



# Amazon Q, your business expert

Your generative AI-powered assistant, with security and privacy to meet the most stringent enterprise needs

[PREVIEW](#)

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A photograph of a man with dark hair and a beard, wearing glasses and a blue denim shirt. He is sitting at a wooden desk, looking down at a laptop screen with a weary expression, his hand near his face. The background is blurred, showing an office environment with a lamp and other furniture.

**Information overload impedes  
employee productivity**

# Opportunity with generative AI



Generative AI's ability to understand natural language enables automation for work activities that account for

**25%** of total  
work time

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**Imagine a generative AI powered assistant that saves you  
every day**

**2 hours**

McKinsey Digital June 2023



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# Challenges adopting generative AI



*Accuracy*



*Security & control*



*Limited resources*

# Introducing Amazon Q



*Your generative AI assistant designed for work that can be tailored to your business, data, code, and operations*

# Amazon Q areas of expertise

*Your  
business*



*Building  
on AWS*



*Amazon  
QuickSight*



*Amazon  
Connect*



*AWS  
Supply Chain*



# Amazon Q is your business expert (Preview)

Boost your workforce productivity with generative AI

## *Build Trust*

Accurate responses with source attributions and citations help to foster trust and grow Gen AI adoption

## *Automate Tasks*

Increase productivity with streamlined tasks built from native connectors and integrations to enterprise systems.

## *Protect Your Brand*

Understand and respect your existing identities, roles, and permissions.

Apply guardrails restricting sensitive topics, blocking keywords, and filtering out inappropriate language

## *Boost time to value*

Deliver value to your business teams faster with built in tooling and configurations that remove the complexities and lowers the barrier to entry into Gen AI.



# Supercharge productivity



## *Streamline search experience*

Is Amazon Transcribe available in Africa?

How do I create a PO?

What is my co-pay for Lipitor?



## *Accelerate content creation*

Draft an email

Provide 5 conference session titles on the topic of "Sustainable workplace"

Generate 3 social posts for the launch of Jasper



## *Generate summaries*

Provide a summary of that last 5 interactions with Customer X

Summarize the conference call and highlight the topics discussed, action items, and owners.

Draft a report summarizing the latest finding from the clinical trial



## *Extract key insights*

What is the 5- year CAGR?

How has revenues and margins changed over the last 3 quarters? Why?

# Supercharge productivity

FIND ACCURATE AND REFERENCEABLE ANSWERS



Trusted answers generated from enterprise data



In-context conversations



Source references for fact-checking



Conversation history

The screenshot displays the Amazon Q AI interface with four distinct conversational threads:

- Thread 1:** A user asks "What is the reliability of S3?" The AI responds with a detailed explanation about S3's durability and redundancy across multiple facilities and devices. It includes a "Sources" button and sharing icons.
- Thread 2:** A user asks "Tell me more about availability zones." The AI provides a comprehensive overview of what availability zones are, how they are physically separated, and their role in protecting services and data. It also mentions compartmentalization and low-latency links between zones. A "Sources" button and sharing icons are present.
- Thread 3:** A user asks "How many availability zones should my data be stored across?" The AI recommends storing data across multiple availability zones for higher availability and fault tolerance. It lists several key reasons: isolation of resources, maximized availability of resources, reduced impact of single zone failure, and the placement of read replicas. A "Sources" button and sharing icons are present.
- Thread 4:** This thread is partially visible at the bottom of the interface.

At the bottom of the interface, there is a footer note: "Amazon Q - Preview uses generative AI and it may give inaccurate or inappropriate responses. For more information: AWS Responsible AI Policy".

