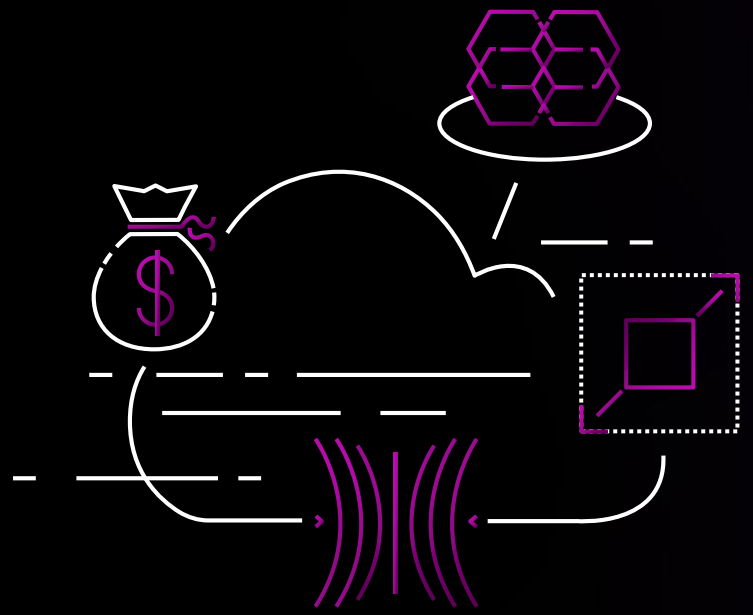
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NEW

Amazon AppStream 2.0 Elastic fleets



Eliminate capacity management:
Serverless removes the need to build complex prediction models, manage auto scaling policies, and create images

Reduce costs with no commitments:
Pay per second, only for the duration of the streaming session (15-minute minimum)

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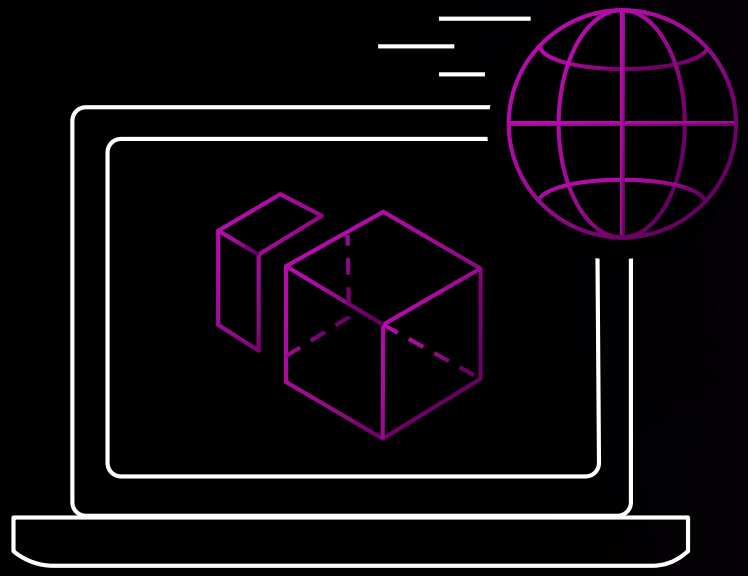
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GENERALLY AVAILABLE

Introducing Amazon WorkSpaces Web



New, browser-based WorkSpace

Fully managed, predictably priced, with enterprise controls

Zero ongoing administration

Low cost, predictably priced, with no upfront commitments or contracts

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Communication Developer Services



Amazon SES



Amazon Chime SDK



Amazon Chime Voice Connector



Amazon Pinpoint APIs



Amazon WorkDocs SDK

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Our customers are looking to add scalable communication technologies within their own applications

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CHALLENGE:

COVID-19 challenged a lot of channels and opportunities where customer connections occur

