

AWS re:Invent

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AWS Trends 2025

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Monday Night Live with Peter DeSantis

SVP, UTILITY COMPUTING, AWS



"Los árboles representan a los grandes inversiones técnicas diferenciadas que discutimos cada año."

Dr. Swami Sivasubramanian Keynote

VP, AI AND DATA, AWS

1903 — The Wright brothers



"Si miras atrás, la convergencia de todos estos logros, más Innovaciones ... hicieron posible volar....Hoy, nosotros estamos en un punto similar de convergencia con la IA Generativa."

CEO Keynote with Matt Garman

CEO, AWS

Building blocks

"Este concepto de bloque de construcción ha sido fundamental para cómo construimos servicios de AWS en los últimos 18 años, y hoy tenemos cientos de servicios AWS que todos ustedes combinan en únicas y diferentes formas, interesantes e increíbles."



AWS Partner Keynote with Dr. Ruba Borno

VP, GLOBAL SPECIALISTS AND PARTNERS, AWS

"Dónde diferentes instrumentos como muchas diversas tecnologías y servicios, y cada jugador que tiene un papel único como nuestros socios en cada uno de sus áreas de especialización. Todos ellos vienen juntos para crear una obra maestra que es mayor que la suma de sus partes."



Monday Night Live with Peter DeSantis

SVP, UTILITY COMPUTING, AWS



- Graviton4
- Latency-Optimized Inference for Amazon Bedrock
- Project Rainier
- Trainium2

Dr. Swami Sivasubramanian Keynote

VP, AI AND DATA, AWS

1903 — The Wright

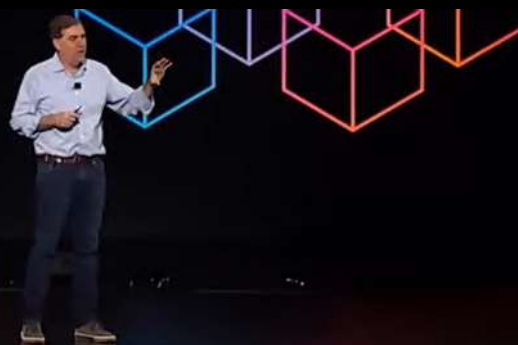


- Sagemaker Hyperpod Flexible Training Plans
- Sagemaker Hyperpod Task Governance
- Partner Apps in Sagemaker
- Amazon Q in Sagemaker Canvas
- Bedrock Marketplace
- Prompt Caching on Bedrock
- Intelligent Prompt Routing on Bedrock
- Kendra GenAI Index
- Bedrock Knowledge Bases Graph RAG
- Multimodal Toxicity Detection for Bedrock Guardrails
- Scenarios in Q and Quicksight (Preview)
- AWS Education Equity Initiative
- New model partnerships announced (Poolside, Stability AI Stable Diffusion 3.5, Luma AI)

CEO Keynote with Matt Garman

- AWS will provide \$1 billion in credits to startups globally in 2025
- P6 family of instances
- Trainium Two GA (General Availability)
- Trainium Three
- S3 Table Buckets
- S3 Metadata
- Amazon Aurora D SQL
- DynamoDB Global Tables with multi-region strong consistency
- Bedrock Model Distillation
- Amazon Bedrock Automated Reasoning Checks
- Bedrock Agents support for multi-agent collaboration

- Amazon Nova Models
- Amazon Nova Canvas
- Amazon Nova Reel
- Q Developer Updates
- Q Business Updates
- Q Transformation capabilities
- Next Generation Amazon SageMaker
- Future Nova Features (Previewed)



AWS Partner Keynote with Dr. Ruba Borno

VP, GLOBAL SPECIALISTS AND PARTNERS, AWS

- Four New Security Specializations
 - AI security category
 - Digital sovereignty competency
 - Amazon Security Lake service ready specialization
 - AWS Security Incident Response Service specialization
- Buy with AWS General Availability
- New AWS Marketplace Features
- Partner Connections Preview
- Grow with SAP Announcement
- SaaS Cosal Benefits Expansion



Dr. Werner Vogels Keynote

VP AND CTO, AMAZON.COM



"Simplexity nos permite escalar nuestros sistemas para que se vuelvan más complejos con el tiempo de manera segura. Por lo tanto, haga de la volatilidad un requisito. Divida la complejidad en pedazos. Alinee sus organizaciones con su arquitectura. Organízate en celdas. Diseñe sistemas predecibles y automatice la complejidad"

Tech predictions for 2025 and beyond



Amazon Connect

Agent Workspace Contact Control Panel Customer name

Flows > Bots > Hotel booking Bot

Hotel booking Bot Info

Personalize your bot and customer experience.

