AWS
re:Invent
DECEMBER 1 – 5, 2025 | LAS VEGAS, NV

MAM327

Building Intelligent workflows with Event Driven AI

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AWS

Jeff Escott

Principal Architect

AWS

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Meet The Unicorn Gaming Shop team

Marin

- Application product owner
- 20+ years of experience, new to Unicorn Gaming Shop
- Tasked with defining new features to drive greater customer satisfaction with Unicorn Gaming Shop application

Jeff

- Experienced software developer
- Modernizing to Unicorn Gaming Shop application with EDA using EventBridge
- Tasked with maintaining and building new features for Unicorn Gaming Shop application

aws

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The “talk”

Business is booming and I got big ideas for expanding.

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The “talk”

Did you say 10 new partners and 50x user growth?!?!

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Unicorn Gaming Shop Application

AWS Cloud

- Scale causing service team overload
- Lacking operational visibility
- Limited experience with AI and GenAI
- Limited team and budget

Amazon EventBridge

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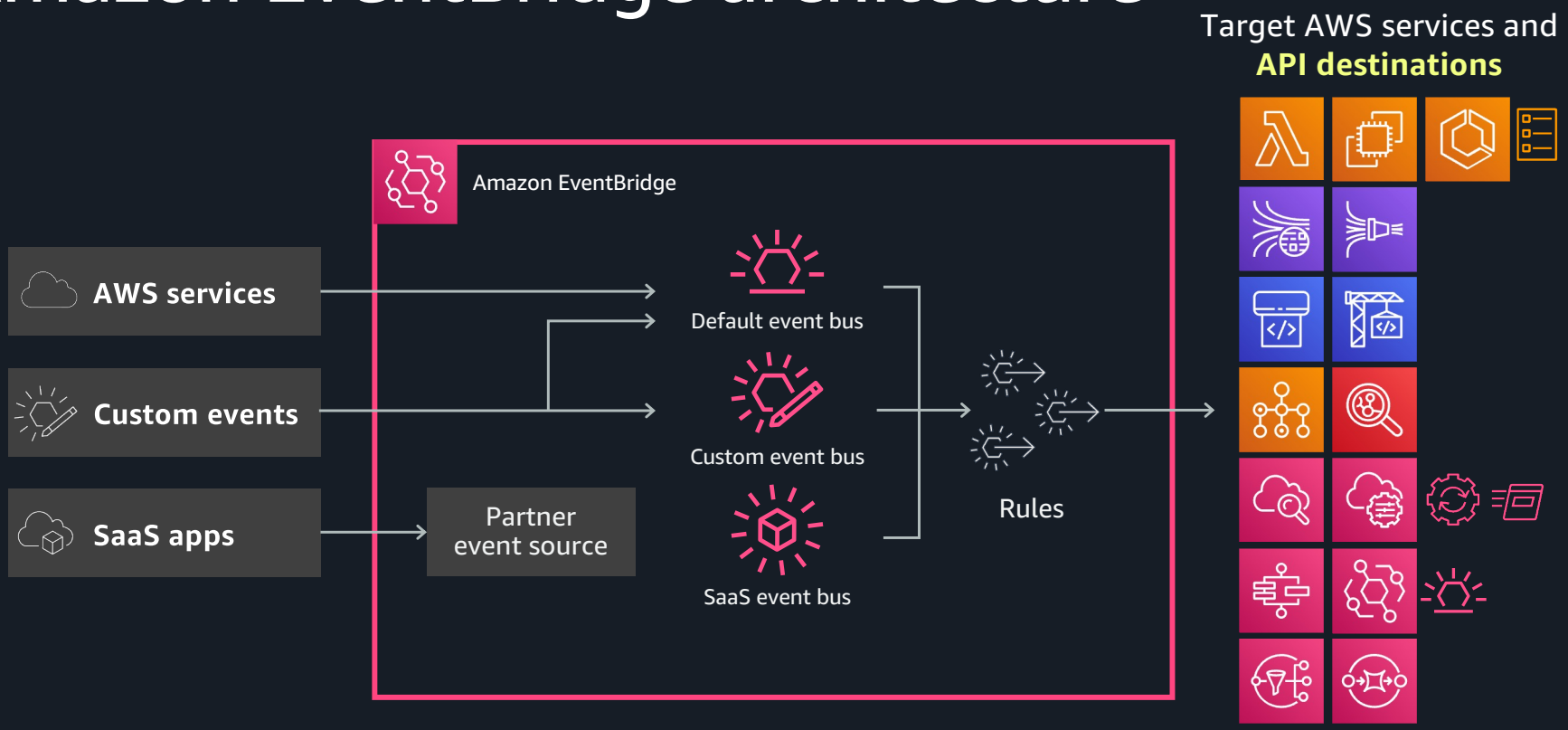
Amazon EventBridge architecture



