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# NiCE and AWS – Leveraging the “Power of 3”



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# agenda

- The NiCE-AWS Global Partnership
- NiCE-AWS Go To Market for our partners
- NiCE+AWS joint messaging and themes
- Events for the diary
- \$20k in 1 hour courtesy of NiCE and AWS



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# The NiCE and AWS Global Relationship



# NiCE and AWS are Strategic Partners

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**NiCE** Platform Products Industries Services Resources Company

Press Release

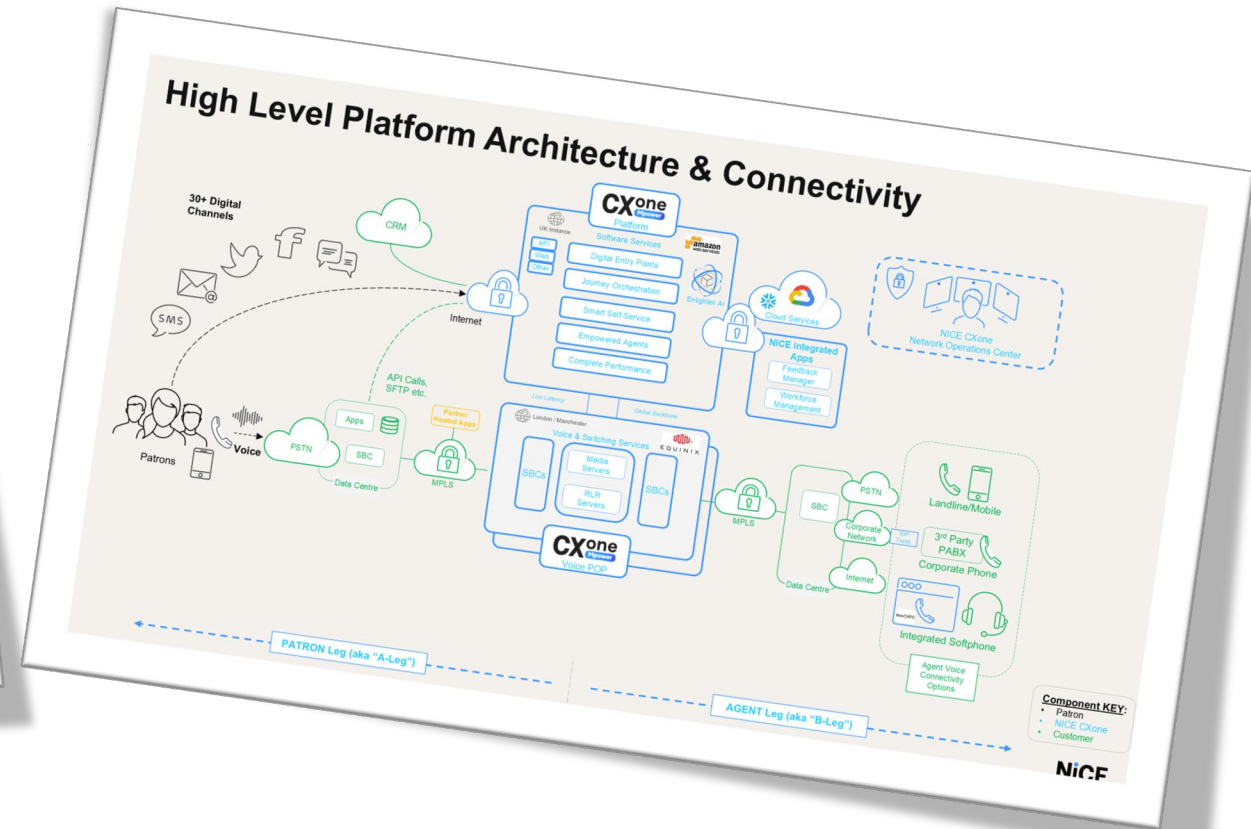
## NiCE Signs Strategic Collaboration Agreement with AWS To Accelerate End-To-End Customer Service Automation at Scale

May 13, 2025

Collaboration brings together cloud and AI expertise to simplify and speed up enterprise automation through joint go-to-market initiatives, co-innovation and deeper technology integrations

Hoboken, N.J., May 13, 2025 - NiCE (Nasdaq: NICE) today announced a new strategic collaboration agreement (SCA) with Amazon Web Services (AWS), to transform how businesses deliver customer service through tightly integrated AI, cloud, and automation technologies. As part of this collaboration, CXone Mpower will now be available in AWS Marketplace. This combines the strengths of NiCE's CXone Mpower

