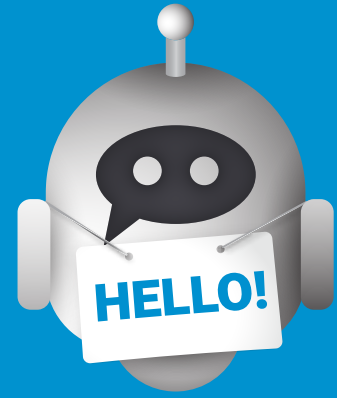


ServisBOT Conversational AI Platform

ServisBOT conversational AI platform, built on an AWS technology stack, empowers both developers and business users to accelerate their bot development and scale their solutions quickly, enabling them to create enhanced Lex bot solutions, no matter what the use case is, and get them to market faster.



The ServisBOT platform provides low code tools that make it easy to:

- Get started quickly using **Pre-built Blueprints** and instantly add a hosted **Rich-media Messenger**
- Create, edit, upload, and/or export **Intents and Utterances**
- Drop in **Rich Media Components** (carousels, images, videos, menus, calendars, etc.)
- Add a range of **Reusable Fulfillment** actions without any coding
- Connect process-oriented **Action Flows** to intents using a drag-n-drop designer
- Add **Pre-configured Skills** that enhance the bot
- Connect to **Amazon Lex** and **Amazon Connect** as well other AI services
- Integrate to all the **leading contact center** systems.

Built on core AWS services like Cognito, AppSync, KMS, GuardDuty, Cloudwatch, Kinesis, and Fargate the platform provides built-in identity, security & encryption, storage with full logging, monitoring, and analytics available.

For organizations that require advanced conversational AI solutions, ServisBOT's multi-bot architecture enables multiple

Lex bots to be orchestrated into a unified and enhanced experience.

With a fully serverless architecture, the platform takes care of scaling and provides an enterprise-wide platform for collaboration amongst teams as well as centralized management & control of all bots by enterprise IT.

How ServisBOT's Platform adds Value

1. Rapid Prototyping with Bot Blueprints

The platform provides a user-friendly interface to quickly start building Lex bots from pre-built blueprints. There is no need to access the AWS console, but the full power of all the AWS services is available. Citizen developers can get started easily and build their own solutions.

2. Hosted Messenger

A hosted, rich media messenger is attached to the bot solution running on Amazon Lex, without any coding needed. When the messenger is on a mobile device, it can access camera and location features. On a website, the messenger can monitor a customer's journey on the site and provide co-browse features.

3. Rich Media Components

A variety of standard and customizable components can be dropped in, e.g. calendars, menus, carousels, maps, dropdown lists, notifications, lozenges, and more - using a simple markup language. This allows a business user to enhance the Lex bot experience, without any coding needed.

4. Channel Engagement Adapters

Engagement adapters easily enable Lex bots to interact on a wide range of text and voice channels – web, mobile, SMS, Microsoft Teams, Slack, WhatsApp, Facebook Messenger, Alexa, and more.

5. Centralized Fulfillment & Reusable Skills

The platform provides a range of fulfillment options, from simple text responses to process-oriented action flows and bot transfers. Fulfillment actions are centralized and can be shared and reused among Lex bots. Skills can be added to the bot with a single click, e.g. small talk, translation, document capture, CSAT, redaction, appointments & more.

6. Action Flows

The Action Flow drag-n-drop designer allows business analysts to create process-oriented multi-step flows that can be added as fulfillment actions to an intent. This allows users to incorporate proven business processes and business logic into the conversational experience.

7. Content CMS

You can centralize all content (videos, documents, images, etc.) in the platform's CMS. As the Lex bot is being built it is easy to drop in content. Content is managed centrally so that any updates flow through automatically and seamlessly to the bot experience without the need to make changes to the bot.

8. API Integration Layer

Lex bots can be securely integrated to internal business and contact center systems using out-of-the-box and custom APIs. Integrations to Salesforce, SAP, ServiceNow, Amazon Connect, and other contact center technologies such as Genesys are set up and managed centrally in the platform.