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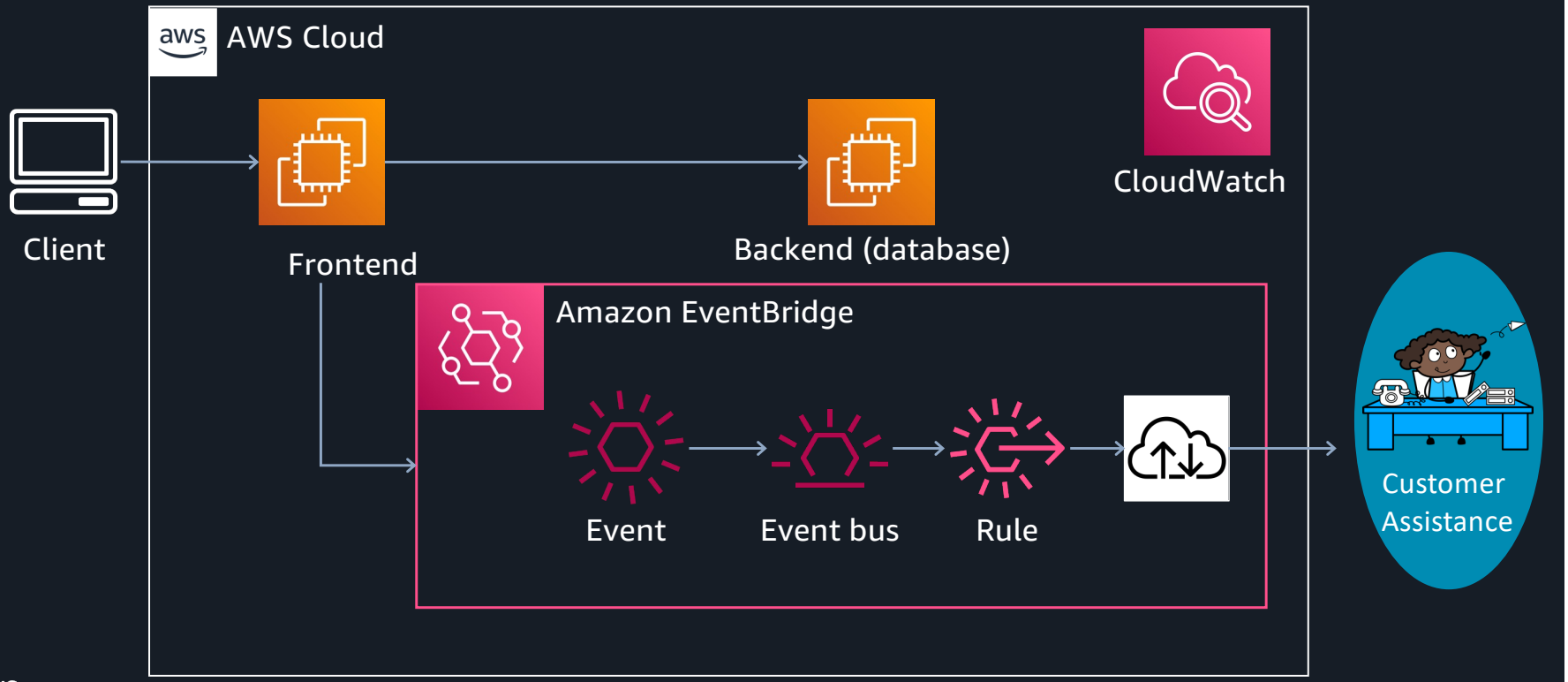
Modernizing with EDA



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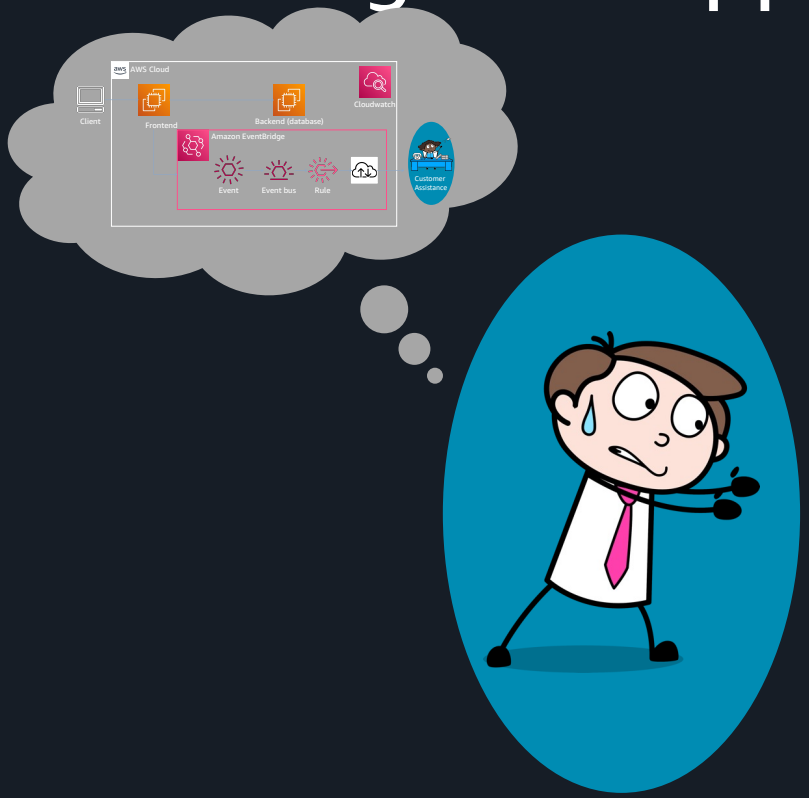
Challenges in supporting our scale