Commercial leverage



Technical best practise and "well architected" principles

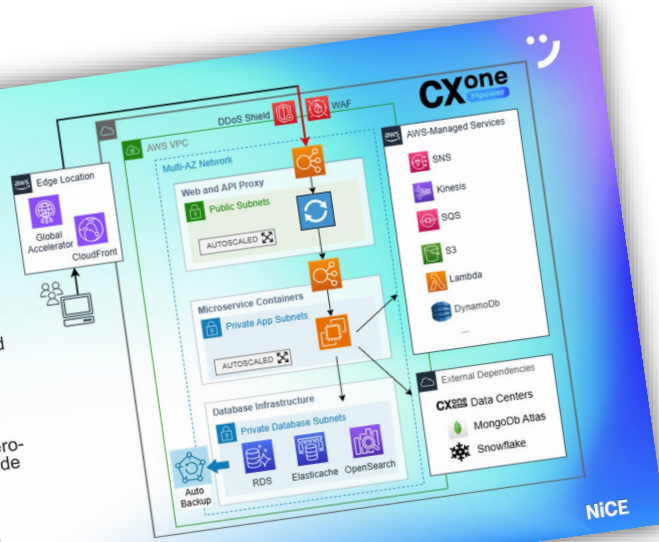


# Leveraging AWS Services natively

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## CXone Mpower

- 100+ global Points of Presence at edge
- Services shielded from destabilization via WAF and DDoS protection
- Auto-scaled microservice architecture supported by highly-available CSP-managed services
- Multi-Availability Zone architecture with automatic failover
- New releases enabled via zero-downtime deployment/upgrade process
- Automatic database backup available for disaster recovery needs

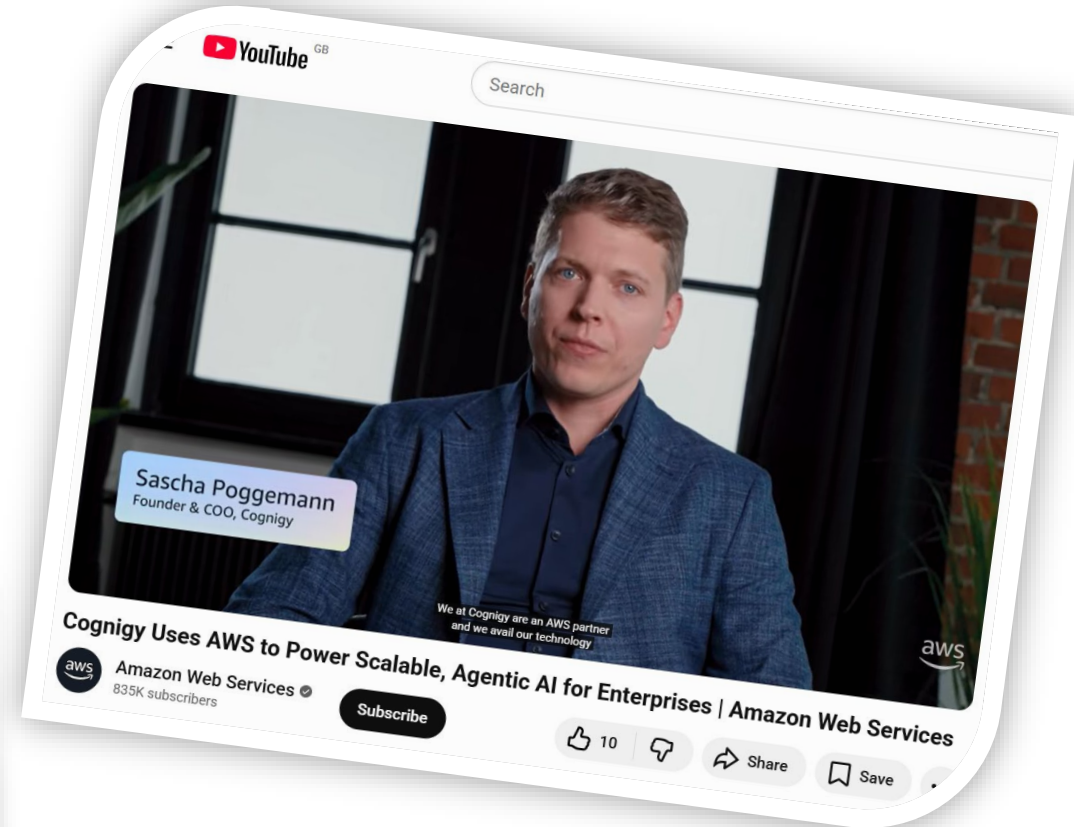


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ACTIMIZE

## Cloud Innovation: NiCE Actimize Continues to Innovate, Deploys Financial Crime Solution on Amazon Web Services

*Leading advances in cloud applications for financial crime, NiCE Actimize holds AWS Financial Services Competency Partner status to boost effectiveness of compliance-related tasks*

**Hoboken, NJ – October 26, 2017 – NiCE Actimize, a NiCE business,** is continuing to innovate by deploying a financial crime solution on Amazon Web Services (AWS). As one of the first in the industry to achieve AWS Financial Services Competency Partner status in the AWS Partner Network (APN) for its financial crime solutions, NiCE Actimize has added solutions capabilities in both fraud and anti-money laundering, as well as for its anti-bribery & corruption solutions, to its portfolio of cloud offerings.



