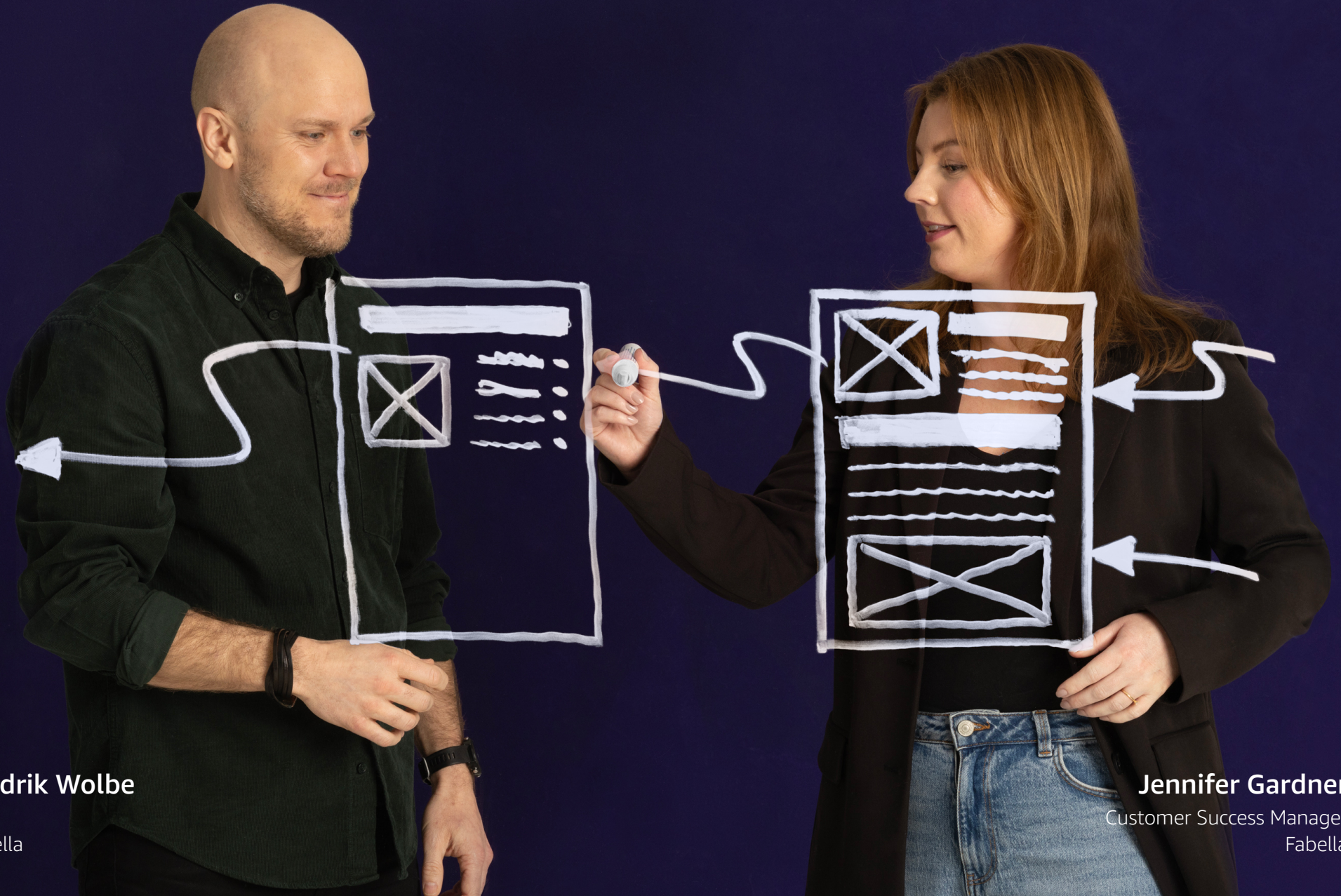


E-LEARNING

AWS Gamechangers

How Fabella and Automat-it are reinventing e-learning with agentic AI



Fredrik Wolbe

CEO
Fabella

Jennifer Gardner

Customer Success Manager
Fabella

Generic onboarding sessions and corporate compliance trainings can feel like a chore for employees.