COMMUNICATION DEVELOPER SERVICES

Amazon SES

Amazon Chime SDK

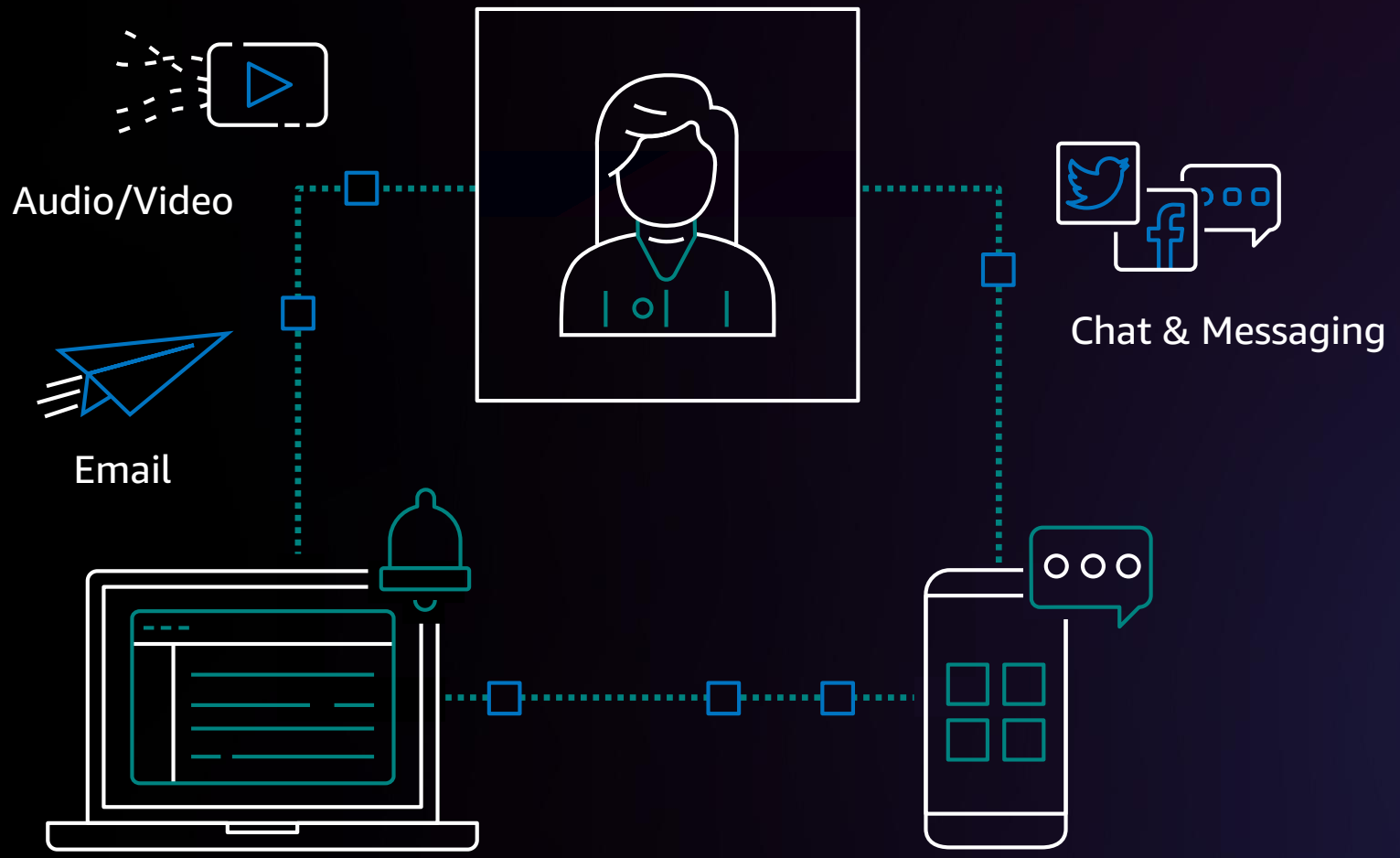
Amazon Pinpoint APIs

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Improved cross-channel communications

USE CASES: TRANSACTIONAL | ASYNCHRONOUS | REAL-TIME



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Communications Developer Services (CDS)

TRANSACTIONAL | ASYNCHRONOUS | REAL-TIME



Amazon SES

High-scale inbound and outbound email service



Amazon Chime SDK

Multichannel communications and APIs for SMS, push, voice, or in-app messaging



Amazon Pinpoint APIs

Embedded real-time, audio, video, and desktop

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slack


coinbase
$8,831.08
$10
Over 73 million people
businesses trust us to buy
and manage crypto.
satoshi@nakamoto.com
Earn $5 in Bitcoin for getting started*
VISA

AWS Business Applications

Line of business applications

Purpose-built and targeted use cases


Amazon Connect


Amazon Pinpoint

End-user computing

Empowering a secure workforce


Amazon AppStream 2.0


Amazon WorkSpaces

Productivity applications

Improving communication and collaboration


Amazon Chime


Amazon Honeycode


Amazon WorkDocs


Wickr


Amazon WorkMail

Communication Developer Services

Adding scalable communications to your apps


Amazon SES


Amazon Chime SDK


Amazon Chime Voice Connector


Amazon Pinpoint APIs


Amazon WorkDocs SDK

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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

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Business applications sessions at re:Invent

SESSION ID: **BIZ202 (BREAKOUT)** — VIRTUAL/IN-PERSON

Unlock continuous CX innovation with Amazon Connect

Pasquale DeMaio, GM Amazon Connect—AWS
Allyson Boudousquie, Director Productivity Applications Specialists—AWS
Ken Meyer, EVP & CIO Consumer Technology—Truist

SESSION ID: **BIZ204 (BREAKOUT)** — VIRTUAL/IN-PERSON

Improve omnichannel customer experience with Amazon Connect

Jen Walsh Fisher, Director of Partners—AWS
Mike Wallace, Sr. Manager Solutions Architects—AWS
Penina Kessler, Sr. Software Engineer—New York Times

SESSION ID: **BIZ305 (BUILDER)** — IN-PERSON

Improve contact center insights and outcomes with ML

Speakers: Bamba Diouf, Clarence Choi, Anjali Khambete,
Jeremy Puent, Naveen Narayan, Sayed Hassan

SESSION ID: **EUC201 (BREAKOUT)** — VIRTUAL/IN-PERSON

The future of virtualization and workforce agility

Muneer Mirza, GM End User Compute—AWS
Kellie Green, Director of Amazon IT Services—AWS

SESSION ID: **EUC301 (BREAKOUT)** — VIRTUAL/IN-PERSON

Architecting for workforce agility with AWS end user computing

Carla Blickensderfer, Principal GTM Specialist—AWS
Jeff Ferris, Tech Leader, End User Compute—AWS

SESSION ID: **EUC304 (CHALK TALK)** — VIRTUAL/IN-PERSON

Security best practices for Amazon WorkSpaces and Amazon AppStream 2.0

Stephen Stetler, Sr. End User Compute Specialist—AWS

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Come celebrate with us!

AMAZON CONNECT AND END-USER COMPUTING CUSTOMER RECEPTION

Network with peers, partners, and AWS experts

Relax with free hors d'oeuvres and an open bar

Hear from GMs Pasquale DeMaio and Muneer Mirza

TIME

6:30pm-9:00pm

LOCATION

The Encore, 3131 Las Vegas Blvd S

VENUE

Beethoven 2

TO GET THERE

Walk north through the Venetian until you get outside. Follow the strip until you reach the Encore

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Thank you!

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