Challenges

Overwhelming our customer assistant

Maintaining operation visibility

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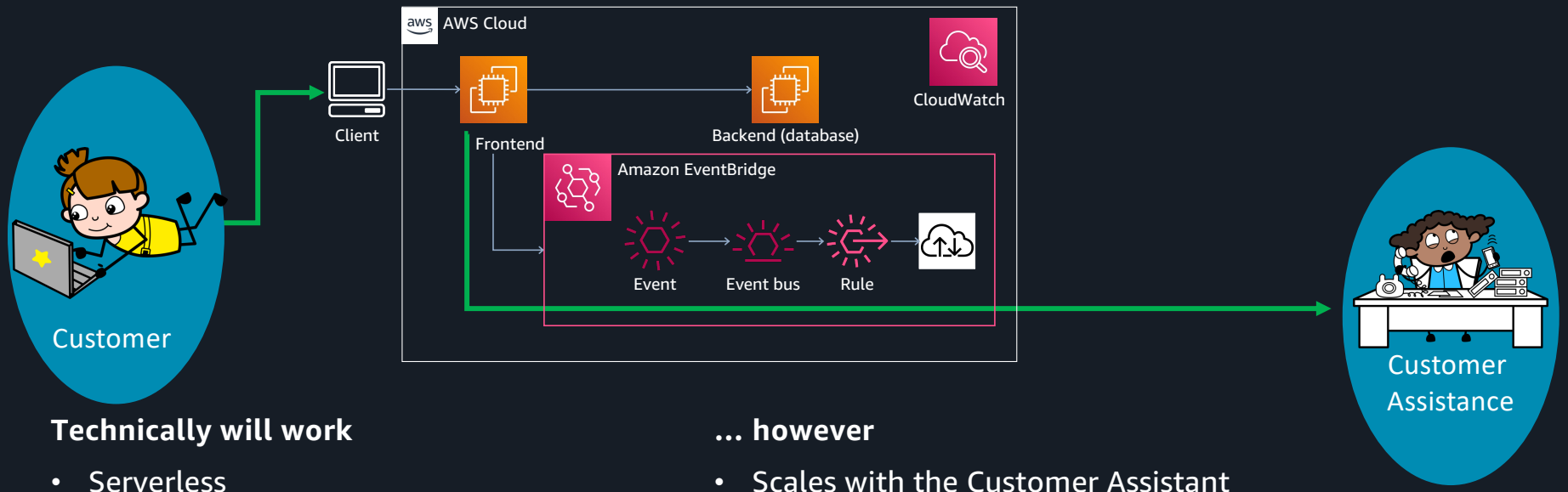
Game Recommendation



Technically will work

- Serverless
- Event based
- Asynchronous

... however

- Scales with the Customer Assistant
- Requires research by the Customer Assistant
- Slow