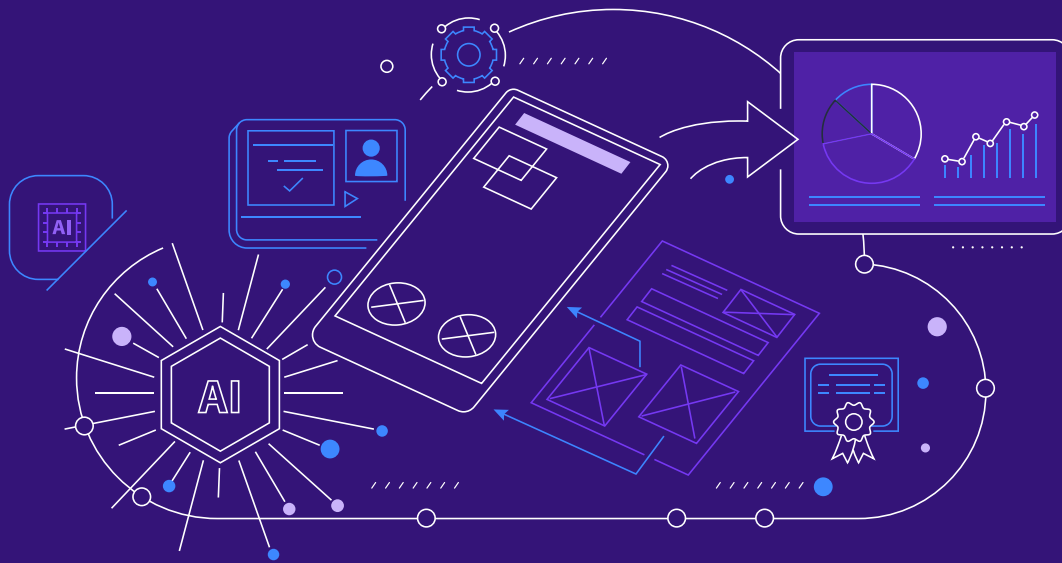


Automat-it and Fabella created a way for companies to quickly and easily build their own e-learning. Using agentic AI, companies can create engaging courses in minutes that are relevant and personalized to employees. The result is better, faster training for employees, leading to more engaged learning and greater opportunities for upskilling.

THE CUSTOMER

Fabella is a Swedish company that applies knowledge of gaming technology to the e-learning space.

The Fabella platform now enables what the company calls Vibe Authoring — an agentic AI-native way for course creators to build interactive, scalable learning content designed to engage employees without having to master technical knowledge.



OBJECTIVES

Enable creators to generate learning content more quickly without sacrificing course quality.

Leverage agentic AI to power a conversational course creation experience that can learn from the context that customers provide.

Power more engaged employee learning via personalized trainings that can be completed on a phone, laptop, or tablet.