# Supercharge productivity

UPLOAD FILES AND ANALYZE CONTENT

The screenshot shows the Amazon Q interface. On the left, there's a sidebar with a 'New Conversation' button and two recent queries: 'Summarize this document' (November 24, 2023) and 'What is the reliability of S3?' (November 24, 2023). The main area displays two AI-generated responses. The first response is for summarizing the US Constitution, which is described as outlining the structure of the federal government and separation of powers between the legislative, executive, and judicial branches. It also mentions the establishment of citizens' rights and limitations on government power. The second response is about the First Amendment, stating it prohibits Congress from making laws respecting an establishment of religion or prohibiting its free exercise, and guarantees freedom of speech, freedom of the press, the right to peaceably assemble, and the right to petition the government. Both responses include a 'No sources' button and sharing icons. At the bottom, there's a note about using generative AI and a link to the AWS Responsible AI Policy.

- Summarize documents
- Ask questions about content in the documents
- Analyze data
- Multiple file types supported – pdf, docx, csv, ppt, txt and more

# Supercharge productivity

## EXECUTE ACTIONS USING PLUGINS

 Create a Jira ticket

Project

Project B

Priority - optional

Select a priority

Highest

High

Normal

Low

Lowest

Bug

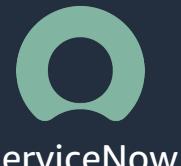
Enhancement

To set up the VPN connection, the customer needs to first create the VPN components including a customer gateway and VPN gateway or transit gateway. The customer gateway represents their on-premises device and network and needs to be created by providing information like the external IP address or certificate. Then a VPN connection can be established between the customer gateway and VPN

Cancel Create

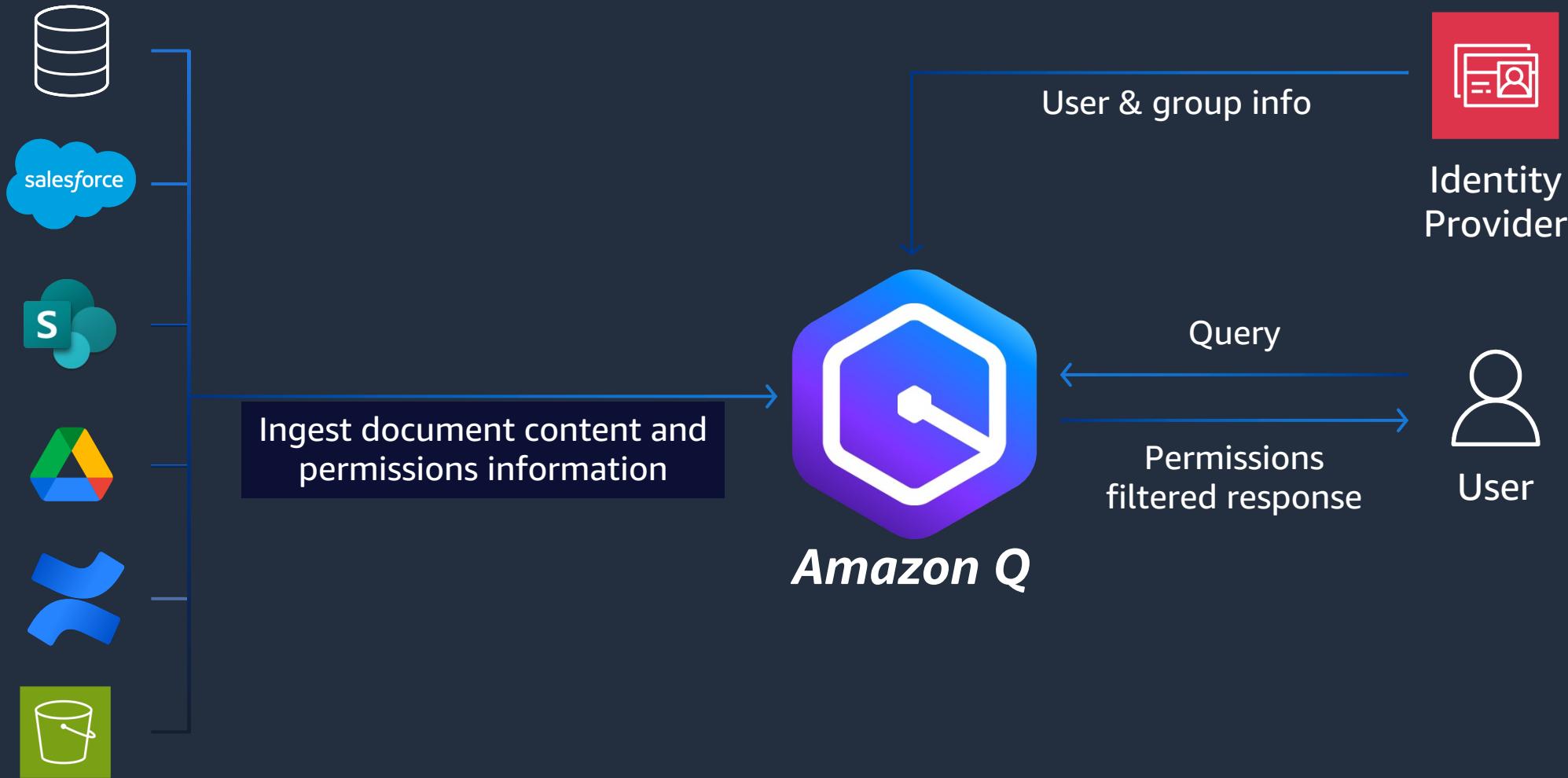
Enable end-users to perform actions on SaaS applications