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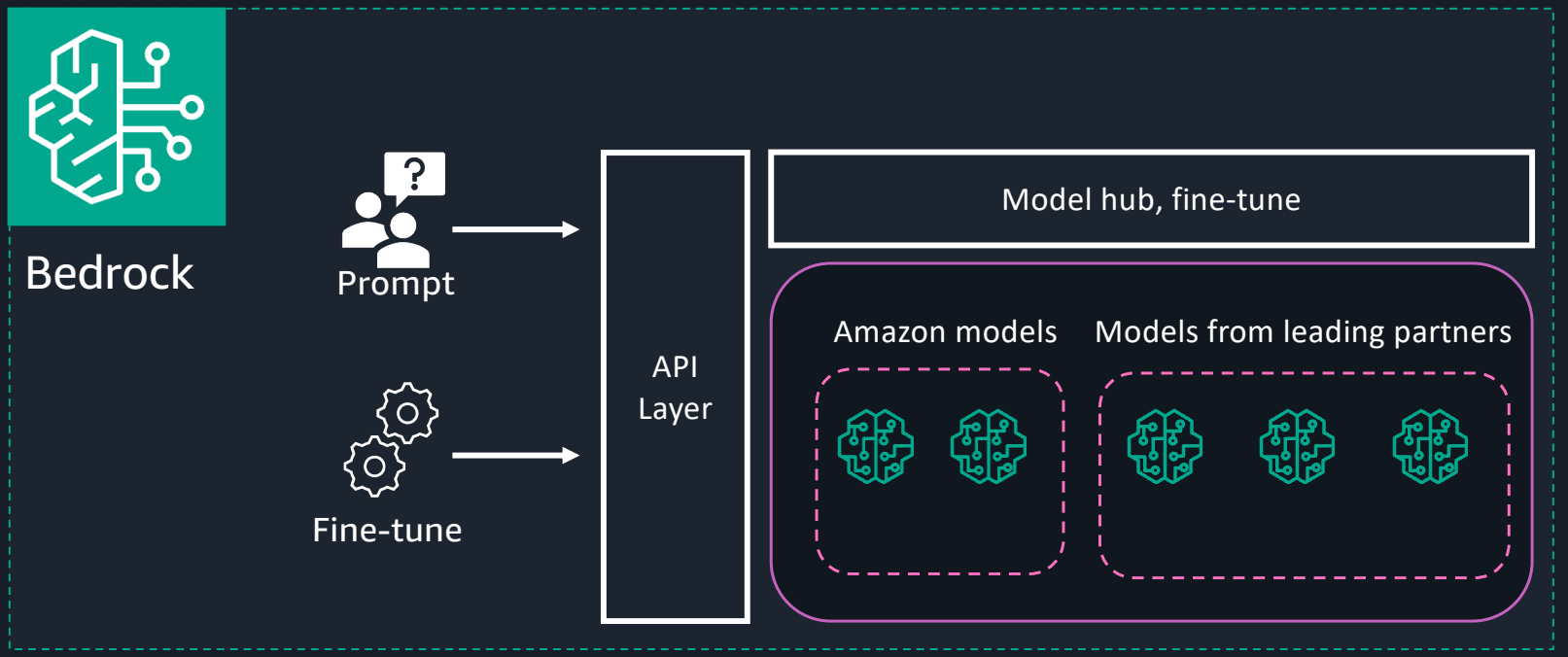
How can AI help me?



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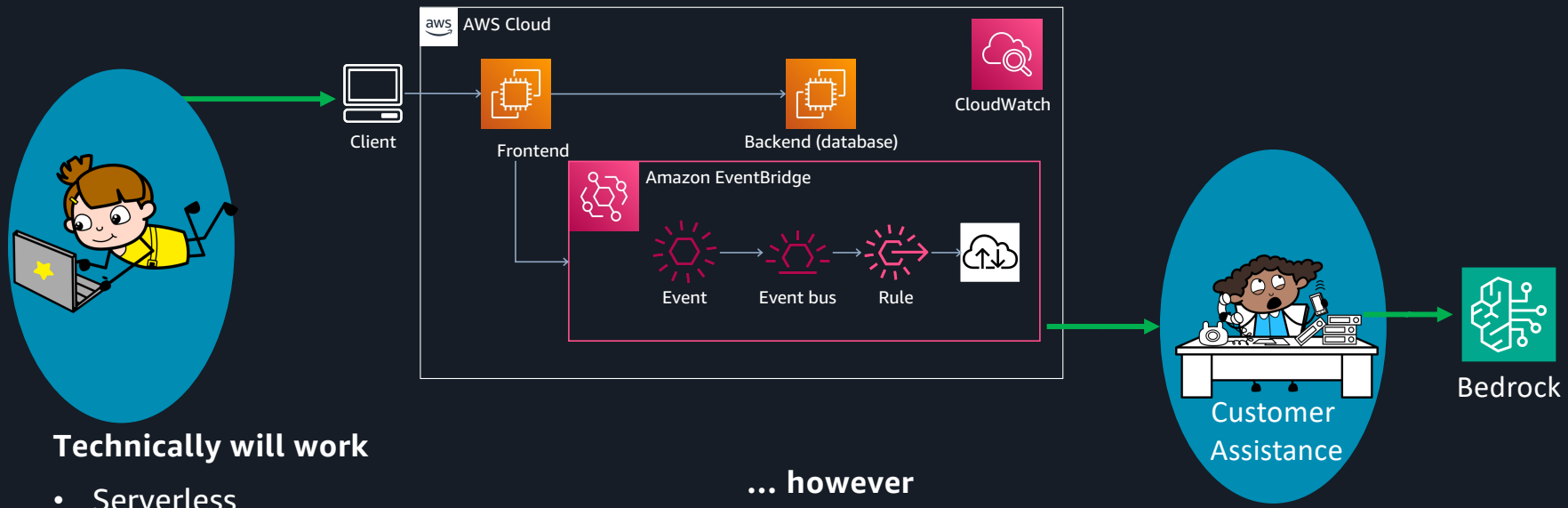
Game Recommendation