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# Leveraging NiCE+AWS in your partner Go To Market





# All our NiCE offerings are available on AWS Marketplace (and can be purchased via our partners!)

# NiCE

Conversational AI

CXOne

Actimize

AWS Marketplace > Contact Center > Software as a Service (SaaS) > NiCE Cognigy - AI Agents for Enterprise Contact Centers

**NiCE Cognigy** **NiCE Cognigy - AI Agents for Enterprise Contact Centers** [View purchase options](#)

Info  
Sold by: [Cognigy.AI L<sup>2</sup>](#)

Deployed on AWS

NiCE Cognigy is transforming the customer service industry with the most advanced AI Agent platform for enterprise contact centers. Its award-winning solution, Cognigy.AI, empowers enterprises to deliver instant...

Show more

4.7 ★★★★★ (12)

Overview Features Pricing Legal Usage Resources Support Product comparison New Reviews

Overview

Try agent mode Create proposal Ask question

What is an AI Agent?

Agentic AI Agents for Enterprise Contact... 1/6

Details

**Highlights**

- Pre-trained Agentic AI Agents with industry-specific skills and common service processes that can speak 100+ languages across 30+ voice and digital channels using over 100 prebuilt integrations.
- Multi-model LLM orchestration supporting leading vendors such as Amazon Bedrock, OpenAI, Azure OpenAI, Anthropic, Cohere, Google and Aleph Alpha.
- AI-powered knowledge management using semantic search and Generative AI to deliver accurate, contextual and individual answers to customer questions.

[AWS Marketplace: NiCE Cognigy - AI Agents for Enterprise Contact Centers](#)

AWS Marketplace > Contact Center > Software as a Service (SaaS) > NiCE CXone Mpower

**NiCE CXone** **NiCE CXone Mpower** [View purchase options](#)

Info  
Sold by: [NiCE](#)

Deployed on AWS

NiCE CXone Mpower is the customer service AI platform helping organizations of all sizes automate customer service from start to finish. Move beyond traditional inbound service and into proactive AI-driven experiences ...

Show more

4.3 ★★★★★ (1721)

Overview Features Pricing Legal Usage Resources Support Product comparison New Reviews

Overview

Try agent mode Create proposal Ask question

**Highlights**

- Our easy to use application suite provides a smarter, more meaningful experience for contact center employees and customers by providing a seamless transition between self-service and agent assisted interactions including cross-channel elevation.
- Accelerate innovation, empower agents, and simplify administration

[AWS Marketplace: NiCE CXone Mpower](#)

AWS Marketplace > Financial Services > Software as a Service (SaaS) > X-Sight

**NiCE Actimize** **X-Sight** [View purchase options](#)

Info  
Sold by: [NiCE Actimize](#)

Deployed on AWS

NiCE Actimize X-Sight is the cutting-edge, AI cloud platform revolutionizing fraud and financial crime risk management. X-Sight enables financial institutions to seamlessly integrate data, automate compliance, and...

Show more

☆☆☆☆☆ (0)

Overview Features Pricing Legal Usage Resources Support Reviews

Overview

Try agent mode Create proposal Ask question

**Highlights**

- The Actimize Agentic AI Advantage - X-Sight revolutionizes Fraud and Financial Crime and Compliance programs by embedding Agentic AI to seamlessly orchestrate all workflows, delivering analytic precision and boosting operational productivity.

**Details**

[AWS Marketplace: X-Sight](#)



