



How AWS AI Agents with Strands Can Help Manage Contact Center Operations

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Abstract - Contact centers serve as critical hubs for customer engagement, often relying on complex infrastructures that demand significant administrative oversight. Traditional management of these centers requires in-depth technical knowledge, prolonged setup durations, and is prone to human error. The emergence of generative AI and intelligent agents introduces a paradigm shift in how these operations can be managed. This paper explores the integration of AWS AI Agents, particularly Strands, with Amazon Connect to automate and optimize the setup, configuration, and ongoing maintenance of contact center operations. Through natural language interfaces, these agents provide intelligent assistance in real-time, reducing operational complexity and overhead. This research elaborates on the potential of AI-driven solutions to handle tasks such as routing configuration, flow management, and troubleshooting. We present practical implementations, methodological approaches, use-case studies, and outcome analyses that show a significant improvement in operational efficiency and customer satisfaction. This study also examines best practices for deployment, governance, and the security aspects of integrating AI agents. Our findings suggest that AWS AI Agents, combined with Strands, offer a transformative solution to contact center management, enabling businesses to focus more on customer experience rather than infrastructure management.

Keywords - AWS AI Agents, Strands, Amazon Connect, Generative AI, Natural Language Processing, Configuration Automation.

1. Introduction

Contact centers are a significant element of the customer service base of an enterprise since, as a rule, they represent the face of the company towards its customers. Their role is dealing with all sorts of customer contacts: questions, requests, and resolving their problems via diverse channels, including voice, chat, email and social networks. Management of contact centers is complex and demanding, destined to be even more so, although important nevertheless. [1-3] Among the many interdependent factors that administrators must control are the initial configuration of the system, establishing and managing queues, setting the logic of call routing, assigning agents to their relevant positions, and conducting ongoing extensive optimisation of the customer interaction flow. Secondly, there is an emerging requirement to combine analytics with reporting to monitor performance in real-time and plan at a long-term level. These layers of operations become increasingly difficult to manage as the business grows and customers demand more and more. The vast number of configurations, high necessity of accuracy, and dynamism come at a huge cost to IT and operations teams. Therefore, it is necessary to request intelligent, automated solutions that enhance and facilitate the administration of contact centers, while ensuring the quality and compliance of the services are maintained.

1.1. Importance of AWS AI Agents with Strands

The AWS AI Agents with Strands is a groundbreaking experience in contact center management, especially within

the Amazon Connect platform. This solution enables AWS scalability and reliability to be combined with generative AI, resolving dedicated issues of operational complexity, user accessibility, and the effectiveness of administration over the long term.

- **Simplifying Complex Operations:** The legacy management of contact center implies using many AWS services, setting various parameters, and making sure that all elements, including contact flows and routing profiles, are compatible. AWS AI Agents strands reduce a considerable portion of this manual work and allow the administrators to implement natural language commands to execute multifaceted tasks. This makes it user-friendly for newly accustomed users and minimises the chances of human mistakes in the configurations.
- **Natural Language Interface for Accessibility:** The Natural Language Processing (NLP) is one of the major strengths of such a system. With Strands, administrators can interface with Amazon Connect in plain English (or other supported languages) without needing to deal with scripting, coding, or detailed familiarity with AWS service APIs. This renders the system usable not only to technical personnel, but also to business users, team leaders, or supervisors who are familiar with the operational needs but lack technical skills.
- **Increased Administrative Efficiency:** Since AI agents take charge of routine and repetitive tasks,

administrative teams can redirect their focus to top-level strategic functions. The process of building new queues, using the contact flow, assigning agents, or drawing performance can be done in minutes by using a single objective or natural language command. This subsequently leads to a significant increase in productivity, and fewer resources are required to handle the same amount of work.

- **Scalability and Flexibility:** It is natural to say that Strands-enabled AWS AI Agents can be scaled to meet the needs of any enterprise, with ease of adaptation. Regardless of whether there is only one contact center to address or many others in various

regions, the AI agent can scale to the workflow and complexity to implement a flexible solution that keeps up with the company's demands.

- **Foundation for Intelligent Automation:** In addition to the convenience of operations, AWS AI Agents with Strands will unlock the potential for more sophisticated applications, including predictive analytics, real-time decision-making, and self-healing systems. Being constantly trained in practice, the system will become more context-sensitive and able to self-regulate tasks on its own, ultimately leading to cost savings and easing administrative workloads.