Technically will work

- Serverless
- Event based
- Asynchronous
- Research augmentation
- Faster

... however

- Still not fast
- Scales with the Customer Assistant

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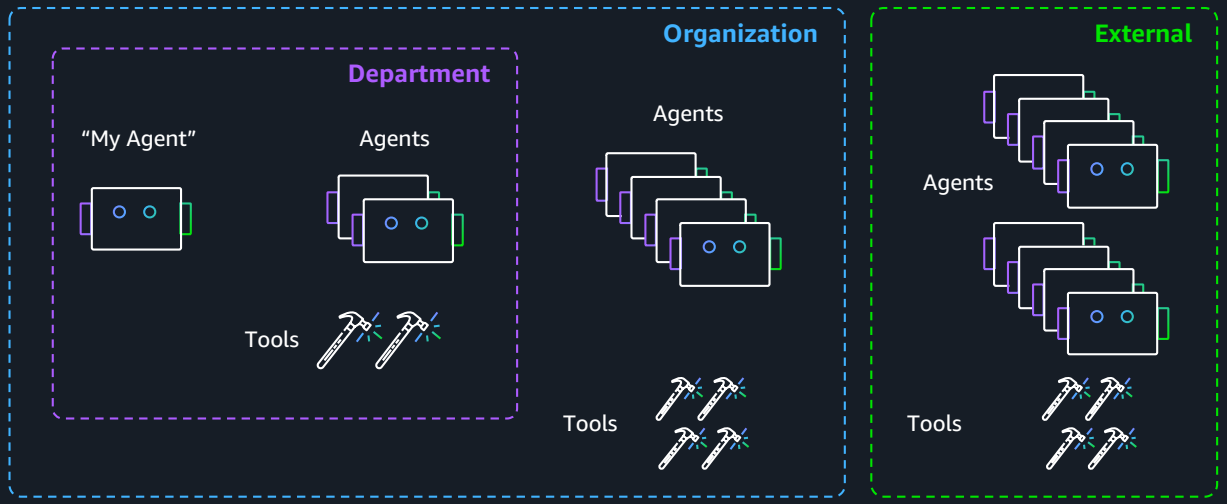
Build an Agent to do this work

AI Agent



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Manage the Agent

Amazon Bedrock AgentCore

Enhance with tools & memory

- Memory
- Gateway
- Browser tool
- Code interpreter

Deploy securely at scale

- Runtime
- Identity

Gain operational insights with agentic operations

- Observability

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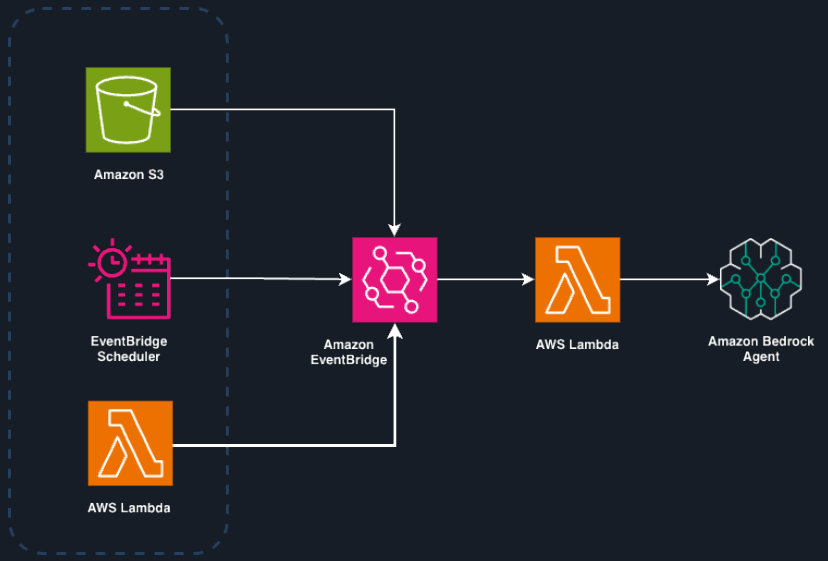
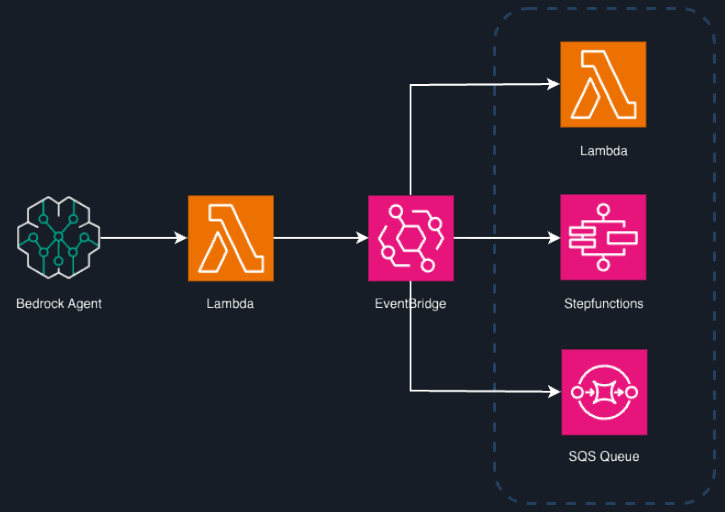
EventBridge - Bedrock Integration Patterns

