Applied AI Solutions - Business Apps (including Amazon Connect)

The newly added Applied AI Solutions track at PE: Live 2026 focuses on AWS' AI-powered business applications. In this track, you'll discover how AWS leverages Amazon's extensive experience to deliver intuitive applications that solve real-world business challenges.

From Amazon Connect's AI-powered customer experience platform and agentic capabilities to Secure Work Enablement (Amazon WorkSpaces), Communication Developer Services (Amazon Simple Email Service, AWS End User Messaging), we'll showcase how organizations can harness the power of AI to enhance operational efficiency, automate workflows, transform customer experiences, and deliver business outcomes.

Through 20+ advanced technical sessions (300-400 level), hands-on workshops, and executive engagements, partners will gain exclusive insights into AWS's latest AI advancements and real-world implementations. With a carefully curated agenda balancing local expertise with global content, the program aims to enhance partners' ability to co-sell and deliver Applied AI Solutions while fostering collaboration across the AWS Partners.

Day 1 Agenda
Tuesday, 28 April

Time (GMT+4)	Level	Title	Abstract
8:30am			**Registration and Breakfast**
9:30am			**Welcome**
9:45am	100	AAIS Keynote	Discover how AWS's latest AI innovations are transforming regional businesses, featuring real-world implementations and strategic insights for practical AI adoption that drives business growth.
10:15am	200	Amazon Connect's Agentic AI Vision	Amazon Connect seamlessly integrates AI across all customer touchpoints, coating between human and AI agents to transform routine interactions into memorable experiences. Built as a cloud-native solution, it's revolutionizing contact centers through intelligent, context-aware service delivery.
10:45am			**Break**
11:00am	200	Unlock contact center insights with Amazon Connect	Master Amazon Connect's built-in reporting capabilities to extract valuable contact center insights. Learn to analyze key performance indicators, visualize trends using native features, and make data-driven decisions — all without external systems. Gain practical skills to optimize operations, boost agent performance, and elevate customer experiences with historical and real-time reporting tools.
11:30am	300	Design multi-modal customer journeys with Amazon Connect	Discover how to build advanced Amazon Connect experiences that unify voice, digital, and IoT interactions. Learn to process IoT signals as contact triggers, implement device-aware routing, and design context-rich agent interfaces — with real-world patterns for extending Connect into the IoT ecosystem to deliver next-generation customer service.
12:00pm			**Lunch**
1:00pm	200	Amazon Connect Earn a Badge Session	Earn official Amazon Connect learning badges during this hands-on certification session. Choose from multiple specializations, complete assessments and walk away with verified Credly credentials to showcase your expertise.
1:45pm	300	Nova Speech-to-Speech Models in Amazon Connect	Discover how speech-to-speech integration revolutionizes Amazon Connect self-service. Learn to implement natural voice interactions with real-time analytics, enhancing customer experience through sophisticated conversational AI capabilities
2:30pm			**Break**
2:45pm	300	Enhance customer service efficiency with AI-powered email workflows	Build advanced Amazon Connect experiences unifying voice, digital, and IoT interactions. Process IoT signals as contact triggers, implement device-aware routing, and design context-rich agent interfaces — with real-world patterns for extending Connect into the IoT ecosystem to deliver next-generation customer service.
3:30pm	200	CX for Industries	Discover how organizations across different industries are transforming customer experience with AWS. This session explores real-world CX use cases spanning multiple verticals.
4:15	300	Connect Agentic AI: Revolutionizing Agent Assistance Through Intelligent Workflow Integration	Discover how Amazon Connect's new AI-driven agent interface unifies Quick Connect with step-by-step guides. See how intelligent automation reduces agent training time, improves accuracy, and enhances customer service through smarter workflows.
4:45 pm			**Wrap Up**
5:00 – 6:00pm			© 2024, Amazon Web Services, Inc. or its affiliates. **Welcome Reception (badge required)**