# NiCE Partners also leveraging the Marketplace “Shop Window” for their bundled services

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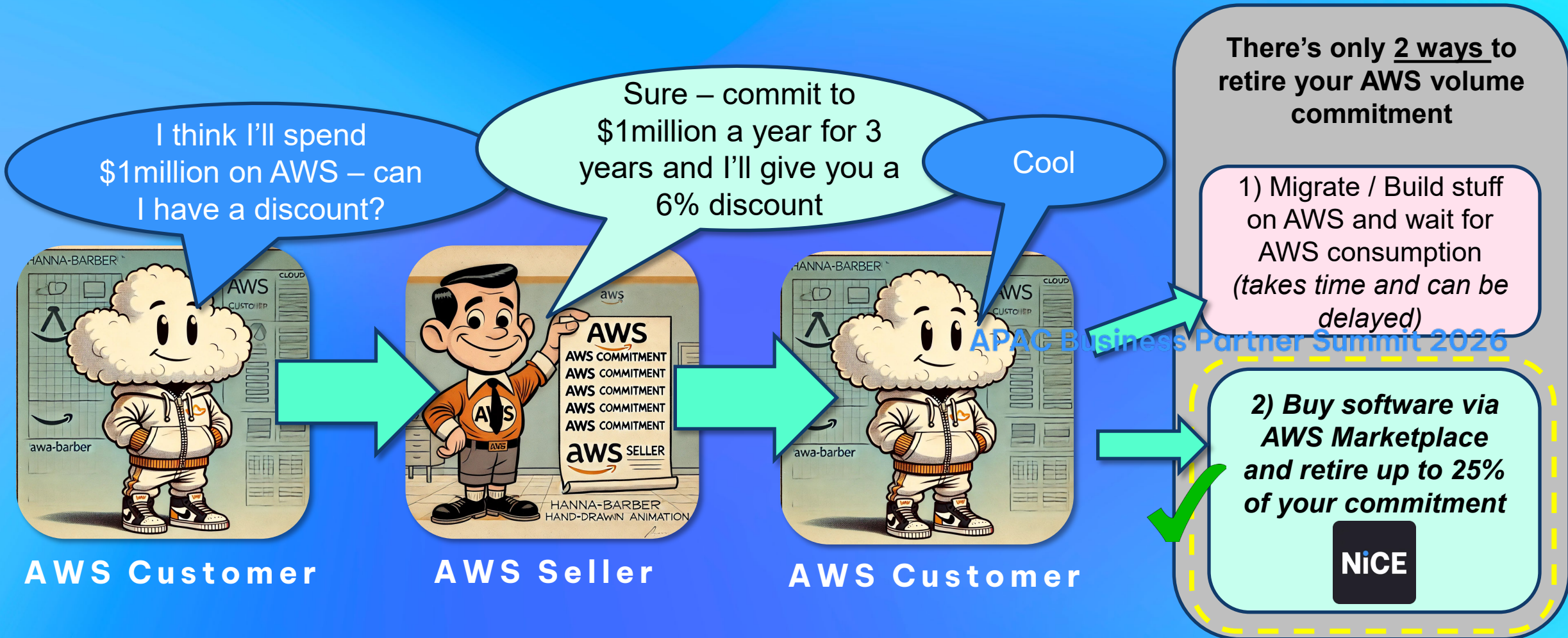
Infosys +  
Actimize

The screenshot shows the AWS Marketplace page for 'Infosys Actimize Fraud Management Studio'. At the top, there is a breadcrumb trail: 'AWS Marketplace > Financial Services > Professional services > Infosys Actimize Fraud Management Studio'. Below this, the product name 'Infosys Actimize Fraud Management Studio' is displayed with an 'Info' link and a 'Request private offer' button. The seller is listed as 'Infosys Limited'. A description states: 'Infosys Fraud Management Studio is a unique service offering that provides End to End Fraud Detection and prevention Solution capabilities. This service offering is brought to you by Infosys on AWS, in collaboration with Actimize, the world's leader in enterprise Fraud management solution'. There is a 'Show less' link. Below the description are tabs for 'Overview', 'Pricing', 'Legal', and 'Support'. The 'Overview' tab is active. On the right side of the overview section, there are buttons for 'Try agent mode', 'Create proposal', and 'Ask question'. The main content area is divided into two columns. The left column contains text about financial institutions balancing competing priorities. The right column is titled 'Highlights' and contains a bullet point: 'Actimize Integrated Fraud Management service, IFM X, is a fraud hub that consists of data management, analytic engines and strategy and investigation management'.

[AWS Marketplace: Infosys Actimize Fraud Management Studio](#)



# Why is AWS Marketplace important to customers?



# Why is Microsoft Marketplace important to customers?



# AWS Programs for NiCE partners

## BOX (Business Outcome Accelerator)

- \$70k + of AWS investment to help you create and sell your “Power of 3” offering with NiCE and AWS
- 55+ Sales Qualified Leads from AWS, based on your solution.



## Opportunity Funding

- Migration Acceleration Program (MAP)
  - PoC funding
  - Sandbox Funding



## Marketing Development Funds (MDF)

- \$3.5k (Select Tier Partners)
- \$50k (BOX milestone 4)



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## NiCE + AWS Joint messaging themes