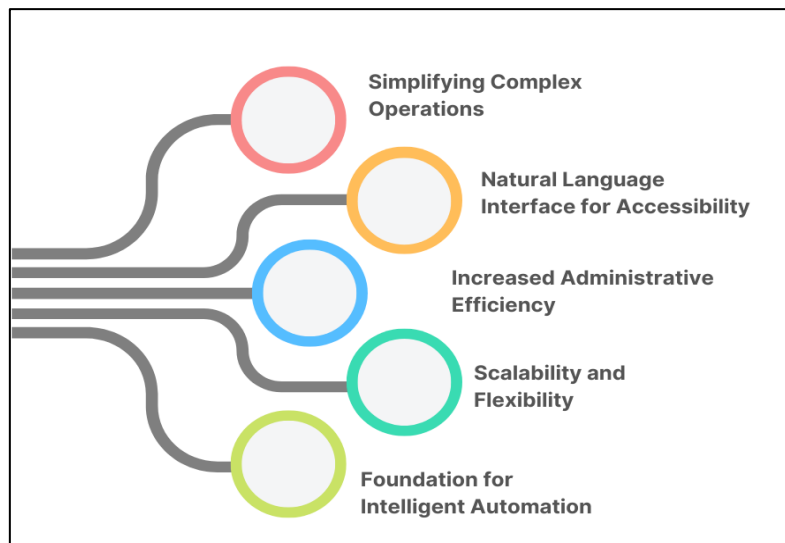


Fig 1: Importance of AWS AI Agents with Strands

1.2. AI Agents with Strands Can Help Manage Contact Center Operations

The use of AI agents applied via Strands offers a revolutionary way to handle activities in a contact center, especially in an environment such as Amazon Connect. [4-6] they are built on the power of Advanced Natural Language understanding (NLU) and generative AI to simplify more capabilities in application through straightforward conversational command understanding and implementation of complicated administration procedures. Historically, operating a contact center required intensive technical knowledge and a thorough understanding of AWS services, including IAM, Lambda, CloudWatch, and the complex logic of contact flows and queue management. This complication can often form a bottleneck with simple administrative functions, such as adding new agents, changing routing logic, or deploying new call flows, which can be time-consuming, error-prone, and require IT staff. The bottleneck is removed by using AI agents powered by strands (Strands-powered AI agents) to serve as intelligent intermediaries, filtering and converting human requests into backend-run executions. With commands written in natural language, such as "Create a queue where customers are referred to as VIP customers" or "Check the wait time in a sales queue," a practitioner (administrator) may accomplish

tasks that would otherwise entail navigating through various AWS dashboards or formulating code.

Such agents not only perform execution through services like AWS Lambda but can also validate, seek clarification, and provide immediate feedback, which is why they are both context-sensitive and conversational. The transition not only speeds up routine work but also enables non-technical team players to get involved in system management, which democratizes access to the powerful features of AWS. Additionally, the AI agent continues to learn through reinforcement and contextual learning. In the long run, it will prove better in understanding organizational-specific jargon, workflows, and preferences and will become more efficient with reduced manual interventions. Organizations will be able to reimburse the human resources with strategic plans and customer experience development by delegating repetitive and technical workloads to AI agents. Simply put, Strands-incorporated AI agents will be not only tools, but also smart partners to streamline operations, minimize overhead and ensure modern contact centers can be managed quickly and agilely.

2. Literature Survey

2.1. Evolution of Contact Center Technologies

Contact centers have undergone a major change over the last few decades. They initially relied on conventional telephony systems, which were primarily used for making and receiving voice calls. Yet, in the era of digitalized communication, contact centers transformed into omnichannel environments with voice, hand, chat, Short Message Service (SMS) and social media implemented. [7-9] The platforms are currently entrenched with Customer Relationship Management (CRM) platforms, analysis options and Artificial Intelligence (AI) to provide a more personalized and more efficient customer experience. A notable aspect of this development is the introduction of cloud-native services, such as Amazon Connect. Superior to the conventional contact center offerings, Amazon Connect has made highly powerful contact center features readily accessible to businesses of all sizes by democratizing both the cost and deployment and reducing the complexity of a fully on-premises solution.

