**What is Amazon Comprehend?**

* Amazon Comprehend is a fully managed natural language processing (NLP) service that uses machine learning (ML) to extract insights from unstructured text. It can identify language, key phrases, entities (such as names, places, or dates), sentiments, and even detect personally identifiable information (PII). Organizations use Comprehend to analyse customer feedback, monitor social media, and automatically categorize documents without needing to set up complex ML pipelines

**What is Amazon Kendra?**

* Amazon Kendra is an intelligent enterprise search service designed to deliver highly accurate answers from large, diverse content repositories. Unlike traditional keyword-based search, it leverages natural language processing and deep learning models to understand the context and intent behind queries. This enables users to find relevant documents, FAQs, and answers across their data sources—ideal for knowledge management and retrieval augmented generation (RAG) applications

**What is Amazon Lex?**

* Built on the same technology that powers Amazon Alexa, Amazon Lex lets developers build conversational interfaces using natural language understanding (NLU) and automatic speech recognition (ASR). With Lex, creating chatbots or voice assistants that can interact through text or voice becomes straightforward. This service is highly useful for customer service applications, interactive voice response (IVR) systems, and any scenario where natural human–machine dialogue is needed

**What is Amazon Polly?**

* Amazon Polly is a text-to-speech service that converts any written text into lifelike spoken words. It uses advanced deep learning techniques to produce natural-sounding speech in multiple languages and voices, which makes it perfect for applications needing narration, interactive voice responses, audio versions of web content, or accessibility features. Its customization options (like adjusting emphasis or pronunciation via SSML) enable developers to tailor the voice output to match their needs

**What is Amazon Rekognition?**

* Amazon Rekognition offers powerful image and video analysis capabilities powered by deep learning. It is capable of detecting objects, scenes, and activities in images and videos, as well as performing facial analysis (identifying emotions, age range, and more) and facial recognition. With features such as text detection and the ability to handle custom labels, Rekognition is widely used for applications like content moderation, security verification, and even retail analytics

**What is Amazon SageMaker?**

* Amazon SageMaker is a comprehensive, fully managed platform that streamlines the process of building, training, and deploying machine learning models. It provides integrated tools—including pre-built algorithms, data labelling, model tuning, and deployment endpoints—to accelerate ML workflows. SageMaker caters to both beginners and experienced data scientists by reducing the overhead in setting up ML environments and offering support for custom and generative AI models alike

**What is Amazon Textract?**

* Amazon Textract goes beyond traditional Optical Character Recognition (OCR) by using machine learning to automatically extract text, handwriting, and structured data (like tables and forms) from scanned documents. It handles complex layouts—such as financial reports, medical records, or forms—without requiring manual setup, streamlining tasks such as automated data entry, archival, and intelligent document processing

**What is Amazon Transcribe?**

* Amazon Transcribe is a fully managed automatic speech recognition (ASR) service that converts spoken language into text. Supporting both streaming and batch transcription, it is engineered to work well in noisy environments and across various languages. Features like speaker diarization, automatic punctuation, and custom vocabulary make it an excellent choice for generating transcripts of meetings, customer support calls, and multimedia content

**What is Amazon Translate?**

* Amazon Translate is a neural machine translation service designed to deliver high-quality, real-time, and batch translations across multiple languages. It automatically detects the source language and can be customized to recognize brand-specific terms or other nuances. This service is helpful for content localization, cross-lingual communication in applications, and making digital content accessible to a global audience

**What is Amazon Connect?**

* Amazon Connect is a cloud-based contact centre service that transforms customer support. It offers an AI-powered, omnichannel solution that integrates voice, chat, SMS, and other communication methods into a single, intuitive platform. With Amazon Connect, businesses can rapidly set up contact centres that scale with demand, integrate with CRM systems, and leverage analytics to continuously optimize customer interactions—all without needing extensive telephony infrastructure

**What is Amazon SES**

* Amazon Simple Email Service (SES) is a cloud-based email platform designed to send and receive email at scale reliably. It caters to both transactional and bulk email needs by offering high deliverability, robust APIs, and seamless integration with other AWS services. With features like dedicated IP addresses, content personalization, and deliverability analytics, SES helps businesses maintain a strong sender reputation and manage email communications cost-effectively