***“summarize conversation and create ticket in Jira”***



# Key Features – Safety and Security

BUSINESS Q IS AWARE OF ENTERPRISE USER PERMISSIONS



# Adhere to data privacy and security needs

*PROTECT AGAINST TOXIC TOPICS WITH PRE-BUILT GUARDRAILS*

Update global controls Info

**Global controls** Info  
Application guardrails will apply to all messages returned by Enterprise Q.

**Response settings** Info  
You can limit Enterprise Q from using its own knowledge to generate answers when it cannot find relevant content in your enterprise corpus.

Only produce responses from Retrieval Augmented Generation (RAG)  
Responses will be limited to ingested documents in your enterprise corpus.

**Blocked words** Info  
Define blocked words for the application. The application will not respond to questions that contain these words or mention them in any responses.

Enter blocked words  You can block 18 more words.  
Account vulnerabilities  Project X

**Messaging shown for blocked words**  
I cannot complete this request as the response contains content that is blocked by your Admin. Please contact your Admin for help.

This response can have up to 150 characters. Valid characters are a-z, A-Z, 0-9, \_ (underscore) and - (hyphen).

**Feature settings** Info  
Configure features end users have access to in the web experience.

Allow end users to upload files in chat context  
This feature enables end users to upload files directly to chat in order to ask questions specific to the document.

Use pre-built guardrails for toxicity

Restrict responses to enterprise content only

Specify blocked words or phrases that never appear in responses

# Adhere to data privacy and security needs

## ESTABLISH GUARDRAILS AND CONFIGURE CUSTOM TOPICS

Create topic specific control [Info](#)

Name and description [Info](#)

Name  
Gaps in our security architecture  
The name can have up to 50 characters. Valid characters are a-z, A-Z, 0-9, \_, (underscore) and - (hyphen).

Description  
Outline how the model should use this guardrail.  
Do not discuss gaps in our company's security architecture  
This instruction can have up to 150 characters. Valid characters are a-z, A-Z, 0-9, \_, (underscore) and - (hyphen).

Example chat messages - optional (2) [Info](#)

Add representative phrases that you expect a user to type to invoke this topic.

Example chat message  
List vulnerabilities in our security architecture [Remove](#)  
Assess the effectiveness of our security controls [Remove](#)  
[Add new example chat message](#)  
You can add 3 more example chat messages.

▼ Rule 1 [Remove](#)

Behavior in response to topic control [Info](#)  
Define how Enterprise Q should handle the topic.