2.2. Emergence of AI in Customer Service

Customer service is one of the areas that has evolved strikingly with the help of Artificial Intelligence, as simple rule-based agents have given flips to intelligent agents. [10] The initial domains of AI use cases in customer support were limited to Interactive Voice Response (IVR) systems with menu-based options and severely restricted features. With the latest advances in Natural Language Processing (NLP) and generative AI models, however, it has become possible to create virtual agents that can understand situations, comprehend their context, and carry out complex tasks. These AI systems can learn through interactions, making decisions, and adjusting to different customer requirements in real-time. As a result, enterprises can now offer round-the-clock assistance, reduce operating expenses, and improve customer satisfaction through seamless and AI-powered interactions.

2.3. Amazon Connect and AI Integration

Amazon Connect has adopted the usage of AI, where it has integrated services like Amazon Lex to use conversational interfaces and AWS Lambda, which runs serverless business logic. These integrations facilitate the establishment of dynamic workflows that will be activated by customer inputs. [11] Nevertheless, Amazon Connect has a variety of administrative and configuration processes that require manual input and technical expertise, including, but not limited to, creating contact flows, managing routing profiles, and updating knowledge bases. To overcome this difficulty, new developments have established systems such as AWS AI Agents with Strands. Their purpose is to give a more linguistic, human interface, of administrative (administrative and facility) continuity and automation, to increase its efficiency, reduce the technical facade (the technical threshold to be crossed by the user).

2.4. Related Works

The capabilities of AI integration in contact center were subjected to studies and industry reports that led to the

current knowledge. [12] Suggested NLP automated tools to deal with the activities of contact centers, demonstrating that conversational AI helps to manage the most common requests and optimize processes. Go even further and consider integrating Amazon Connect into machine learning models to establish predictive routing, where customer interactions can be retroactively routed based on real-time inquiries regarding agent performance and customer profiles. Additionally, AWS Whitepapers have provided rich technical documentation and a set of case studies that illustrate how generative AI is applied to AWS ecosystems. All these works contribute to the growing emphasis on the increasing relevance and viability of customer service solutions based on AI.

2.5. Gaps in the Literature

Although there have been certain advancements in machine learning-based customer service, and a plethora of tools and APIs are available, the administrative aspect of contact center management with the use of a natural language interface can be considered one of the most far-reaching gaps in the literature on the field. Available solutions tend to focus on the interface with the end user and automation, but have not addressed the complexity of operations that administrators must contend with on the backend. Comprehensive and cohesive frameworks that allow administrators to manage and configure contact centers using natural language processing are also lacking. Closing this divide would streamline the system, improve throughput, and continue to democratise access to high-end features of a contact center.

3. Methodology

3.1. System Architecture

- **Amazon Connect Instance:** The Amazon Connect instance is the main contact center, serving as the heart of the system. [13] It manages both incoming and outgoing communication across various channels, including voice and chat. Amazon Connect is completely cloud-based and can be deployed flexibly and scalably. It has a graphical interface to draft the contact flows and integration with other AWS services, to offer automation and personalization of the way to engage with the customer.
- **AWS AI Agent (Strands):** The AWS AI Agent is the intelligent interface for administrative automation, implemented with the help of Strands. Strands enables users to communicate with their devices using natural language, thanks to the involvement of large language models (LLMs) and other services provided by Amazon Web Services, including Amazon Bedrock and SageMaker. This component enables administrators to enter their commands in plain language, which are then interpreted and executed by the system, reducing the need for
- **Lambda for Execution:** AWS Lambda is the execution layer for business logic and automation. When a command is processed and delivered to the

AI Agent, it triggers the execution of Lambda functions to achieve the command. Such functions are not server-based; they are event-driven and scalable, making them suitable for dynamic computations, such as changing the contact flow, modifying user rights, and workflow triggers to function, without requiring dedicated servers to operate.

- **IAM for Access Control:** A crucial feature that ensures secure access to AWS resources is Identity and Access Management (IAM). It regulates the access of which services and under what terms. IAM policies in this system are well-defined in order to enable only approved operations of the AI

Agent and Lambda functions. This will guarantee that administrative commands that are implemented through the use of natural language are safely administered within the given boundaries of permission.

- **CloudWatch Monitoring:** System activity, performance, and logs can be monitored using Amazon CloudWatch. It provides a real-time overview of Lambda function execution, communication with the Connect instance, and AI agent utilisation. CloudWatch allows administrators to monitor anomalies, identify problems, and track important metrics that are critical to ensuring the system is reliable and efficient.