# Leveraging Data – CXone + Amazon Quick Suite

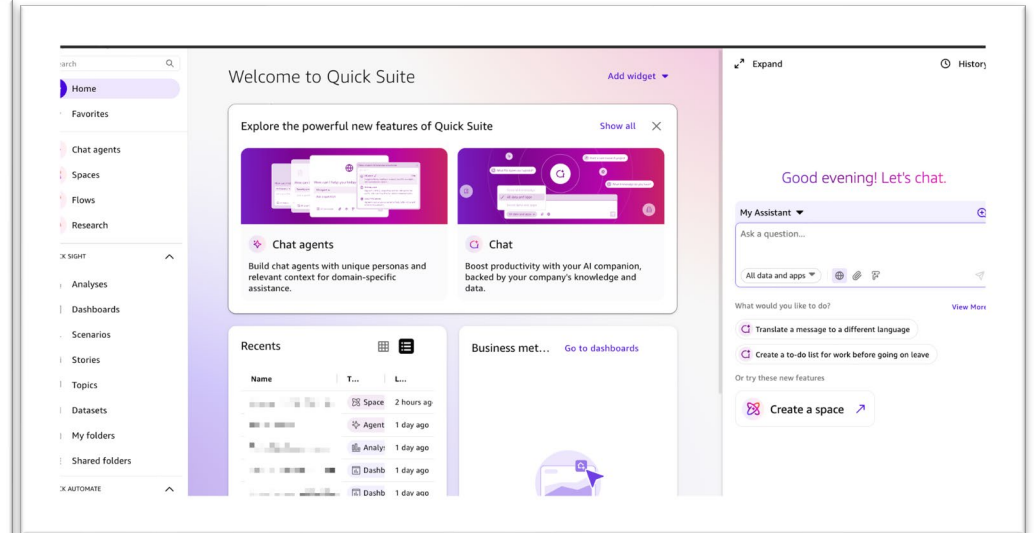
NiCE are a launch partner of the newly-announced (Oct-25) Amazon Quick Suite

## Amazon Quick (Suite) Future Integrations, Actions...

- Spaces**
  - Organize files, dashboards, and data sources
  - Collaborate workspaces for your projects
- Chat Agents**
  - Custom AI assistants with your business knowledge
  - Share and collaborate across teams
- Research**
  - Deep-dive analysis and comprehensive reports
  - Professional, exportable documentation
- Quick Sight**
  - Business Intelligent and data visualization
  - Interactive dashboards and analytics
- Flows**
  - Automate repetitive tasks with pre-defined steps
  - No-code workflow automation
- Automate**
  - Complex, multi-step workflow automation
  - Transform entire business processes

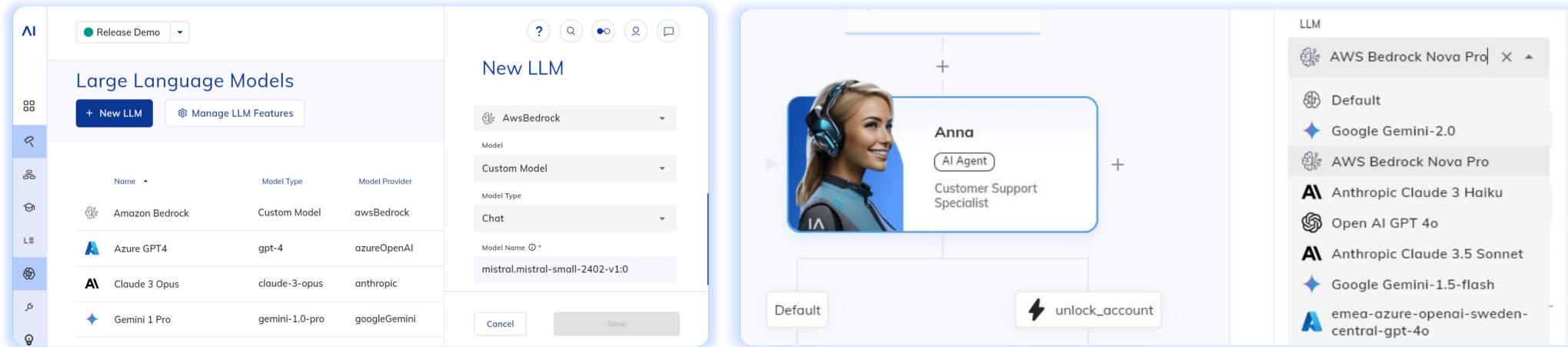
**Governance, data security** | Access controls | Guardrails | Responsible AI | Regulatory compliance

- Company data: Spaces and datasets**
  - 40+ Data connectors
  - User uploaded files
  - Quick sight data
- World Knowledge**
  - Bedrock models
  - Web search
- Actions**
  - Actions in 3P apps



# Enhance with GenAI – Amazon Bedrock

Pre-Built Bedrock integrations in Cognigy



Amazon Bedrock is a fully managed service offering comprehensive developer tools for fine-tuning and utilizing various pre-trained foundational models to build GenAI applications. Besides seamless integration with the AWS ecosystem, Amazon Bedrock offers unique advantages compared to standalone GenAI solutions including:

- **Multi-Model Testing:** Simultaneously evaluate and compare the performance and latency of various models in a unified environment.
- **Unified API Access:** Utilize a single API to interact with multiple LLMs across different vendors and modalities, including text and images.




# NiCE Performance Management WFM / WEM with Amazon Connect

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NiCE is one of Amazon's recommended options for WFM / WEM with Amazon Connect

PM Amazon Connect Integration Executing on our Multi-ACD Workforce Augmentation Strategy

- CENTRALIZED DATA
- REDUCE BI DEPENDENCIES
- ROLE-BASED REPORTING
- STANDARD OBJECTIVES
- GAMI



## PM Amazon Connect Integration Value

- Identify KPIs tied to strategic goals
- Highlight the most critical metrics to maintain focus
- Strengthen coaching and accountability with clear targets
- Standardize reporting around a prioritized KPI set
- Show how individual and team performance aligns to company goals



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## For the Diary...

