

# Intelligent Search

## Offer

When implementing new technologies like cognitive search, it can be difficult for organizations to gauge if the investment will deliver any business value.

Blackbook.ai offer an initial Proof of Concept (POC) at no cost, to help show the value and benefits of an Amazon Kendra implementation, without the risk.

A POC is a great way to ensure that the cognitive search solution you are evaluating is the right fit and that you are not saddled with a solution that does not work in your organisation's ecosystem.

### Initial POC

The initial POC focuses on identifying a relevant use case and importing relevant data sources into Amazon Kendra to support that use case. The Index once created would then be presented back to stakeholders in an appropriate front end.

### Prototype

Upon the successful delivery of the initial POC to show the value of Amazon Kendra, the solution could then be implemented within your AWS environment. Additional use cases would be incorporated, along with the automation of the synchronization of data. Amazon Kendra would be embedded within a relevant front-end application.

2 Week POC - with client data  
(at no cost)

#### Initial POC

- Conducted using client data
- Initial discovery workshops
- Import of data sources
- Web scraping of data
- Creation of Amazon Kendra Index
- Amazon Kendra POC presented back to key stakeholders

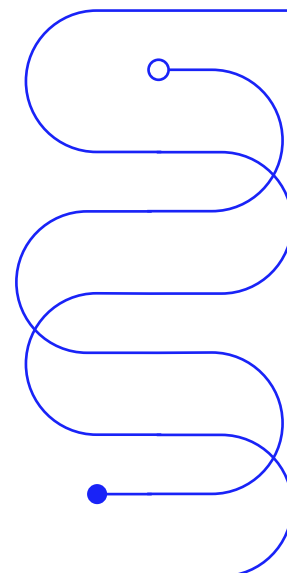
6 Week Prototype - Pre-Production  
(Approx. \$35k excl. GST)

#### Prototype - Pre-Production

- Conducted using client data in client environment
- Provisioning of AWS Resources
- Initial discovery workshops
- Import of data sources
- Web scraping of data (if applicable)
- Creation of Amazon Kendra Index
- Data synchronization and automation
- Testing and validation of Accuracy
- Relevance Tuning
- Front end integration
- Amazon Kendra Prototype presented back to key stakeholders

## Overview and Use Cases

Amazon Kendra is a highly accurate and easy to use enterprise search service that is powered by machine learning and natural language understanding. Amazon Kendra delivers powerful cognitive search capabilities to websites and applications, so end users can easily find precise and actionable information they need within the vast amount of unstructured content spread across an organisation.



Blackbook.ai have pre-built solutions in the following use cases to accelerate the time to implementation:



### Intelligent Department Search

Increase employee productivity by adding search capabilities to your applications so that employees can easily find information stored in different data sources within your organisation.

#### Components

- Utilizes internal data sources. E.g., SharePoint, Wiki, FAQ's, OneDrive, Internal Website Content.
- Amazon Kendra Index
- Embedding of Amazon Kendra in an internal website/application

#### ROI

- ↓ Employee hours spent searching for content
- ↓ Number of clicks to get to relevant content



### Intelligent Website Search

Utilise Amazon Kendra to better understand what your customers are asking to provide more relevant answers and better experiences.

- Utilizes relevant data sources. E.g., External website content, Relevant documentation, FAQ's
- Amazon Kendra Index
- Embedding of Amazon Kendra in an external website/application

- ↑ Customer satisfaction through providing more relevant information and better experiences
- ↓ Calls to call centre staff as customers can more easily find the information they need



### Intelligent Chat-bot

Amazon Lex is a service for building conversational interfaces into any application using voice and text.

This use case uses Amazon Lex as the front-end interface for Amazon Kendra.

- Incorporation of relevant data sources (internal or external)
- Creation of Amazon Kendra Index
- Creation of Amazon Lex Bot
- Amazon Kendra plus Amazon Lex Bot integration

- ↑ Self-service rate for internal and external customers
- ↓ Calls to call centre staff and associated support costs