EventBridge triggering agents



Agent-triggered EventBridge events



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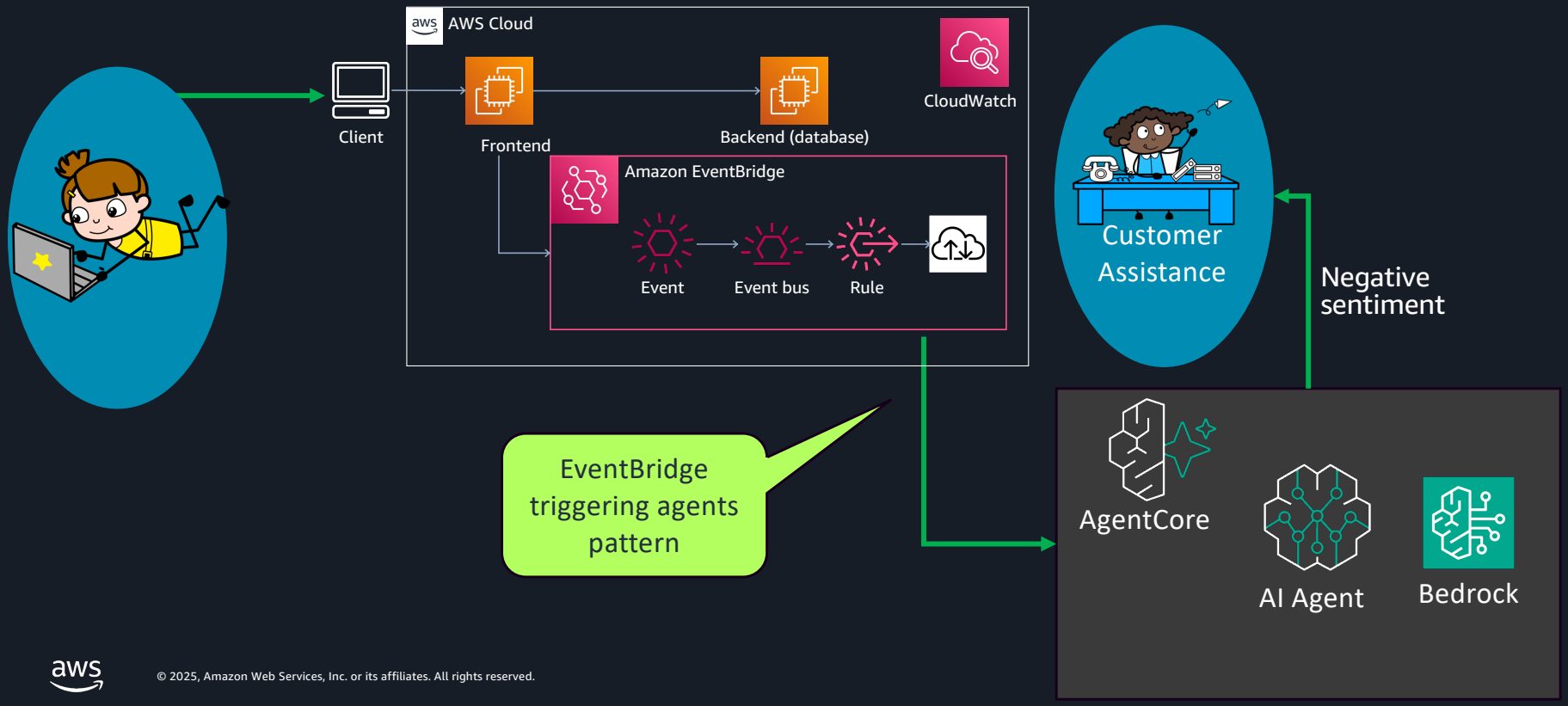
Agent Powered Game Recommendation