Cancel Advanced configuration Create version Save

Details Configuration Analytics Aliases Versions

Define your bot Info

Add supported languages, user intents, and how your bot handles user inquiries.

Import Add language

Dutch (NL) X English (US) X English (Z)

Configure your supported language Info

Define intents within the language, gather information from u

Confidence score threshold Info

Intent classification confidence score threshold

00

Intents Info

An intent represents an action the user wants to perform.

Add intent

- Activate book room
- Request upgrade
- Credit card benefits
- Pay balance
- Report change of dates
- Amazon Q in Connect
- Fallback

Intent: Activate book room

Details Info

Modify your intent details

Delete Edit

Intent name

Activate book room

Description

Responses to phrases that indicate that users want to book a room.

Additional bot configuration Info

Modify using advanced Configuration option or directly in Amazon Lex.

Edit

Fulfillment	Code Hooks	Input Context	Output Context
Enabled	Disabled	Enabled	Enabled

Amazon Q in Connect Info

Use Amazon Q in Connect assistant to handle customer queries.

☒ Enable Amazon Q intent

9:41

Amazon Connect

Hi, I need to book a hotel room for myself, my husband and my son.

Amazon Q in Connect:
Hi Nikki, thanks for being a platinum rewards member. Let's book you a room for 3 people.

What dates will you be visiting?

March 1-10

Amazon Q in Connect:
I will book you a room for 9 nights.

Type a message



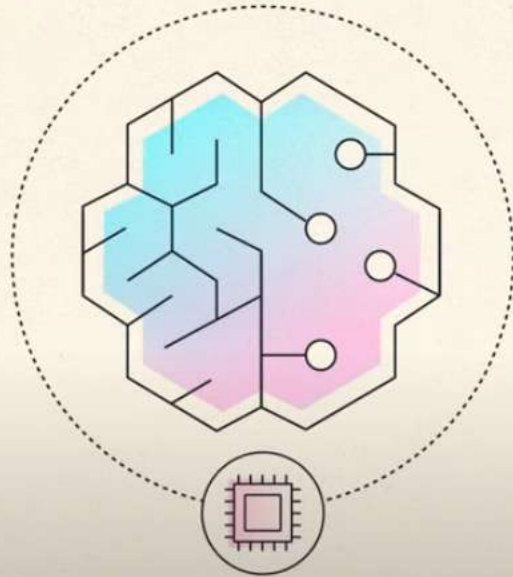
AWS Trainium2

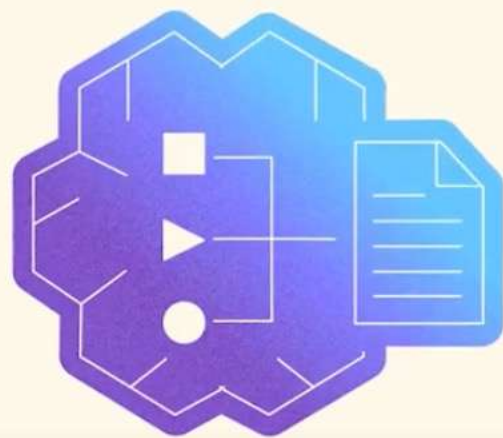
1.3 FP8 petaflops | 96 GB HBM | 2.9 TB/s memory bandwidth