Day 2 Agenda

Wednesday, 29 April

Time (GMT+4)	Level	Title	Abstract
8:30am			**Registration and Breakfast**
9:30am			**Welcome**
9:45am	300	Maximize AI-powered customer outreach with Amazon Connect	In this session, discover how to revolutionize your outbound strategy by building intelligent, AI-powered campaigns in Amazon Connect. Learn to move beyond traditional mass outreach to create personalized, data-driven campaigns that deliver measurable results.
10:15am	300	Scale your contact center with Amazon Connect global telephony	Discover how to leverage Amazon Connect's telephony network to build and scale your global contact center. Learn migration patterns for voice architecture, cost-effective transfer configurations, and advanced in-app calling — with strategies to implement a streamlined, worldwide contact center that maximizes operational efficiency.
10:45am			**Break**
11:00am	300	Optimize back-office operations with gen AI-powered Amazon Connect	Learn to build intelligent Amazon Connect workflows that bridge customer interactions with back-office operations using generative AI. Discover techniques for automating case management, streamlining tasks, and generating AI-powered responses — including automatic field population, case summarization, and next-best-action recommendations to modernize operations and reduce resolution times.
12:00pm			**Lunch**
1:00pm	200	Ask the expert Panel	Join AWS SMEs for an interactive Q&A session. Get expert answers to your technical and strategic questions, share challenges, and learn best practices from real-world implementations
1:45pm	300	Personalize customer interactions with AI agents in Amazon Connect	Explore cutting-edge AI implementations in Amazon Connect that reduce costs while boosting customer satisfaction. Learn to design effective AI interactions, improve self-service completion rates, and reduce agent call times — balancing automation with human support through smart model selection, deployment strategies, and ROI metrics for optimal contact center performance.
2:30pm			**Break**
2:45pm	400	Hand-On Workshop: Optimize customer conversations in your IVR with Amazon Connect	Discover how to set up effective interactive voice response (IVR) experiences in Amazon Connect by combining structured and unstructured conversation designs. Through hands-on exercises, learn when to use structured pathways for specific outcomes versus unstructured approaches for handling ambiguous inquiries. You'll gain practical knowledge to implement the right IVR strategy based on your business requirements and customer needs.
4:45 pm			**Wrap Up**
5:00 – 9:00pm			**Evening Networking Event (badge required)**

Day 3 Agenda

Thursday, 30 April

Time (GMT+4)	Level	Title	Abstract
8:30am		Registration and Breakfast	
9:30am		Welcome	
9:45am	300	Unified Performance Metrics: Bridging AI and Human Agent Evaluation in Amazon Connect	Learn how to evaluate AI and human agents using a unified performance framework. Discover how standardized metrics enable data-driven decisions, consistent service quality, and continuous improvement across your entire contact center workforce.
10:15am	300	Enable Omnichannel Experiences with Amazon Connect Email	Learn how Amazon Connect Email can boost customer satisfaction and agent productivity through automated email management. See demos of AI-powered features that streamline customer service operations and enable proactive communication.
10:45am		Break	
11:00am	300	Refine customer journeys with predictive routing in Amazon Connect	Learn how AI-powered attribute routing in Amazon Connect combines customer attributes with predictive modeling to intelligently match customers with the best-suited agents. Discover how machine learning reduces handle times, improves first-contact resolution, and creates predictive customer journeys that boost satisfaction and loyalty.
11:30am	300	Data-driven Contact Centers: Maximizing Amazon Connect Analytics	Transform your contact center with Amazon Connect's analytics. Learn how to convert data into measurable business outcomes through journey analysis, sentiment coaching, and agent wellness programs. See real examples of cost reduction and CX improvement.
12:00pm		Lunch	
1:00pm	300	Mastering CX Automation: Unleashing the Power of Amazon Connect's Rules Engine	In the ever-evolving landscape of customer experience (CX), automation has become a key differentiator for businesses striving to deliver exceptional service efficiently. This chalk talk session will dive deep into the capabilities of Amazon Connect's Rules Engine, exploring how it can be leveraged to automate a wide array of CX tasks, streamline operations, and enhance customer interactions.
1:45pm	300/400	RFP Challenge	Join us for a 90-minute hands-on workshop where partner teams tackle a mock Amazon Connect RFP challenge. You'll have 45 minutes to design your solution & pricing, then share your approach with the group. Great opportunity for sharpening your skills & learning from peers.
2:30pm		Break	
2:45pm	300/400	RFP Challenge	Join us for a 90-minute hands-on workshop where partner teams tackle a mock Amazon Connect RFP challenge. You'll have 45 minutes to design your solution & pricing, then share your approach with the group. Great opportunity for sharpening your skills & learning from peers.
3:45pm	300	Accelerate global contact center modernization with Amazon Connect	Migrate your contact center with confidence using proven strategies for global Amazon Connect deployments. Learn from real-world enterprise examples to navigate legacy systems, manage risk, and accelerate implementation across multiple regions while maintaining service quality.
4:45 pm		Wrap Up	