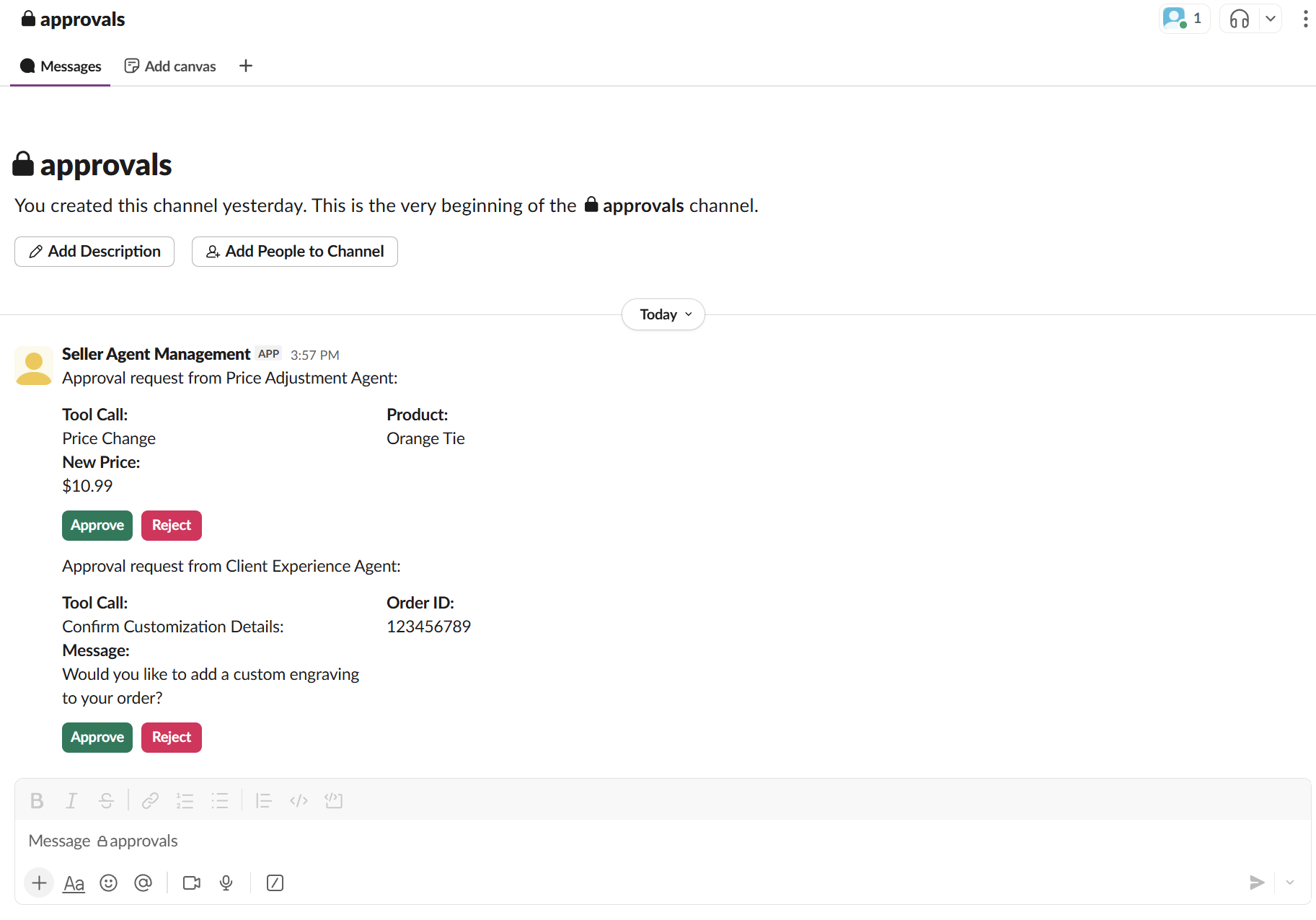
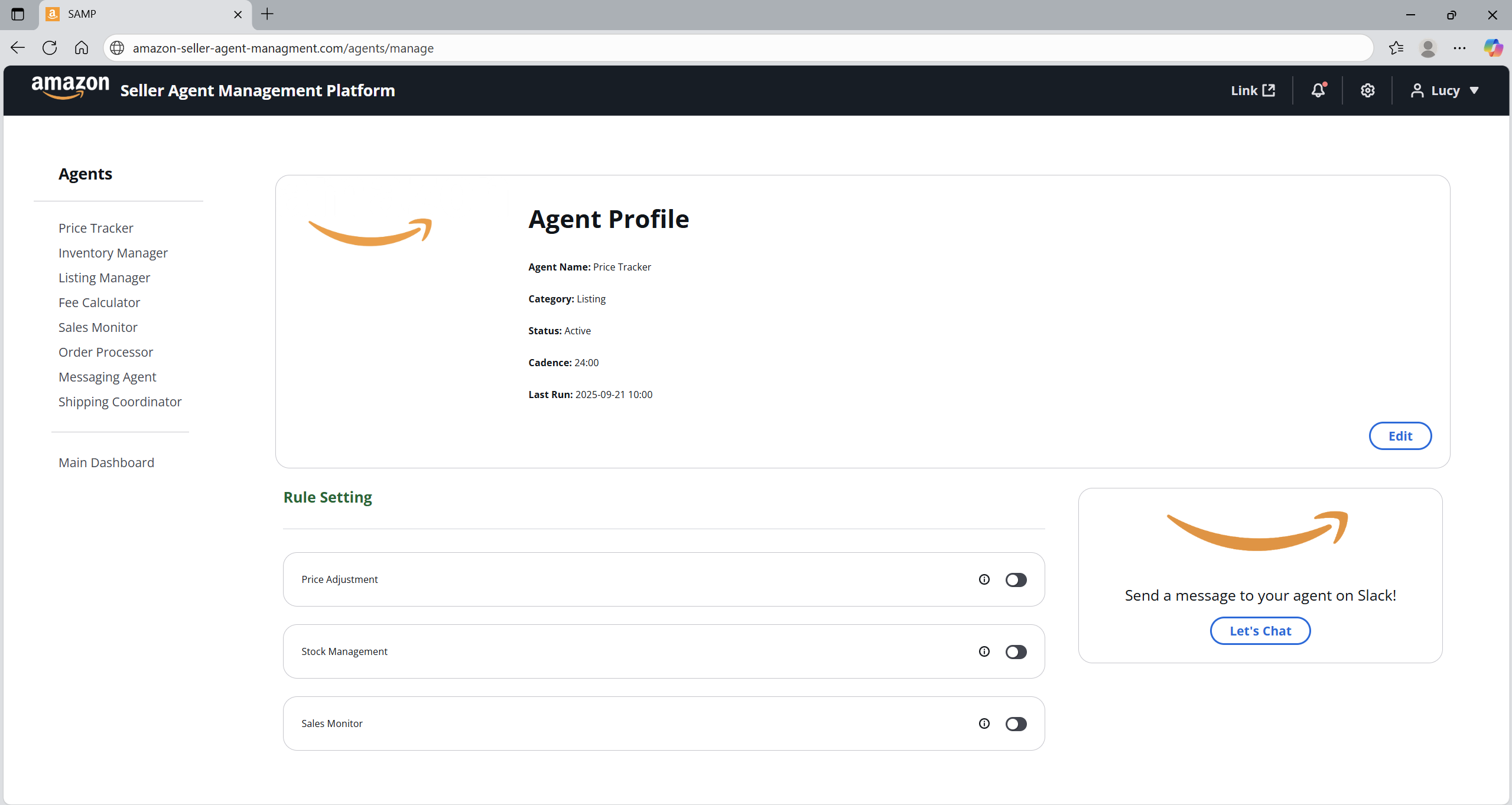