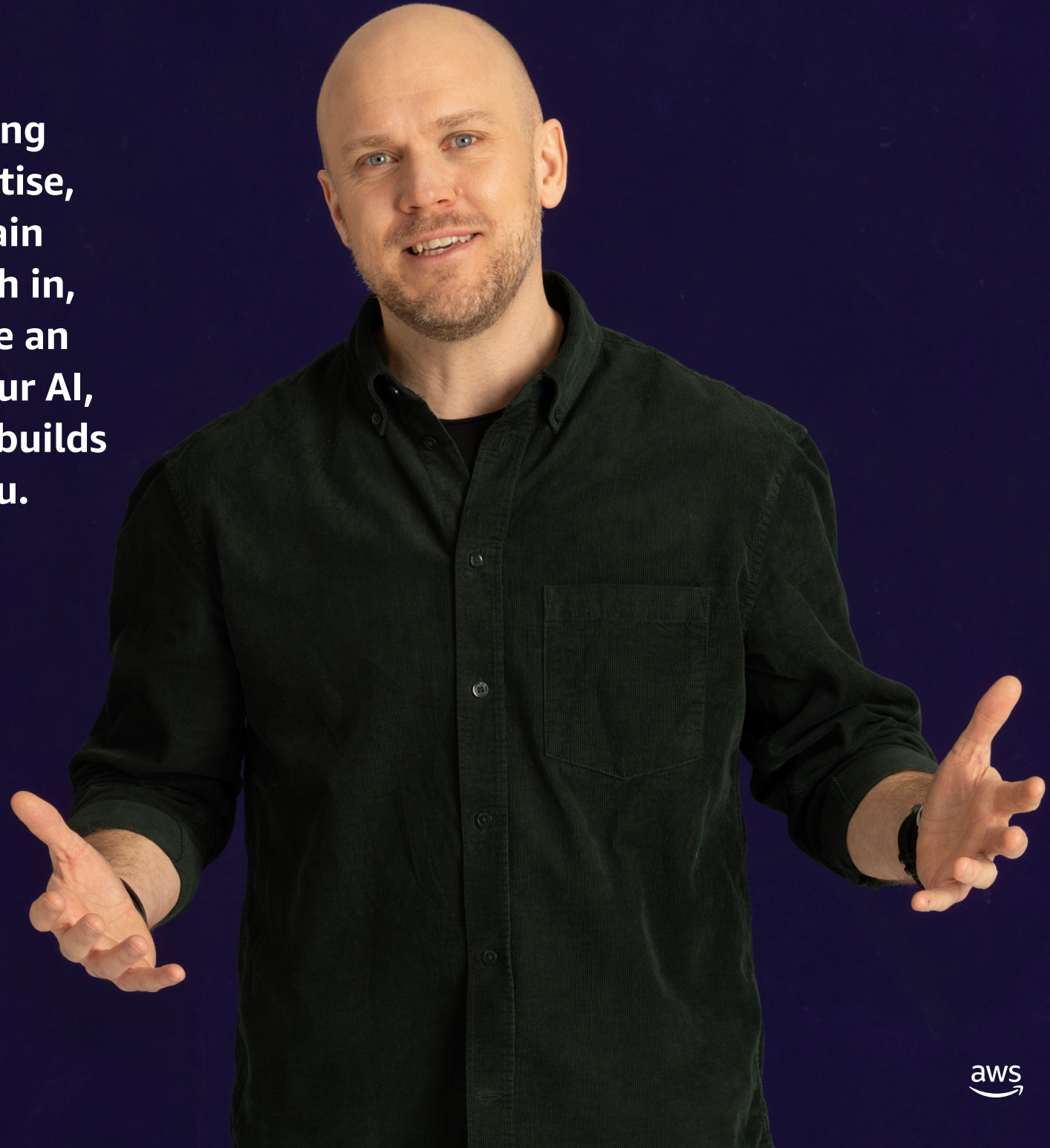
“

Creating an e-learning course requires expertise, not just in the domain that you want to teach in, but also in how to use an authoring tool. With our AI, you think it and the AI builds it together with you.

”

Fredrik Wolbe

CEO
Fabella



THE SOLUTION

Automat-it helped Fabella use AWS to build an agentic AI-powered platform that not only simplifies course creation, but improves it.

Amazon Bedrock AgentCore



Vibe Authoring leverages multiple AI models to generate course content and power the conversational experience.

Agentic AI allows for an interactive, conversational workflow for course creators, and the platform can remember context and customer needs based on conversation.

Amazon Bedrock Knowledge Bases allow AI to securely find and use customer documents as they create course content.

The solution, created by Automat-it engineers specializing in agentic AI, also enables custom guardrails based on each customer's content rules.