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**AWS Summit London**  
Excel Arena  
April 22<sup>nd</sup> 2026



**AWS Summit Sydney**  
May 13<sup>th</sup> 2026



# NiCE and AWS – Force multiplier for our partners!

## You already benefit from NiCE’s significant buying power with AWS

- NiCE SaaS solutions such as CXOne, Actimize and ProActiveAI are continually optimised on AWS – Operational excellence, Security, Reliability, Performance efficiency, Cost optimization and Sustainability.
- Our significant volume commitments and support from AWS is reflected in our SaaS pricing, today.
- Our solutions are listed in AWS Marketplace and are approved eligible to reduce AWS customers’ volume commitments – **not all of our competitors have this**

## Easier Access to AWS programs and \$\$\$’s

- NiCE have dedicated resources within NiCE and AWS to help our partners best leverage AWS’ (many) programs and investments
- Mechanisms such as BOX and Marketplace have been developed specifically to accelerate our “Power of 3”

## Co-Sell and Joint GTM

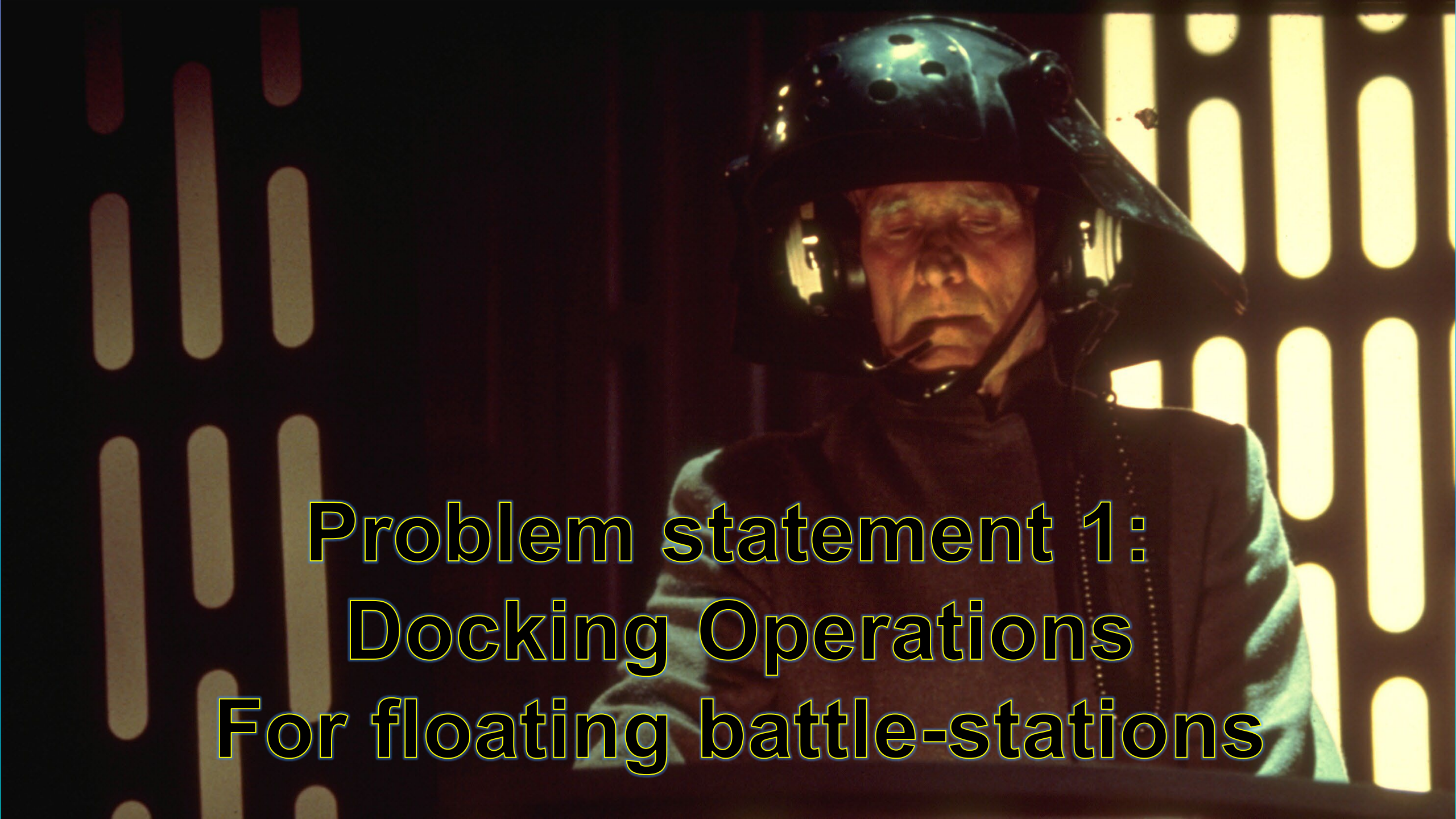
- NiCE #AI and #Agentic solutions are highly complimentary to AWS’s GTM solutions
- NiCE are an AWS QuickSuite launch partner, AWS European Sovereign Cloud launch partner, and referenced as an Amazon Connect “surround” solution for WFM, Optimization, Speech analytics and Quality Management
- AWS Bedrock for GenAI can be easily leveraged as a governance layer for “bring your own model” agentic workflows and LLM selection