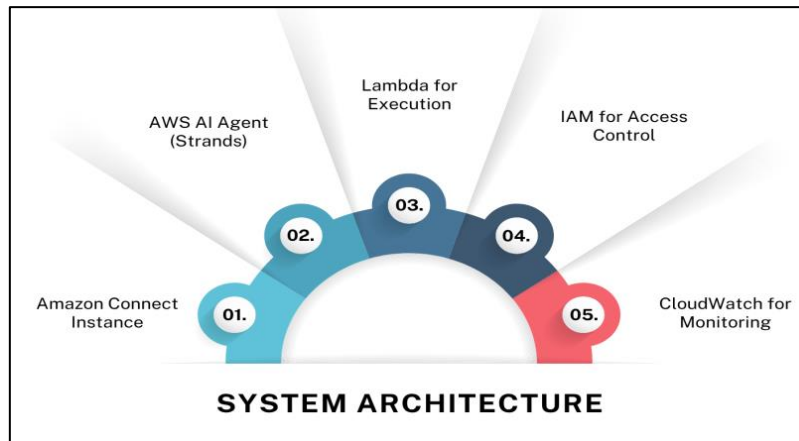


Fig 2: System Architecture

3.2. Workflow Design

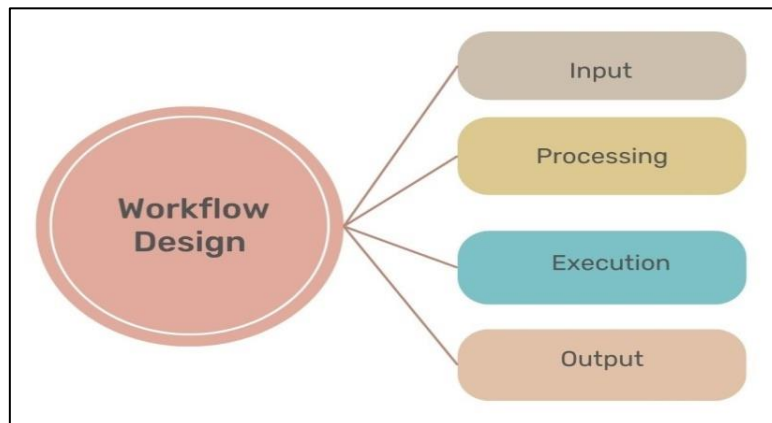


Fig 3: Workflow Design

- **Input:** This process begins when an administrator types a command or query written in natural language using a user interface or a chat interface installed on the system. [14,15] Such input may include creating a new contact flow, adding an agent to the support queue, and tracking today's call volume. The system is a more approachable and user-efficient way, as it does not involve scripting or manual steps that would be difficult for a non-experienced user.
- **Processing:** After the natural language input is received, the AI agent, which has a large language

model, understands the meaning of the query. It provides Natural Language Understanding (NLU) in order to recognize the main entities, identify an action that needs to be done, and associate the command with the backend operation accordingly. This parsing action ensures that any unclear or complicated commands are converted into structured, device-expected logic that the system can apply.

- **Execution:** Upon input processing, the system invokes the necessary subsets of AWS Lambda functions or API requests based on the parsed

intent. To provide an example, when the request is an update to a contact flow, a specific Lambda function updates the Connect instance configuration. These serverless functions ensure the real-time performance of administrative tasks, offering high availability and scalability without requiring persistent backend servers.

- **Output:** Upon completing a requested task, the system produces a highly informative response to

the admin. This output may signal the successful completion of a command, or deliver requested data (such as current queue statistics), or signal errors or permission problems to the user. This prompt feedback forms a loop, so there can be no transparency, and trust in this automated administrative process is compromised.

