



# PartnerEquip: Live – Bengaluru

Exclusive event for Specialized Partners

10-12 February 2026  
Bengaluru, India

## 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, 10 February

Time (GMT+5:30)	Level	Title	Abstract
8:00am	<b>Registration and Breakfast</b>		
10:00 am	<b>Welcome</b>		
10:15 am	100	Applied AI Solutions 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.
10:45 am	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.
11:15 am	<b>Break</b>		
11:30 am	200	Intro to Amazon Workspaces	Amazon WorkSpaces provides secure cloud-based virtual desktops, enabling employees to access their work environment from anywhere. Discover key features, deployment options, and best practices for implementing this fully managed Desktop-as-a-Service (DaaS) solution for your customers.
12:00 pm	300	WorkSpaces Core and Core Managed Instances	AWS WorkSpaces Core Managed Instances provides customizable EC2-based virtual desktops, simplifying VDI migrations while managing infrastructure lifecycle. Organizations can leverage existing AWS discounts and Savings Plans for both persistent and non-persistent workloads.
12:30 pm	<b>Lunch</b>		
1:30 pm	300	Amazon Connect External Voice Transfer	Learn how Amazon Connect's external voice transfer enables phased cloud migrations, starting with IVR. Discover how this solution accelerates modernization while supporting global language requirements including 3P integrations.
2:15 pm	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.
3:00 pm	<b>Break</b>		
3:15 pm	200	Amazon Connect - India region launch update	Discover the latest developments in Amazon Connect's India launch. Get critical updates on regulatory compliance, data residency, feature availability, and go-to-market strategies. Essential for partners preparing to deploy Connect solutions in the Indian market.
3:45 pm	300	Building Intelligent Email Campaigns	Discover sending automated, personalized marketing and transactional emails at scale using Amazon SES. This session demonstrates how to integrate AI-powered content generation, validation, and improvement into your email workflows, ensuring every message is relevant, error-free, and tailored to your customers.
4:15 pm	300	Delivering AI Powered tools, from Anywhere on Any Device	Amazon WorkSpaces delivers secure virtual desktops and applications with AI-powered tools, supporting diverse user needs - from developers using Q Dev and Kiro, to business users with Q for Business, and data scientists leveraging Bedrock and SageMaker.
4:45 pm	<b>Wrap Up</b>		
5:00 – 7:00pm	<b>Welcome Reception (badge required)</b>		

## Day 2 Agenda : Wednesday, 11 February

Time (GMT+5:30)	Level	Title	Abstract
9:00am	<b>Registration and Breakfast</b>		
10:00 am	<b>Welcome</b>		
10:15 am	300	Contact Center in a Box + Zero Trust Device	Transform your contact center operations with a secure, cost-effective, and streamlined solution with Amazon End User Computing (EUC) and Amazon Connect. This session delves into how AWS can address the challenges of traditional corporate computing devices, offering a future-forward approach to agent productivity and security. Empower your customers with enhanced security, reduced costs, and improved agent experience.
11:15 am	<b>Break</b>		
11:30 am	200	Creating Integrated AI Offerings with Differentiation to Kickstart Enterprise Deals	Beyond Point Solutions: In this session, you will learn a methodology for developing AI strategies rooted in customer understanding. You'll discover how to differentiate your engagements with cohesive solutions and explore frameworks for identifying high-impact use cases to position yourself as a strategic AI partner.
12:00 pm	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.
12:30 pm	<b>Lunch</b>		
1:30 pm	200	Ask the Experts 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
2:15 pm	300	Amazon Connect RFP Challenge: Partner Solution Design Workshop Part 1	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.
3:00 pm	<b>Break</b>		
3:15 pm	300	Amazon Connect RFP Challenge: Partner Solution Design Workshop Part 2	Join us for a hands-on 90-minute 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.
4:00 pm	300/ 400	Amazon Connect Earn a Badge Session	Earn official Amazon Connect learning badges during this hands-on certification session. Choose from multiple specializations, complete assessments with expert guidance, and walk away with verified Credly credentials to showcase your expertise.
4:45 pm	<b>Wrap Up</b>		
5:00 – 8:00pm	<b>Evening Networking Reception (badge required)</b>		

## Day 3 Agenda : Thursday, 12 February

Time (GMT+5:30)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	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.
10:45 am	300	Salesforce Sales Playbook: How to win with SCC-AC	Learn proven strategies for integrating Salesforce Service Cloud with Amazon Connect. Discover how to build compelling customer solutions, navigate sales conversations, and stay ahead of industry trends in this competitive space.
11:15 am	Break		
11:30 am	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.
12:00 pm	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.
12:30 pm	Lunch		
1:30 pm	300	How to Create & Deliver Self-Service Gen AI & Agentic AI Across IVR, Chat & SMS	Discover how Amazon Connect AI agents use generative AI to power personalized self-service experiences across voice, chat, and SMS. Learn how to deploy AI responsibly while improving customer satisfaction through context-aware, natural conversations.
2:15 pm	300	Transforming customer experiences with agentic AI	As organizations face increasing pressure to deliver personalized, context-aware customer experiences across multiple channels, traditional approaches fall short of meeting these demands. We'll demonstrate how a modern Communications Hub, powered by agentic AI, can transform fragmented customer interactions across many channels into intelligent, unified conversations, improving the customer experience.
3:00 pm	Break		
3:15 pm	300	Hands on Lab: Build AI-Powered Dashboards for Virtual Desktops	Learn to enhance Amazon WorkSpaces management using AI-powered analytics and CloudWatch metrics. Create intelligent dashboards that detect usage patterns and automate troubleshooting. Implement automated monitoring workflows for improved performance insights and user experience. Build response systems that optimize resource usage and reduce resolution times. Hands-on exercises will demonstrate how to establish performance baselines and leverage CloudWatch for data-driven workspace management.
4:45 pm	Wrap Up + End of Week Survey		