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**Now about that \$20k...**





**Problem statement 1:  
Docking Operations  
For floating battle-stations**

# Problem statement details

Security – manual authentication of security codes leads to errors and potential security breaches (including “spoofing” of imperial codes)

Docking protocol changes require expensive re-training of staff

High turnover due to demands of 24/7 operation

Error rate and potential for accidents due to high volume of space ship movements

High variability in languages, pilot sentiment

High priority visitors get caught in “log jam” due to human reliance

Lack of obvious pre-booking system, or ability to upsell other products i.e. Imperial Honour Guard.



# Business case details

Constant Support Traffic: With over 1 million personnel on board (including troops, technicians, and crew), the Death Star requires massive, continuous resupply of food, fuel, and components, suggesting **hundreds to thousands of transport ships docking regularly**.

Military Complement: The station carries a standard complement of over **7,000 starfighters, 3,600 shuttles, and thousands of other assault craft**. These ships would be in constant operation, launching and landing for patrols, training, and missions.

Given the above We are assuming on a given day a median number of **5,000 ships docking per day**. ( $30 \times 5000 = 150,000$  a month, or **1.8million a year!**)

**Docking Capacity:** The station featured numerous docking bays and dry docks capable of accommodating Star Destroyers, supported by **768 tractor beam emplacements to pull in ships**.

**Support Staff:** While not broken down by specific docking duties, the staff included **tens of thousands of support crew**, logistics teams, and technical personnel who managed the hangar bays, tractor beams, and thousands of incoming TIE fighters and shuttles.



# Proposed solution

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**Automated authentication engine** leveraging NiCE-Cognigy conversational AI and secure authentication engine. Integration with payment gateway for commercial / non-military traffic, linked to Actimize fraud prevention

**Integration to galactic messaging App**, hand-held communicators, and force-sensitive midichlorian users.

**Translation engine** leveraging NiCE-Cognigy integration to AWS bedrock and customized RAG to protocol droid-trained private LLM for 6m+ language translations

**Symantic recognition** for traditional syntax imperial code and non-traditional / combined outer systems and rebel scum code variations

**Conversational / personalized interaction with pilots** – recommendations of future transit routes including closed systems due to rebel action, giant space worms or asteroid collision.

**Front-end pre-booking system** that integrates with back-end booking and calendar systems, CRM integration esp for VIP or sensitive shipments (Carbonite freezing chambers, etc)

**Supervisor view** and call recording for training / compliance reasons including oversight from Galactic Senate.

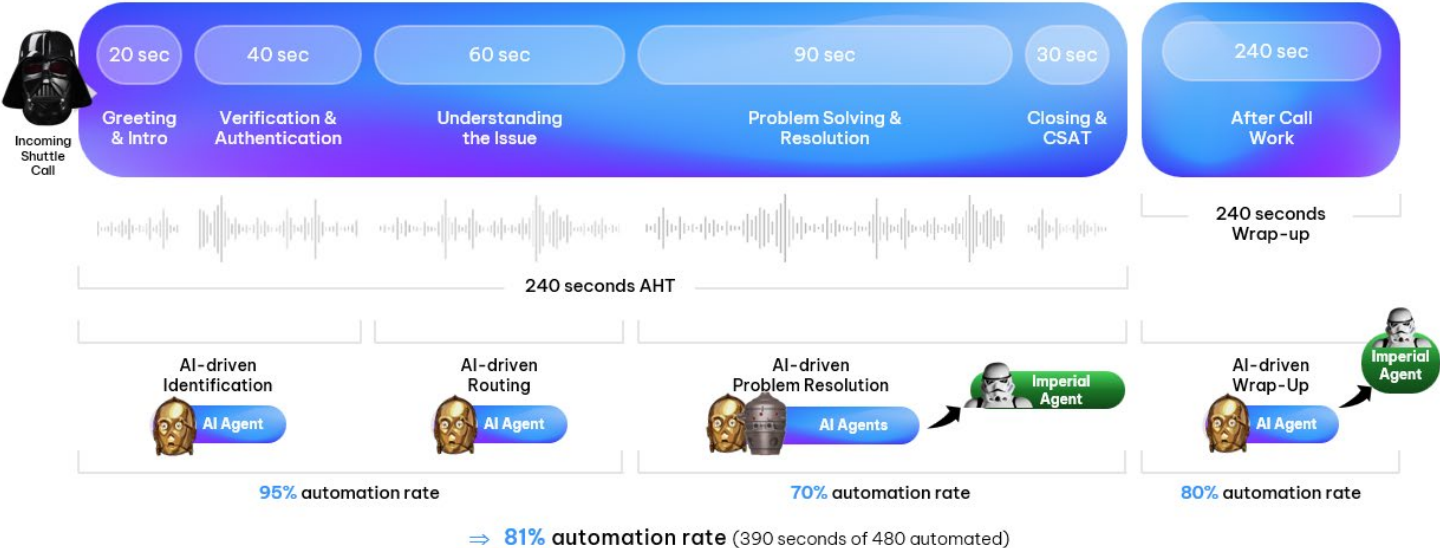
**Future:** integrate with an upsell capability linking to additional products – i.e. VIP Experience for private docking area, imperial honour guard, Tie Fighter escort to hyperspace intersection, private viewing of superweapon firing.