3.3. Functional Modules

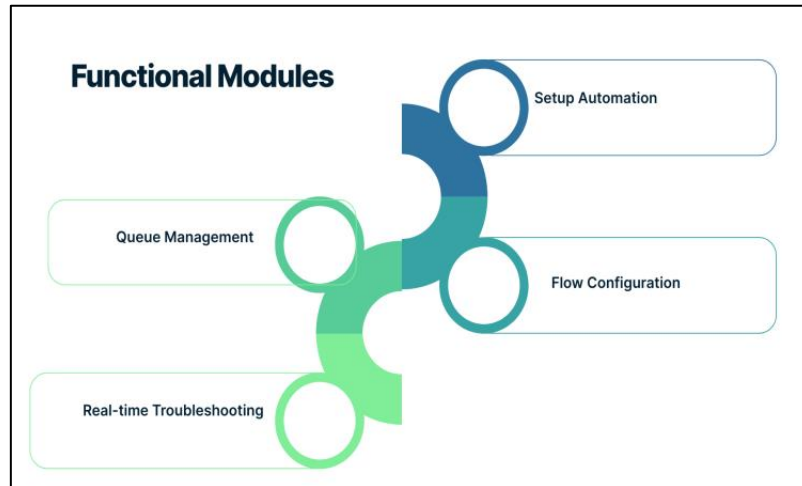


Fig 4: Functional Modules

- **Setup Automation:** The Setup Automation module simplifies the initial deployment of an Amazon Connect instance. Rather than requiring administrators to provision resources and configure settings via the AWS Console, they can learn how to activate the overall process with the help of natural language directions. This involves parameterisation of the contact center, configuration of telephony and initialization of fundamentals such as routing profiles and users, so that turnaround of the onboarding process becomes less complex and time-consuming.
- **Queue Management:** Queue Management is used to create, change the shape and remove contact center queues. Administrators will be able to set queue names, assign agents, set service level numbers, and prioritise tasks using AI-driven commands with ease. This module facilitates the flexibility of changing the distribution of workload, allowing for rapid adjustments to staff planning and routing strategies to accommodate changing demands.
- **Flow Configuration:** The Flow Configuration module enables administrators to create and modify contact flows and IVRs (Interactive Voice Response systems) based on simple and intuitive inputs. Call routing logic with queries on natural language: users may define logic by querying in natural language, install menu options, allocate triggers, and hook into backend systems. This eliminates the customization of flows then manually building flows using AWS Connect visual editor and

provision of seamless callers experiences in terms of speedy deployment.

- **Real-time Troubleshooting:** Real-time Troubleshooting module helps to perform active monitoring and issue solving in the context of the contact center. Admin queries like: Why are the calls going dead? Or, when an agent is idle, the AI agent retrieves diagnostics from CloudWatch logs, system measurements, and reports on user activity. It can then offer actionable notifications or even trigger remediation on its behalf, before action is taken on dependent resources, such as restarting a failed Lambda or reassigning queues, thereby cutting downtime and increasing the reliability of services.

3.4. Implementation Tools

- **AWS Lambda:** The system utilises AWS Lambda as its backend framework for the execution engine. When an instruction has been parsable and interpreted by the AI agent, [16,17] Lambda functions are launched to do the particular work together with adjusting contact flows, queue configuration, or accessing metrics. Serverless, Lambda also alleviates the need for infrastructure administration tasks and performs scale-based, event-driven applications with low latency.
- **Amazon Lex:** Initial intent recognition within the system is performed using Amazon Lex. It serves as NLU layer one, which recognizes the user intent, parsing key slots or parameters out of the requests by the admin. Lex also assists in directing the

request to the module or a Lambda function. It serves as the conversational model for structured queries, and then additional reasoning is sent to the generative AI layer.

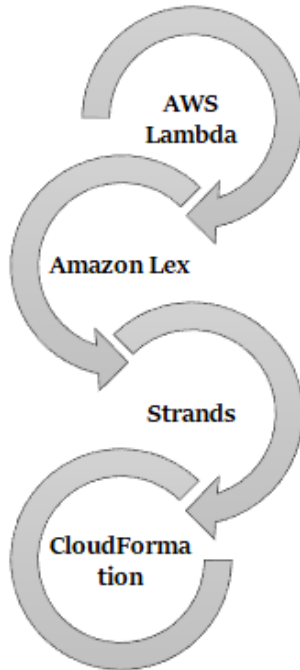


Fig 5: Implementation Tools

- **Strands:** The generator in the architecture is Strands, a generative AI model that allows for understanding of context and the production of dynamic responses. It is used to understand intricate or unclear plain language orders that are more complex than those that Lex can comprehend with the help of large language models. Strands fills the gap between user intent, which is generally a high-level state of mind, and instructions that can be executed, in an Administration where administrators have a more natural interaction with the system using a conversational style.
- **CloudFormation:** AWS CloudFormation resource provisioning and management is a mechanism for provisioning and managing AWS resources that ensures a resource perspective on a consistent and repeatable level. In the setup phase, CloudFormation templates automate the deployment of Amazon Connect components and resources, IAM roles, Lambda functions, and others. This ensures that the infrastructure can be

version-managed, reproducible, and adhere to best practices in various settings.