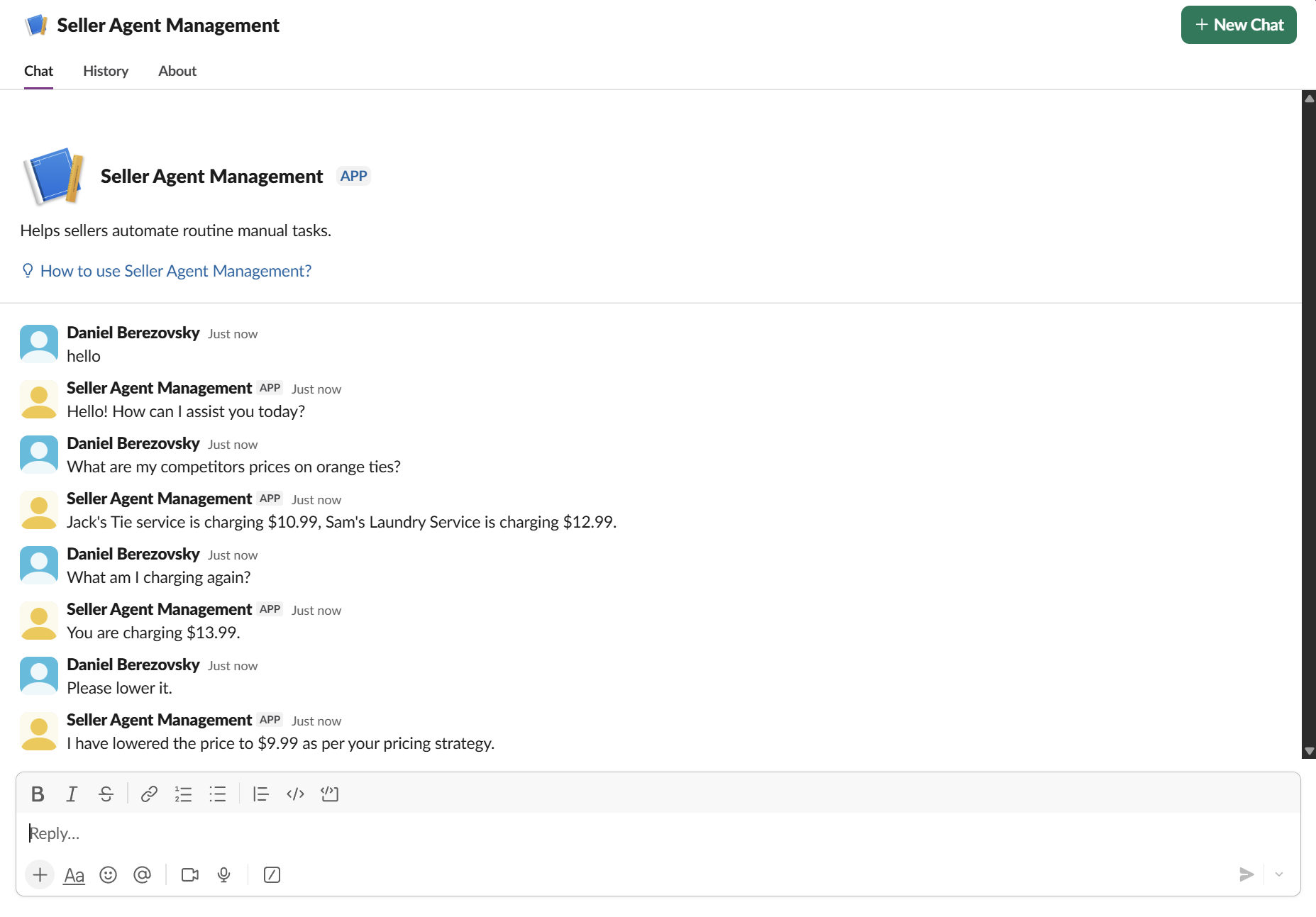