**Future:** variant for planetary docking processes leveraging Amazon Leo (Kuiper) low orbit satellite constellation

# Business Outcomes - 1

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**Reduction in Docking Handling time Per Spaceship (DHPS):** We anticipate a reduction in the average docking time per spaceship (from authentication, tractor beam engagement and unloading) from 20 imperial minutes to 16 minutes due to 81% automation rate in the process.



This 20% gain in potential handling capacity during docking procedures will result in overall capacity increase of 2-4% (esp. for short dock / transfer use case), or 36,000 – 72,000 additional dockings per annum. Assuming a median docking / handling fee of \$5000, the solution will result in **\$180million - \$360million additional revenue per annum!**

# BOX Milestone 1 submission filled out!



aws partner network **For fun example only – not for submission!**

**AWS Business Outcomes Xcelerator (BOX)**  
*Galactic Consulting Corp, Nice-Cognigy, AWS Multi-Partner*  
**Feasibility Study**

**Study instructions:** [Remove before submitting.] The Feasibility Study submission is Milestone 1 in the BOX Program. This study allows you to evaluate the logistical, financial, and market challenges of a proposed Business Outcomes Solution. This document captures the details required to determine if a solution should be built. It is designed to gauge a solution's potential business impact and whether the outcomes will result in the return on investment required to build the solution. Partners will also submit a Business Plan with a more in depth evaluation of the customer and financial impact of the solution.

**Submission Summary**

Study Submitter Name/Title	Mof Craig
Submitter Phone/Email	craig@death.star
Date Submitted	Jan-2026
Lead Partner	Galactic Consulting Corporation
Supporting Partners	NICE-Cognigy, AWS
Customer Use Case	Tractor Beam Operations For floating battle-stations
AWS Services	Bedrock, AppStream, EC2, S3
Expected Launch Date	April-2026
Is this a Public Sector solution?	No
Is this a Business Outcomes Solution? <sup>1</sup>	Yes
Target Industry for solution?	Commercial docking companies operating within giant imperial battle-stations (latterly planetside docking facilities)
Target Customer Persona for solution?	COO, Head of Docking operations, CX manager, Grand Mofs and Imperial Battlefleet Commanders (influencers)

<sup>1</sup> We define a Business Outcome Solution as one that impacts a customer's top or bottom line.



RE: BOX - Milestone 1 submission for Orbital Battle-stations (for fun!) Public

MA Montserrat Reverter, Alfons <mralfons@amazon.es>  
To: Craig Moss  
Cc: Soni, Hemish <hnsoni@amazon.co.uk>  
Mon 2026-01-26 2:34 PM

You replied on Mon 2026-01-26 8:12 PM [View conversation](#)

Hi Craig,

Love the idea! This document is really good in terms of what makes a strong BOX feasibility study. I particularly liked the articulation of the solution description, customer pain points, market fit and business outcomes.

I only see **two areas** where we're requiring more detail / clarification:

**1/ Organization/Teaming Structure:** it should describe the contribution of each partner to the offering. I'd suggest a couple of lists with bullet points under each partner name, each list would outline the top 3-5 activities/areas owned by each partner (e.g. Architecture Design, GenAI capabilities, Infrastructure deployment, etc.). It's important that both partners contribute technically, not just with GTM support or acceleration.

**2/ Initial Financial Projections:** in your example, it's clear that this "solution" would meet ROI thresholds, but to ensure compliance with less obvious cases we'd need a table with Y1 to Y3 AWS ARR projections (it's good to have the overall solution revenue but we need Y1-Y3 AWS-specific consumption). The rest of assumptions and backup details in the current section are great.

Thanks!  
Alfons

Submitted!

AWS like it!

But sadly there's no AWS region on the planet of Alderaan! 😂

Thank You

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