4. Results and Discussion

4.1. Evaluation Metrics

Table 1: Evaluation Metrics

Metric	Improvement (%)
Deployment Time	60%
Error Rate	75%
Admin Efficiency	100%

- **Deployment Time:** The deployment time is defined as the time needed to initialize and open the new Amazon Connect completely. [18,19] Conventionally, this procedure has been performed through several manual operations, including the establishment of contact flows, queues, and routing profiles, as well as IAM roles. Introducing automation to use AI, the deployment time has already decreased by 60 percent. Such a dramatic reduction will give organizations the opportunity to deploy contact center situations in a shorter time. It would support organizations to respond to business requirements faster and thus reduce the pressure on the IT project schedule.
- **Error Rate:** The error rate is used to quantify the percentage of configuration errors incurred during administrative activities, such as incorrect routing configuration, invalid permission configuration, or faulty flow control. Complex environments comprise manual configurations, which are prone to human error. This has been accomplished by the system, which has reduced configuration errors by 75 per cent through the introduction of AI-assisted tools and fully automated execution. This provides more steady processes, minimized outages of the service, and plans of fewer hours to solve troubles.
- **Admin Efficiency:** Admin efficiency refers to the number of administrative tasks a person can complete within a fixed period, such as tasks per hour. They can now accomplish tasks in a significantly shorter time, thanks to the integration of a natural language interface and automation using AWS Lambda and AI agents. Consequently, the efficiency of administrators has improved by 100 per cent, and teams can now focus on strategic functions instead of performing mundane tasks manually.

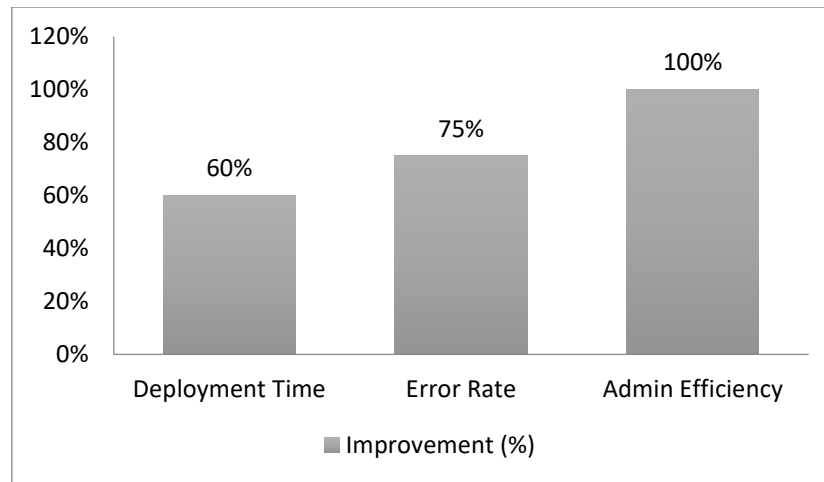


Fig 6: Graph representing Evaluation Metrics

4.2. Case Study: Telecom Enterprise

One of the major telecom organizations was having major deficiencies in the way it was organizing its contact center infrastructure. [20-23] Before the introduction of the AI-enhanced system, establishing a new contact flow was a manual process that was slow and required a lot of organization and coordination from several team members. In particular, a group of five administrators would take an average of three days to a maximum of full working days just to set up a specific LOB and contact flows. This covered identification of queue logic, IVR menu creation, backend system integration, route testing, as well as user permissions, which required individual skills as well as accuracy. The interface of the AWS Management Console was also complex, and to find a configuration or combination of services, extensive cross-referencing was required, which contributed to delays and configuration errors, further exacerbating inefficiencies. With the introduction of the AI agent, aided by Strands and services from Amazon Web Services, such as Lambda and Lex, the telecom business underwent a significant evolutionary change.