Amazon EC2 Trn2 UltraClusters

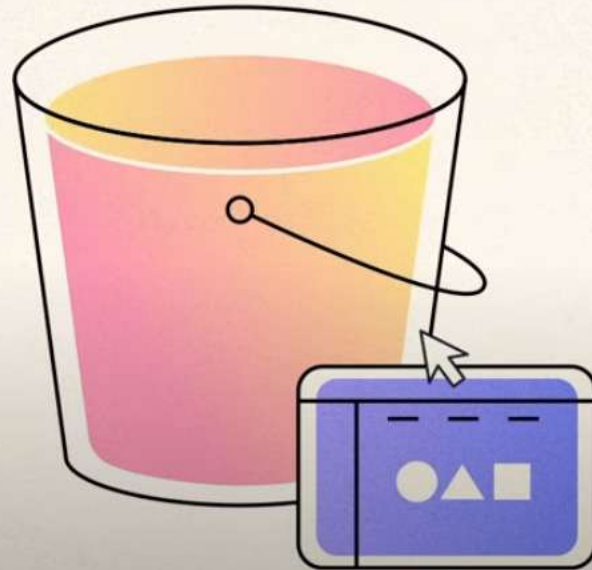
Amazon SageMaker HyperPod task governance

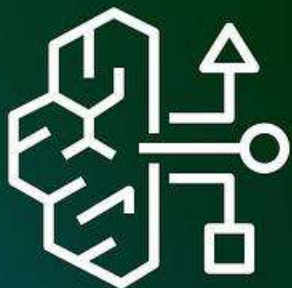




Amazon Bedrock Data Automation

Amazon S3 Tables





Introducing Amazon Nova

A dinosaur sitting in a teacup.

✦✦ Run



Lanzamientos de servicios y anuncios

ANALYTICS	AMAZON SAGEMAKER	COMPUTE	CONTAINERS	DATABASES	GENERATIVE AI	NETWORKING & CONTENT DELIVERY	NOVA	PARTNER	SECURITY, IDENTITY & COMPLIANCE	STORAGE
- Scenarios in Amazon Q in QuickSight: Run scenario analyses to help users find answers to complex problems quickly	1. Amazon DynamoDB zero-ETL integration with Amazon SageMaker Lakehouse 2. Amazon SageMaker Data and AI Governance 3. Amazon SageMaker HyperPod flexible training plans 4. Amazon SageMaker HyperPod recipes 5. Amazon SageMaker Lakehouse 6. Amazon SageMaker Lakehouse and Amazon Redshift support for zero-ETL integrations 7. Amazon SageMaker partner AI apps 8. Amazon SageMaker Unified Studio (Preview) 9. Data Lineage in Amazon DataZone and next generation of Amazon SageMaker 10. Generative AI development on shared compute resources within SageMaker HyperPod 11. Unification and fine grained access controls on federated sources	1. Amazon EC2 Trn2 instances and UltraServers 2. Amazon Elastic VMware Service (EVS) (Preview) 3. GROW with SAP on AWS	1. Amazon EKS Auto Mode 2. Amazon EKS Hybrid Nodes	1. Amazon Aurora DSQL (Preview) 2. Amazon DynamoDB global tables multi-region strong consistency 3. AWS Database Migration Service Schema Conversion with generative AI 4. Amazon MemoryDB Multi-Region 5. Oracle Database@AWS	1. Amazon Bedrock multi-agent collaboration (Preview) 2. Amazon Q Business workflow automations (Coming Soon) 3. Amazon Q capabilities for software providers 4. Automated Reasoning checks in Amazon Bedrock Guardrails 5. Amazon Q Developer features: - Accelerates operational investigations - Automated code reviews and release management - Documentation generation - Transformation capabilities for .NET porting - Transform for mainframe - Transform for VMware Migrations 6. GitLab Duo with Amazon Q (Preview) 7. Luma AI in Amazon Bedrock (coming soon) 8. poolside in Amazon Bedrock (coming soon)	1. Access to VPC resources over AWS PrivateLink and Amazon VPC Lattice 2. AWS Data Transfer Terminal	1. Amazon Nova Canvas 2. Amazon Nova Reel 3. Amazon Nova Understanding Models	- Buy with AWS1.	- AWS Security Incident Response	1. Amazon FSx Intelligent-Tiering 2. Amazon S3 Metadata (Preview) 3. Amazon S3 Tables 4. Storage Browser for Amazon Simple Storage Service (Amazon S3)



Thank you!

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