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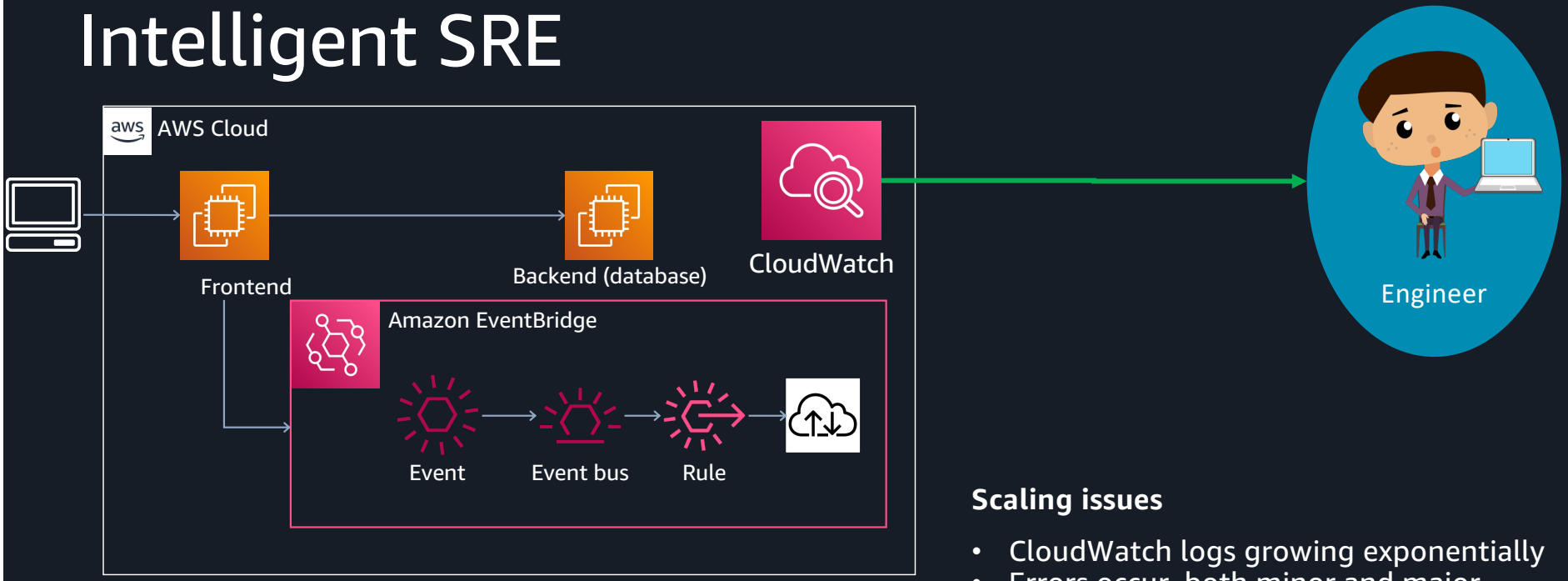
Intelligent SRE



Scaling issues

- CloudWatch logs growing exponentially
- Errors occur, both minor and major

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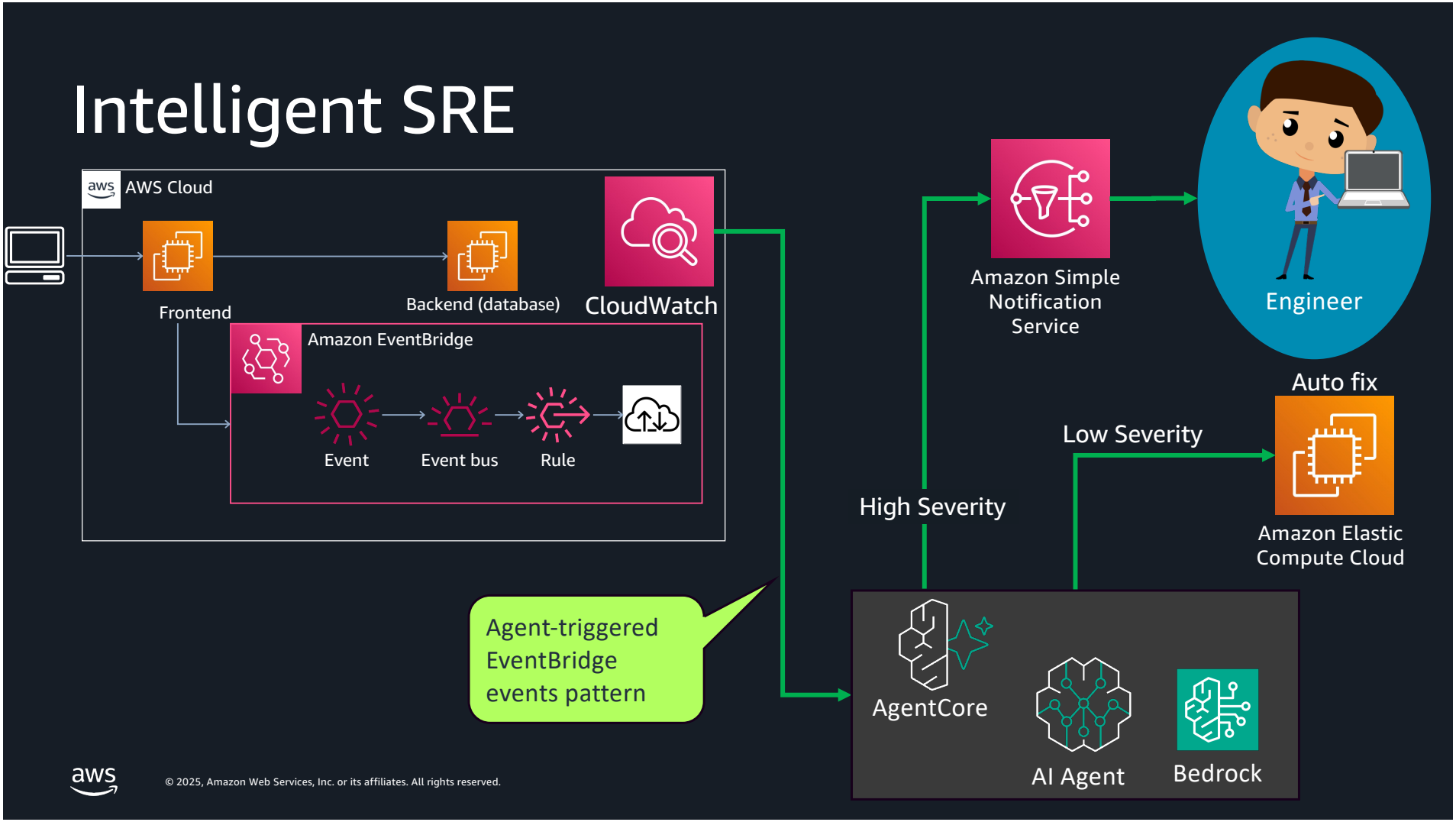
Intelligent SRE