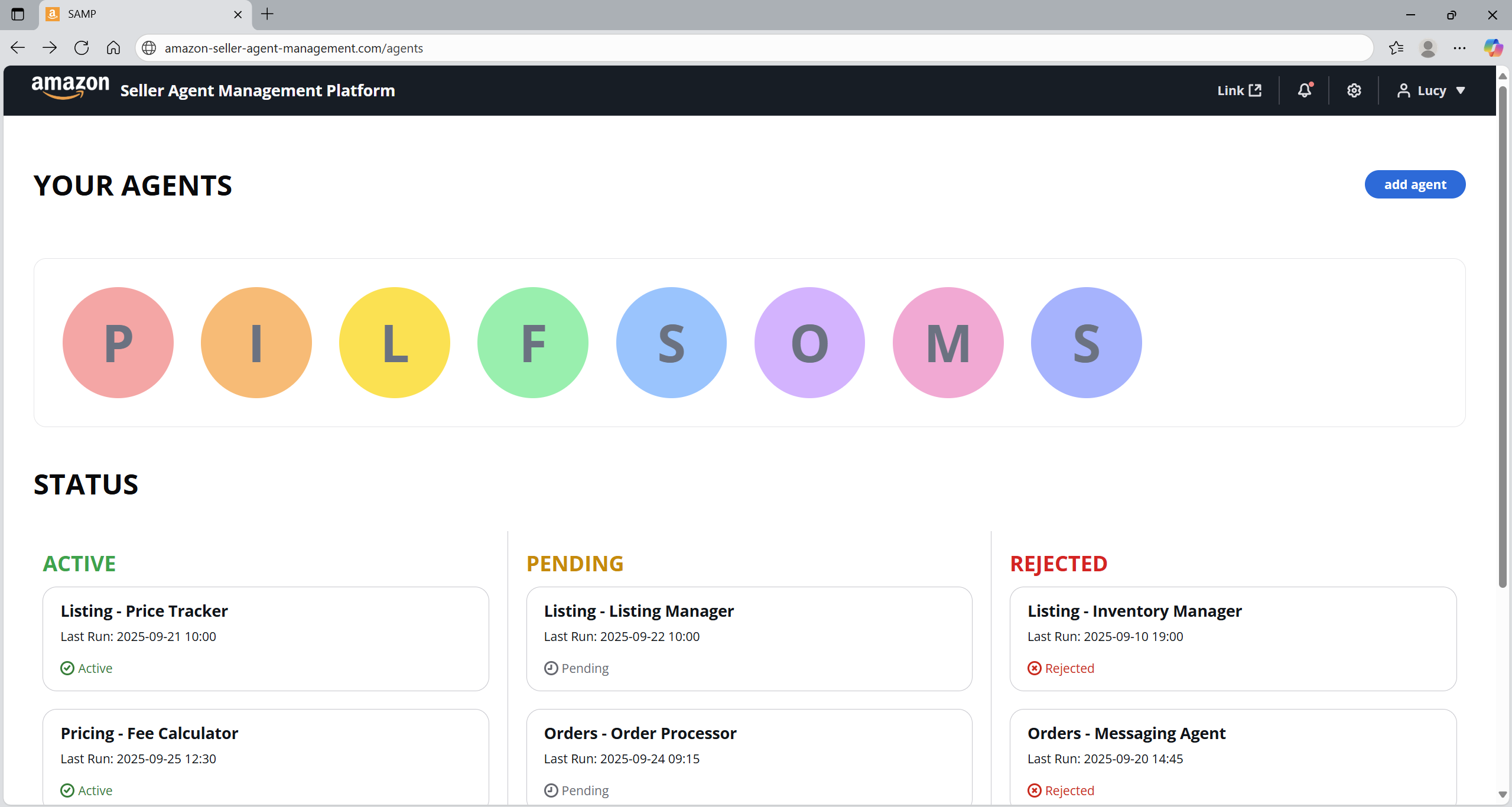
Design Day Booklet Team Page