Behavior  
Block completely

Messaging shown  
I cannot complete this request as the response contains content that is blocked by your Admin. Please contact your Admin for help.  
This response can have up to 150 characters. Valid characters are a-z, A-Z, 0-9, \_, (underscore) and - (hyphen).

User handling [Info](#)  
 Specify this rule to user groups  
Define included or excluded user groups.

Include Rule only applies to the list of user groups  
 Exclude Rule applies to all except the list of user groups [Remove](#) [Add user group](#)

User groups  
Specify user groups that this topic control applies to.  
[Search](#) [Remove](#) [Add user group](#)

User group name [Search](#) Added on [Nov 16, 2023 10:28 AM PT](#)

Security-managers

[Add new rule](#)  
You can add 4 more rules.

[Cancel](#) [Create](#)

Define special topics and configure 4 levers of guardrails for such topics –

- Respond with an pre-defined message
- Restrict responses to enterprise content
- Restrict responses to enterprise content with metadata filters
- Apply guardrails to specific users and groups in the enterprise

# Boost Time to Value

**Unify content from all your enterprise sources together in a few clicks!**

Adobe Experience Manager	Jira
Alfresco	Microsoft Exchange
Amazon Simple Storage Service (Amazon S3)	Microsoft OneDrive
Atlassian Confluence	Microsoft SharePoint
Aurora (MySQL, PostgreSQL)	Microsoft Teams
Box	Microsoft Yammer
DB2	Microsoft SQL Server
Dropbox	Quip
Drupal	Salesforce
Custom Connector	ServiceNow
FSX for Windows	Slack
Github	Web Crawler
Gmail	Workdocs
Google Drive	Zendesk

# Amazon Q areas of expertise

*Your  
business*



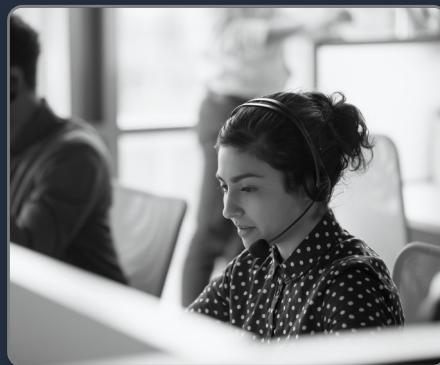
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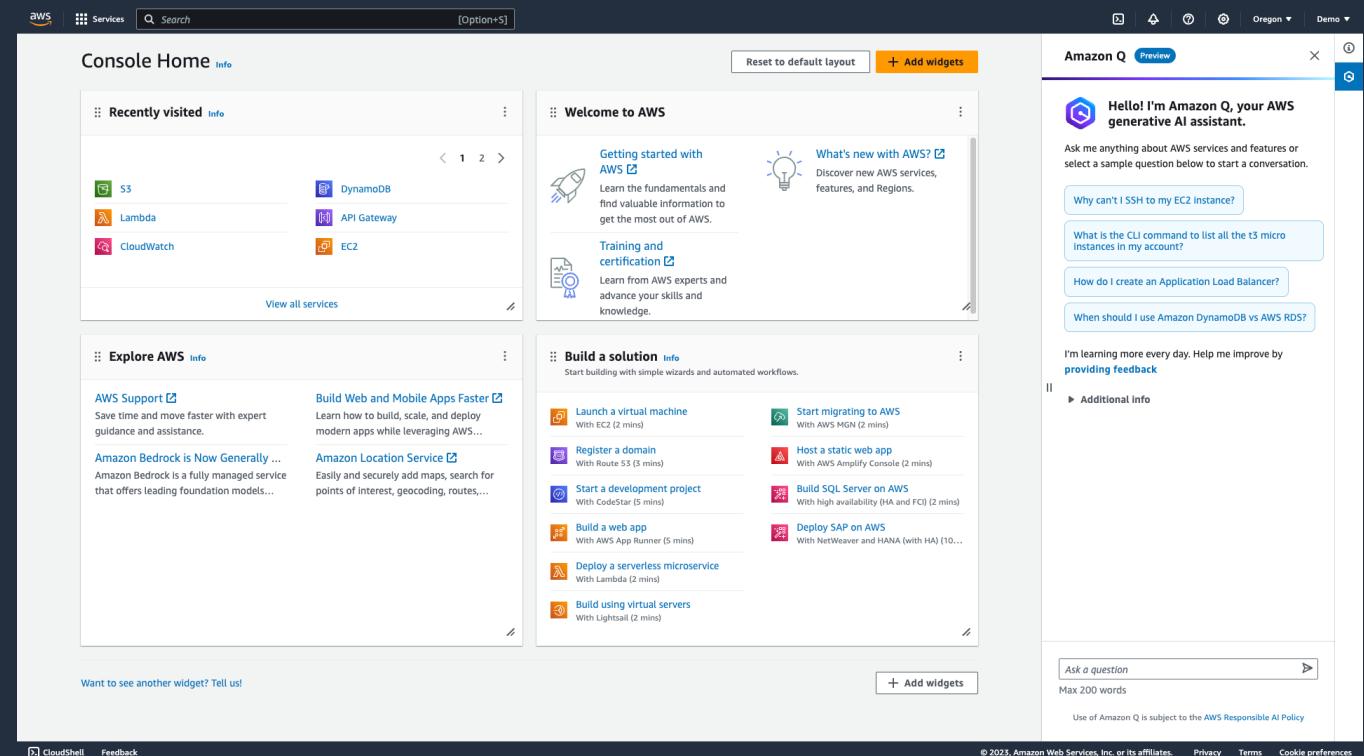
*AWS  
Supply Chain*