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Demo

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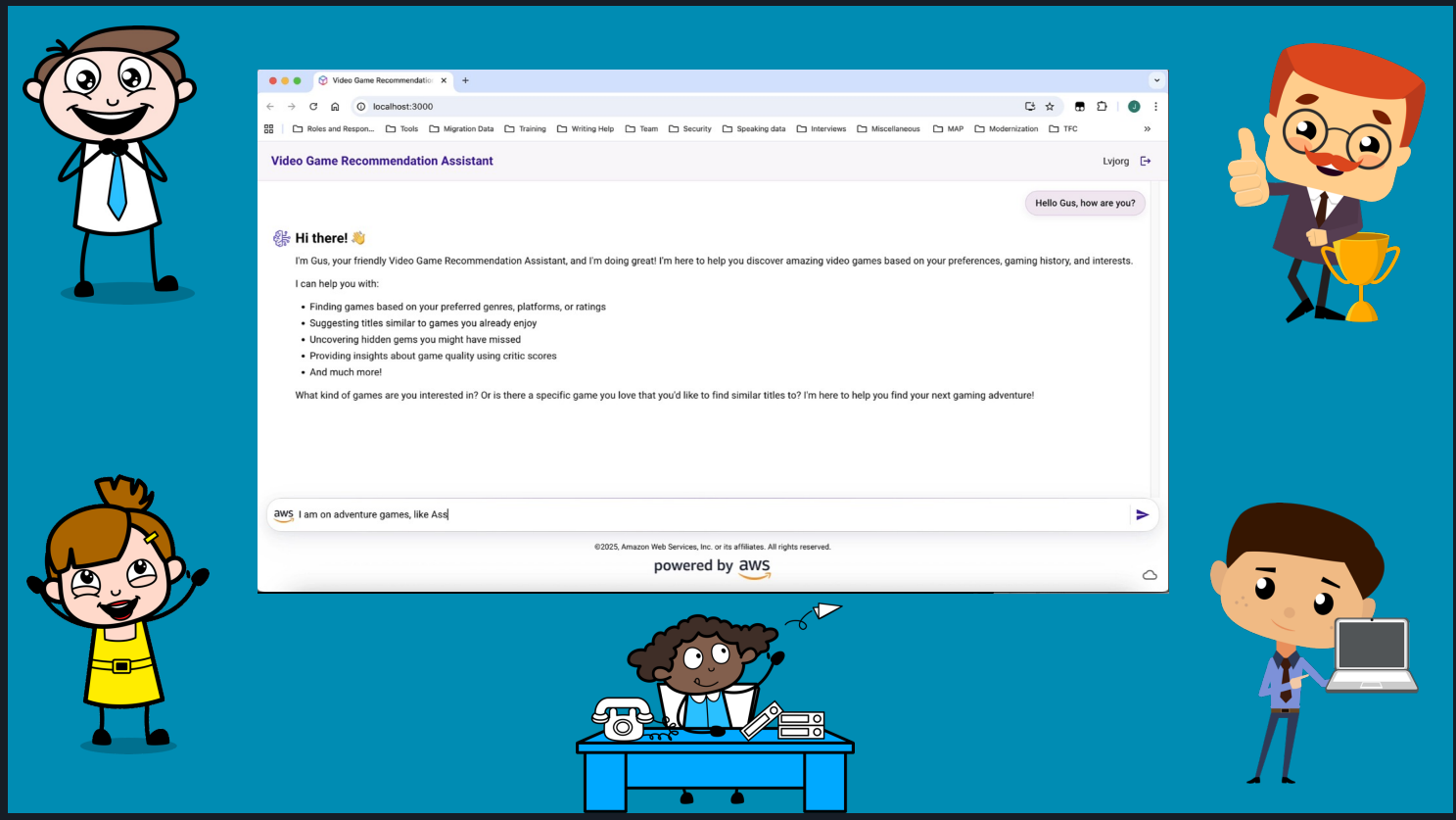
Thanks Jeff & Marin, and intelligent workflows



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Thank you

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