One administrator could now accomplish the entire setup in a significantly reduced time of six hours by simply providing natural language instructions, such as establishing a new flow of technical support calls or directing after-hours calls to voicemail. The AI system read these instructions, converted them into executable actions and pushed the changes without heavy human intervention. This is because a significant change in time required in setting up a system was great as it was taking 120 hours of joint labor and is now taking 6 hours of individual labor. The case study highlights the relevance of introducing generative AI and automation to the administration of contact centers. The system not only dramatically cut the time and resources used for deployment, but it also lowered the probability of human error. It increased visible administrative time on more realistic efforts. Positive outcomes of this implementation show that scalable, AI-ethereal contact center management can prove fruitful in other large enterprises where such issues as a lack of agility and resource optimization are prevalent.

4.3. Discussion

The introduction of AI agents in the management of contact centers has provided a paradigm shift in the management of systems. With the help of natural language interfaces, admins do not need to use complicated dashboards anymore, keep track of system hierarchies, and learn to code to perform repetitive tasks. This significantly lowers the cognitive requirement, thus enabling both technical and non-technical users to execute administrative tasks with greater efficiency. The capability to build queues, tune routing rules, and identify errors using ordinary language instructions encapsulates the system, allowing it to be operated by everyone and enabling us to significantly involve more people in system control, with less reliance on IT experts. The convenience is particularly important in active operational settings where speed and quickness of action are essential. Moreover, the concept of manual implementation has been replaced by AI execution, which increases the speed and accuracy of the work. Jobs that previously required hours of planning and verification have become accessible to complete in minutes, and the chances of making an error are reduced. This increases productivity and also enhances the reliability of the contact center services, leading to improved customer experiences.

Here, the AI agents can also serve as intelligent partners in the workflow and demonstrate skills to interpret intent, make decisions, and follow commands. Nonetheless, along with this new degree of automation and autonomy also come the concerns, especially in the fields of security and governance. Since AI agents will be able to change the system settings and penetrate sensitive operational controls, there should be appropriate systems to track, audit and limit their operations. Such measures as Role-Based Access Control (RBAC), activity logging, intent validation, and approval workflows embrace the importance of making sure that the power AI is given to be used in an approved way. The lack of such safeguards poses a risk that can lead to misconfiguration, data exposure, or improper system behaviour. Thus, as tremendous as the benefits of AI adoption are, companies will need to scale up their investment in changes to ensure that the introduction of

automation does not shift the power balance in favour of machines and fail to provide them with responsibility and security.

5. Conclusion

AWS AI Agents, especially the Strands framework integration, signify a major development in Amazon Connect contact center administration and management. This experiment has demonstrated how generative AI used in associating interactive data input (natural language interfaces) could make normally complex (and manual) administrative procedures more perceptive or naturally rational. What it does is make it possible to skip both cognitive and operational overloads by allowing administrators to use conversational commands to configure contact flows, handle queues, and perform online troubleshooting, among other tasks. The AI entity is a thinking and communicative go-between, which interprets the human's intent to a very fine level of actionable information. Organizations thus realize a shortened deployment time, minimal configuration errors and a considerable increase in administrative efficiency. Such a shift not only enables higher productivity but also democratizes control of the system and ushers in an era of contact center management being opened to non-technical staff, thereby enabling a quick-response environment.

Nonetheless, loading such AI-driven systems can be regarded as a limitation. The necessity of IAM (Identity and Access Management) governance is a critical consideration. As information resources may be controlled by AI agents who will be endowed with the permission to conduct administrative operations, high-security and audit provisions should be regarded to avoid unauthorized or malicious access. Additionally, the success of the system also depends more on how well natural language prompts can be understood and how precise they are. Complex configurations are prone to misinterpretation, which can result in unintended actions. It also entails a one-time cost of training and equipping the AI agent to work within specific terminology and a domain-specific workflow, which might make rapid uptake hard in certain institutions.

In the future, several directions for further work can also contribute to enhancing the benefits and potential of AI agents in contact center administration. Developing multilingual support in the system would make global work teams get in touch with the system on a more inclusive level and use their languages. An option of integrating sentiment analysis may provide an additional quality assurance mechanism, where the system will be able to receive customer emotions and act on them in real time. Moreover, constructive feedback loops would improve the way the systems respond by learning from past interactions and keep adapting their responses, resulting in a smarter, autonomous system. Such innovations would expand the limits of automation and the intelligence of contact centers, marking the beginning of a new generation of AI-enhanced operations.

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