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# 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

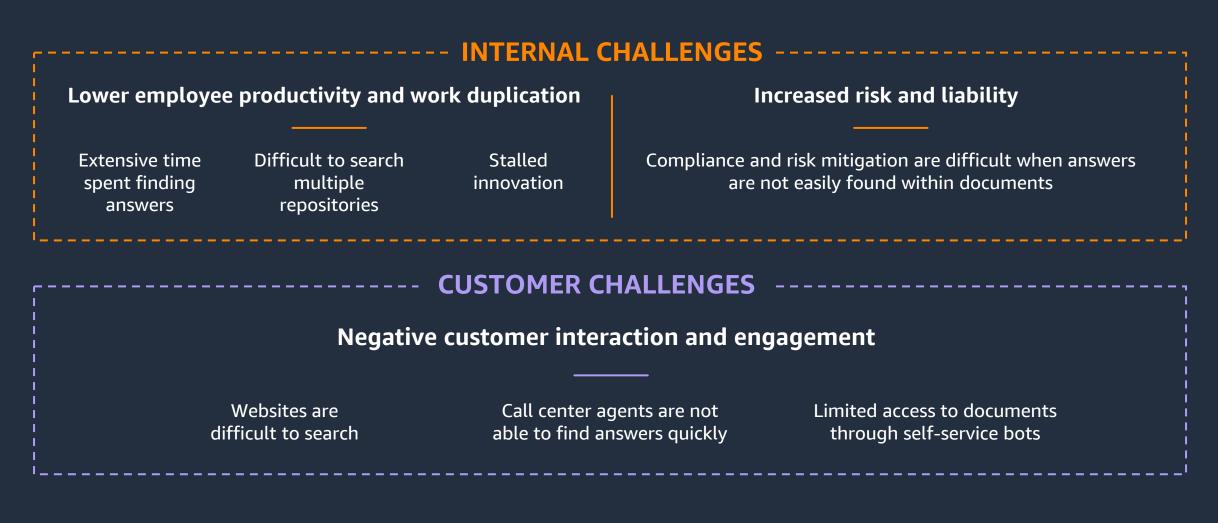Inaccurate keyword search

Complex implementation

Manual tuning

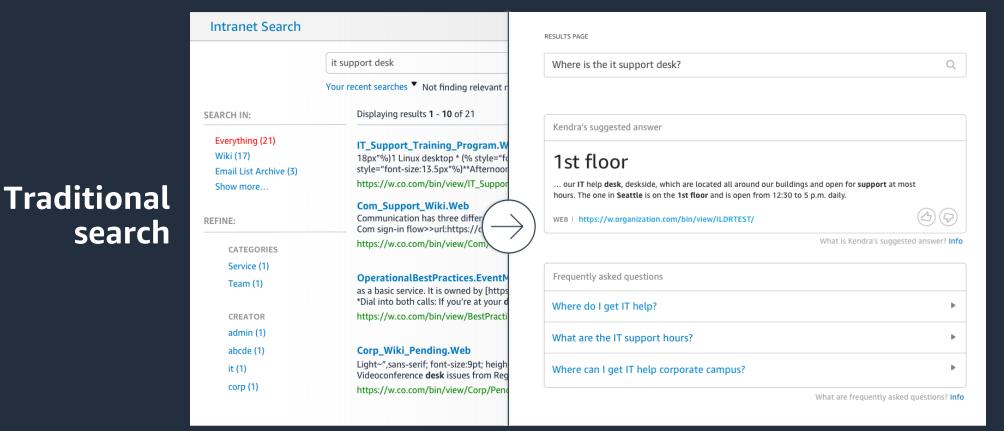Ongoing maintenance

[1] Capgemini, Reorganizing unstructured data

# Business challenges

**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**

**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

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# 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)

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# Thank you!

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