

# SoftServe Agents Management Platform (SAMP 2.0)

A standardized enterprise platform for building, deploying, and governing AI agents at scale.

AI adoption is widespread, but enterprise impact is still limited. [Only ~1% of companies](#) have reached AI maturity, while most are still stuck in pilot mode. Despite significant investment, [up to 95%](#) of initiatives fail to deliver measurable business value — fragmented across teams, lacking governance, and unable to scale into production.

## HOW SAMP 2.0 STANDARDIZES AND SCALES AGENTIC AI

SoftServe Agents Management Platform (SAMP 2.0) is an enterprise-grade self-service platform for agentic AI. It delivers a purpose-built agentic management layer designed around Amazon Bedrock AgentCore, standardizing how enterprise build, deploy and govern AI agents. It introduces the platform, governance, and engineering discipline required to scale agentic AI from pilots to production.

### Real-world example: Validating Agentic AI value in days

An adtech company partnered with SoftServe to validate agentic AI value. Using SAMP 2.0 and the AWS Agentic Catalyst Program, SoftServe built and deployed a high-value agent prototype in under three days, delivered a scalable blueprint, and transferred all code and knowledge to the client.

## HOW SAMP 2.0 REDUCES RISK, COMPLEXITY, AND SHADOW AI

### Your team doesn't have to reinvent the wheel.

Cloud AI Foundation provides a repeatable, secure, and scalable internal platform for building AI agents, aligned to AWS best practices.

### Packaged and ready to deploy.

Agents deploy through standardized automated onboarding with blueprints (with all required AgentCore components pre-assembled).

### See what the agents are doing without extra tools.

Built-in observability provides tracing, evaluation, logging, and cost/reasoning transparency.

### Everything is built into the platform and transparent.

Enterprise governance includes model controls, tool access policies, guardrails, life cycle management, and compliance alignment.

### Mix-and-match reusable components.

Modular and interchangeable, where each part of an AI agent can be reused across environments. Capabilities (memory and knowledge base, data source/APIs/SaaS, MCP gateways, etc) are built in.

### Speed without cutting corners.

Production-ready agents, without sacrificing security, compliance, cost control, or stability.



## WHAT BUSINESS OUTCOMES DOES SAMP 2.0 DELIVER?

- ✓ Reduces agent onboarding time from months to weeks through standardized templates and blueprints
- ✓ Standardizes architecture across teams, eliminating duplication and inconsistency
- ✓ Supports consistent DevSecOps practices for AI
- ✓ Prevents shadow AI proliferation, through centralized governance and controls
- ✓ Improves ROI on AI investments and helps to escape from AI purgatory

## HOW ENTERPRISES IMPLEMENT AND SCALE SAMP 2.0

### Phase 1 – Pilot

- Deploy SAMP 2.0 foundation in AWS Landing Zone
- Onboard one to three production-grade agents
- Integrate observability and governance controls
- Validate security and compliance posture

### Phase 2 – Scale

- Multi-account rollout
- Agent catalog and internal marketplace
- Self-service onboarding of agents via templates
- Managed service option available

## WHY SOFTSERVE AND AWS FOR AGENTIC AI AT SCALE?



SoftServe combines deep expertise in AI engineering and platform design with AWS's native capabilities in Amazon Bedrock and Amazon Bedrock AgentCore. SAMP 2.0 extends these services with a standardized management layer that enables enterprises to build, deploy, and govern AI agents consistently at scale.

As an early AWS partner working with Amazon Bedrock AgentCore, SoftServe brings proven patterns, pre-built accelerators, and production experience, reducing time to value and lowering the risk of scaling agentic AI in the enterprise.

## SOFTSERVE AND AWS

630

certified resources

120+

professional certifications

240+

foundational certifications

12

competencies

3

AWS ambassadors

## AWS AI + INTEGRATION STACK

- Amazon Bedrock
- Amazon Bedrock AgentCore
- Amazon Nova
- AWS MCP Servers and Strands Agents
- Amazon API Gateway
- Amazon EKS
- AWS Lambda
- Amazon OpenSearch
- Business and technical SMEs are continuously available throughout the engagement.
- Executive pre-work questionnaire shared before workshop week.
- Integration capabilities with the necessary business tools are available.
- Access to all required tools, systems, and datasets for the full team.
- Confirmation that GenAI is a board-level priority in product roadmap.
- Necessary data is available without additional cleaning or ingestion + golden dataset inputs.

Get started with SAMP 2.0

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