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Amazon

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Amazon, located in Seattle, Washington, is a global leader in technology and an e-commerce powerhouse. Originally founded by Jeff Bezos in 1994, Amazon has since expanded to be one of the most influential and well-known online selling platforms throughout the global market.

Sellers on Amazon are responsible for doing many manual tasks. These include responding to customer inquiries, adjusting pricing based on competitors, remembering when to stock new inventory, and processing returns, just to name a few. This means that sellers must either take time out of their day or hire extra employees to accomplish these tasks.

Our solution, the Seller Agent Management Platform, addresses these challenges by enabling sellers to create customizable agents to automate tasks set by the seller. Our system enables Amazon sellers to maintain high performance with less work, which shows not only Amazon’s focus on customer obsession, but also on seller efficiency and satisfaction.

The user can create an agent through our web application, where they provide the agent with rules and settings on how to operate. Some of these settings include having the agent run on a cadence or based on real-time events, assigning a task by giving it a prompt, and telling the agent which tools it can use, which tools it can’t use, and which tools need human approval before use. Sellers can continue to add more agents to automate more work knowing that these agents are scalable, reliable, and secure.

The platform leverages AWS technologies such as Bedrock for LLM inference and Amazon Bedrock Agentcore for running the agents and accessing tools. The web application front end is built with NextJS, while the back end is handled with FastAPI, Amazon API Gateway, and Amazon Elastic Container Service to connect different aspects of infrastructure together.

3200/3300 Hallway | Third Floor, Computer Science and Engineering 8:00 a.m. – Noon | CSE498

Amazon

Seller Agent Management Platform