

Aura Copilot at Shift 2024

Product Keynote

Wednesday, 9AM

AI VISION: Preview of the next phase of Seismic's AI vision, which includes Aura Copilot agents & APIs to invoke these new agent capabilities.

DEMOS: Showcased in the “Plan & Activate”, “Consume and Engage” and “Monitor & Adjust” demos. Includes features that will release over the next year.

Breakout Sessions

Investing in AI – How AI is Transforming the GTM Engine

Alteryx customer story; Tom Strader and Yinyin Liu

From Disruption to Empowerment: How AI Will Revolutionize Learning in Enablement

Trustwave customer story; Kendall Sahl, Ryan Marini, and Zack Kingsak

How AI is Transforming Productivity in Financial Services

AllianceBernstein and LGIM customers; Chris Buchholz, Rachel Rowe, Anagha Das

Accelerating Content Creation: Unleashing the Power of AI in Seismic's Library

OneSourceVirtual customer story; Jen Fahey and Nate Shevlin

The Future is Here: The Next Evolution of Aura Copilot

Chris Buchholz and Juhi Bulchandani

An Insider's Guide to Pioneering AI: Transforming Enablement & Buyer Journeys with an Enterprise-Grade Approach

Heather Cole, Yinyin Liu and Brian Cotter

Learn & Play

EXPERT EPICENTER:

- Visit the AI booth to ask questions and learn more about Aura Copilot.
- Demo future Aura Copilot capabilities, including: Role-play agent and Search Agent

BRAINDATES:

- Future of AI in Learning Thursday @ 10 AM
- Aura Copilot Search Agent
- AI for Content Personalization
- AI for Content Automation

DESIGN LAB

What to say if someone asks about Aura Copilot product timeline/availability?

Reminder – we show future functionality ~12 months out

General message

- “At Shift, we **highlight the future of what's possible with our product to inspire and energize your team**. We showcase features that are in development, designed to solve your challenges and push boundaries. **While many of these features are still in progress and not yet live, they represent our commitment to continuous innovation**. These are on our roadmap, and we are excited to bring them to you as part of future updates.”
- **CTA:** I’d encourage you to **set up a follow up conversation with your CSM**, and let them know what you’re most interested in

Can you tell me more about “agents” and “APIs”?

*If specific “agent” questions come up, please **direct them to Chris Buchholz or Yinyin**. The below messaging is more for your general awareness / understanding. More to come!*

Aura Copilot agents

- As AI evolves and moves from assistive to action-driven, Aura is also evolving to meet your needs. Now, Aura Copilot is moving beyond assistance and becoming more powerful by performing tasks and complex use cases for you.
- We refer to these capabilities as Aura Copilot agents—specific actions that help you automate everyday tasks, some invoked by users and some running autonomously in the background.
- For example: search agent, role-play agent, analytics agent, and authoring agent.
- These agents are not separate tools you need to build—they're all part of Aura Copilot, working together to take care of the repetitive tasks that slow you down.

API Extensibility

- Aura Copilot's power isn't confined to Seismic. We are developing these Aura Copilot capabilities as APIs
- We've built Aura Copilot to integrate seamlessly with other copilots like M365 Copilot, as well as agent frameworks like Salesforce Agentforce or WatsonX Orchestrate, allowing you to extend its capabilities across platforms.
- You can ensure that each agent has well defined role, respects all data access controls with trust and security.

Where resources can you use to showcase our AI product roadmap?

*Our **Aura Copilot pitch deck** ([linked on the hub](#)) includes more detail on our product roadmap, including:*

- Content creation:
 - Slide generation and recommendations
 - AI- assisted duplicate content detection
 - Authoring agent throughout other areas of Seismic (i.e. writing assistant)
- Search:
 - Generative search across all of Seismic (including Learning)
 - Search agent (i.e. Conversational / multi-turn search)
 - Analytics agent(i.e. Generative Analytics currently in pilot)
 - Evolution of Knowledge FAQs into search agent
- Learning
 - Talk track adherence during meetings and practice sessions
 - Role-play agent
 - Auto-generated coaching plans