# Amazon Q is your AWS expert (Preview)

*TRANSFORM THE WAY YOU BUILD, OPTIMIZE, AND OPERATE APPLICATIONS AND WORKLOADS ON AWS*

- > Trained on 17 years of AWS knowledge
- > Assists you everywhere you work with AWS
- > Converses with you to explore new AWS capabilities, learn unfamiliar technologies, and architect solutions
- > Works with you to troubleshoot, build new features, and upgrade languages on AWS

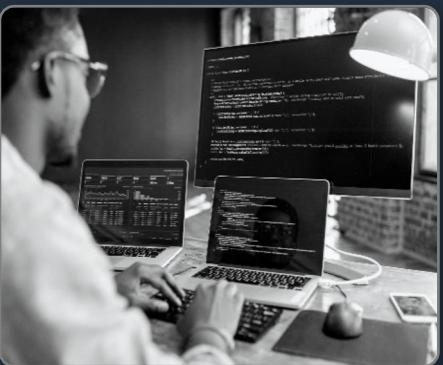


# Amazon Q areas of expertise

*Your  
business*



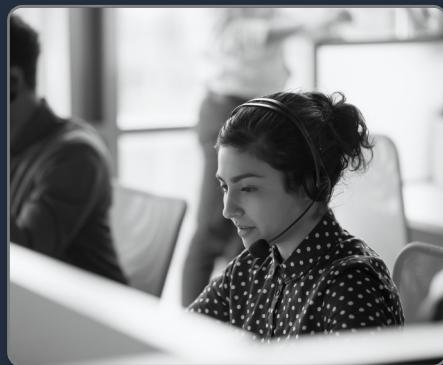
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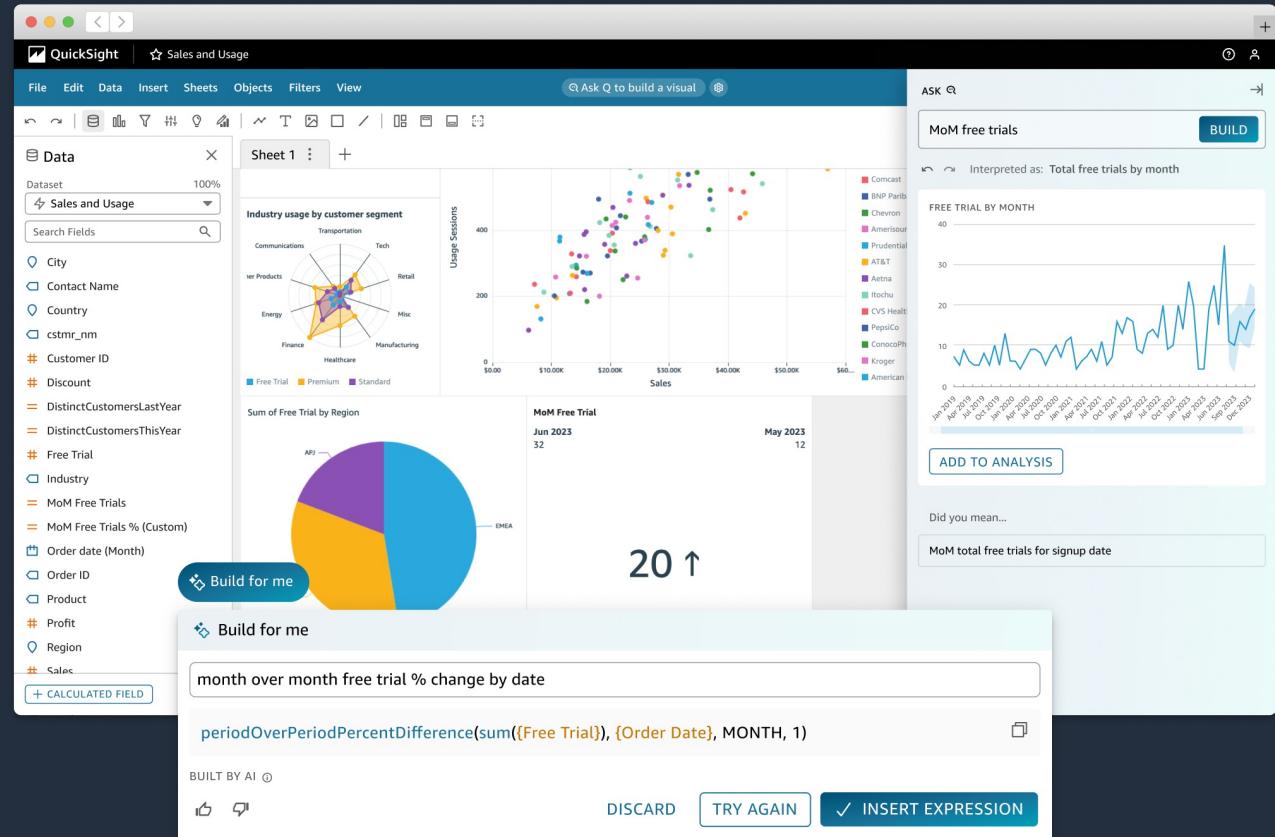
*AWS  
Supply Chain*



# Amazon Q in QuickSight (Preview)

*YOUR GENERATIVE BI ASSISTANT THAT MAKES IT EASY TO BUILD AND CONSUME INSIGHTS*

- > Enables business analysts/users' to quickly build and refine compelling visuals, summarize insights, and answer data questions.
- > Accelerate analysis by easily creating calculations without looking up or learning specific syntax
- > Interpret and share insights with visually compelling narratives with simple UI-based workflows



# Available Plans

## **Amazon Q Business**

**\$20/mo.**  
per-user

*The Amazon Q Business plan gives you an expert assistant tailored to your business to help all your employees get comprehensive answers to business questions, accelerate tasks, and derive insights from data*

**Your  
business**



**Your business  
intelligence**



## **Amazon Q Builder**

**\$25/mo.**  
per-user

*The Amazon Q Builder plan gives your all your IT employees the expert assistance of the Amazon Q Business plan plus Amazon Q's expert assistance building, operating, and transforming applications on AWS.*

**Your  
business**



**Your business  
intelligence**



**Building  
on AWS**





# Thank you!

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