9. Native Connectivity to AI Services & Contact Centers

Native connections to Amazon Lex, Comprehend, Sagemaker, and other AI services allow the user to create multi-modal solutions easily and quickly. The platform also provides integrations to Amazon Connect and other leading contact center technologies.

10. Multibot Orchestration

Advanced conversational AI experiences may require multiple Lex and/or other NLP bots that need to be orchestrated and managed. A bot orchestrator is at the heart of the ServisBOT architecture, detecting intent and routing requests to the bot(s) that is best skilled to fulfill the intent.

11. Interbot Communication & Transfers

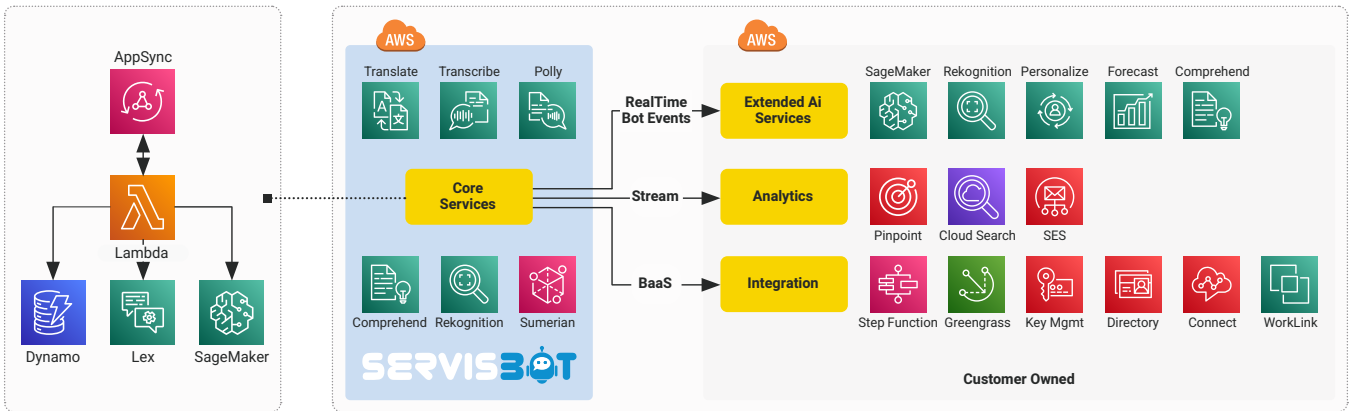
The platform provides interbot communication and transfer, allowing bots to work together and share information with each other without any coding or integration effort. This facilitates reuse and multibot collaboration.

12. Instant Audit & Analytics

The platform provides built-in analytics, encryption, identity, monitoring, and security. Developers can take advantage of these important features without any coding.

ServisBOT and AWS Services

Built as a serverless SaaS offering on AWS, the platform contains the following core AWS services – AppSync, Lambda, Dynamo, Lex, and SageMaker. These services are extended by Translate, Polly, Transcribe, Comprehend, Rekognition and Sumerian.



Business Benefits of ServisBOT Conversational AI Platform to AWS

Organizations that adopt Amazon Lex as their NLP can get their bot solutions to market faster using ServisBOT, enabling AWS to **expand AI/ML market opportunities and revenue faster**.

The ServisBOT platform drives **growth in the usage of AWS AI services**, coupling them with user conversations. As the volume of use cases, conversations, and data uploads grow, the consumption of AWS services grows.

As the market for conversational AI matures, organizations are seeking advanced conversational AI experiences that are rich in capabilities. AWS can **take advantage of market growth and**

trends by leveraging the multi-bot architecture and centralized capabilities of the ServisBOT platform.

The platform supports the creation of conversational AI solutions for **multiple B2C and B2E use cases in a variety of industries**, especially interaction-intensive sectors like insurance, banking, travel, healthcare, utilities, transportation, and entertainment.

The ServisBOT toolkit **supports multiple personas across the enterprise** including Citizen Developers, Enterprise Devs, IT, Data Science, CX Designers, and Agents.