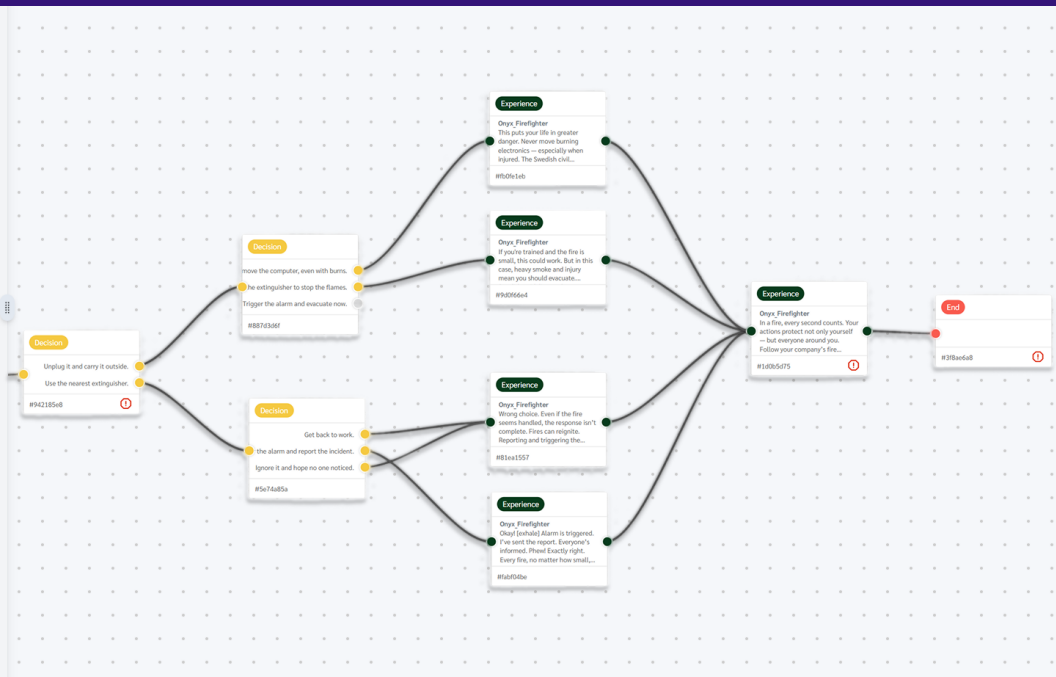
We want it to feel delightful to the people being trained. Because when that happens, you're more likely to learn more and to remember it for longer.



Jennifer Gardner

Customer Success Manager
Fabella

With the new approach, users feel like they're having a collaborative conversation with an assistant. Customers can not only create courses more seamlessly, they benefit from more ideation and quicker results. While the old solution took 10 minutes to create a course outline, the new agentic solution delivers initial course plans for users in just two minutes.



The solution's conversational workflow fosters easier information-sharing, improving the course creation experience as well as the courses themselves. Customers can then leverage Fabella's platform to encourage more employee upskilling — a win-win for companies and employees.



The Fabella story really represents what we call the 'power of three' — the customer, AWS, and us as AWS partners.



Yoav Zuri

Chief Technology Officer
Automat-it

At Fabella, agentic AI is putting power back into creators' hands. By innovating with AI solutions on AWS, Automat-it and Fabella are driving innovation in the e-learning space, empowering employees and the companies that rely on them. Corporate trainings are no longer just a chore — they're an essential part of an employee's career journey.



Automat-it is an all-in AWS Premier Partner and Managed Services

Provider specializing in startups. With more than 800 customers, 500+ AWS certifications, and agentic AI specialization status, Automat-it brings hands-on expertise in gen AI, DevOps, and FinOps to take solutions from ideation to production. Automat-it helps customers reduce time to market, and optimize their cloud performance and cost.

[automat-it.com](https://www.automat-it.com)

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AWS Gamechangers

AWS Gamechangers showcases partners and customers who are transforming business with AI solutions on AWS, featuring world-changing innovators captured through the lens of legendary photographer George Lange.



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