



Break down barriers to knowledge with Amazon Kendra

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Critical information is getting harder to find

80%

of data at the enterprise
is **unstructured**
(documents, help website,
support documentation, and so on)¹

It is proliferating and often
scattered and inaccessible

Customer challenges



Inaccurate keyword search



Complex implementation



Manual tuning



Ongoing maintenance

¹ Capgemini, [Reorganizing unstructured data](#)

Business challenges

INTERNAL CHALLENGES

Lower employee productivity and work duplication

Extensive time spent finding answers

Difficult to search multiple repositories

Stalled innovation

Increased risk and liability

Compliance and risk mitigation are difficult when answers are not easily found within documents

CUSTOMER CHALLENGES

Negative customer interaction and engagement

Websites are difficult to search

Call center agents are not able to find answers quickly

Limited access to documents through self-service bots

Employees and customers want answers quickly

Traditional search

The image shows a side-by-side comparison of two search interfaces. On the left is a 'Traditional search' interface titled 'Intranet Search'. It features a search bar with the text 'it support desk', a sidebar with filters for categories (Service, Team), creator (admin, abcde, it, corp), and search results for various documents like 'IT_Support_Training_Program.Web' and 'Com_Support_Wiki.Web'. On the right is an 'Intelligent search' interface titled 'RESULTS PAGE'. It shows a search bar with the question 'Where is the it support desk?', a 'Kendra's suggested answer' section with the text '1st floor' and a detailed paragraph about IT help desks, and a 'Frequently asked questions' section with three related questions. A white arrow points from the search bar in the traditional interface to the search bar in the intelligent interface.

Intelligent search

Find more accurate answers with Amazon Kendra

MORE EASILY FIND WHAT YOU ARE LOOKING FOR



Natural language queries

Intuitive search within unstructured content



NLU and machine learning (ML) core

Instant answers
Tabular search
FAQ matching
Document ranking



Broad domain expertise

Pre-trained for 14 domains and industries



Continual improvement

Incrementally learns from user feedback

QUICK SETUP



Accelerators

Native and partner connectors
Automate ingestion with custom metadata enrichment
No-/low-code UI builder

PROTECTED



Guarded search

Encrypted in transit and rest
Token-based access control
AWS IAM Identity Center integration

Amazon Kendra top use cases

EMPLOYEE EXPERIENCE

Intranet portal

Centralized search

Department focused

R&D

Compliance/risk mitigation

HR

IT

Legal



CUSTOMER EXPERIENCE

Call center agent assist

Self-service virtual agents/bots

Website search



EMBEDDED SEARCH

Independent software vendor (ISV)/SaaS applications

CMS

CRM

Productivity apps

Demo



Additional resources



[Getting started with Amazon Kendra](#)

Use AWS console to get started



[Amazon Kendra Documentation](#)

Main reference for all things Kendra



[AWS Machine Learning Blog](#)

Learn and explore Amazon Kendra technical resource



[ESG Economic Validation Study](#)

82% lower 5-year Total Cost of Ownership (TCO)



Thank you!

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