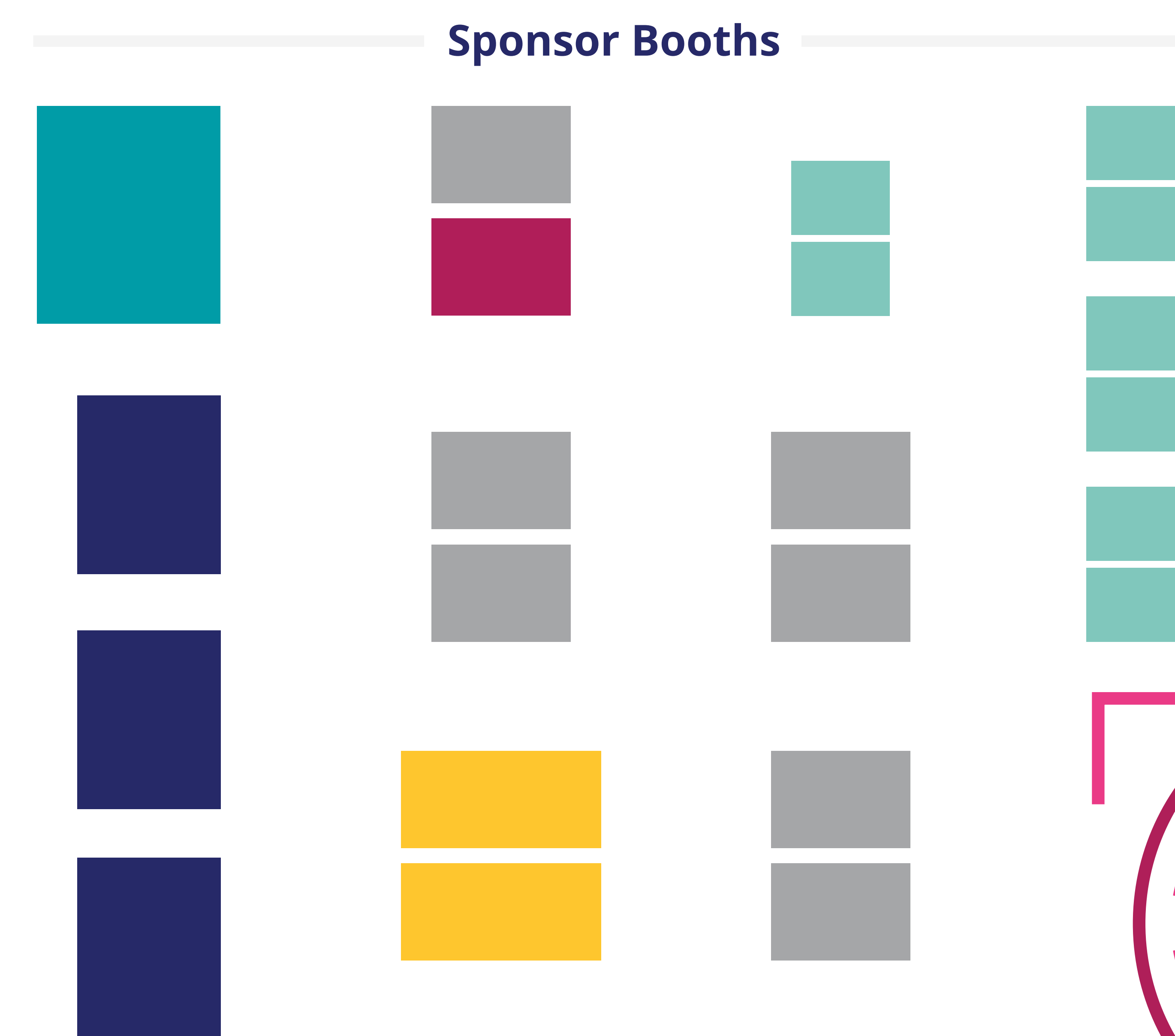
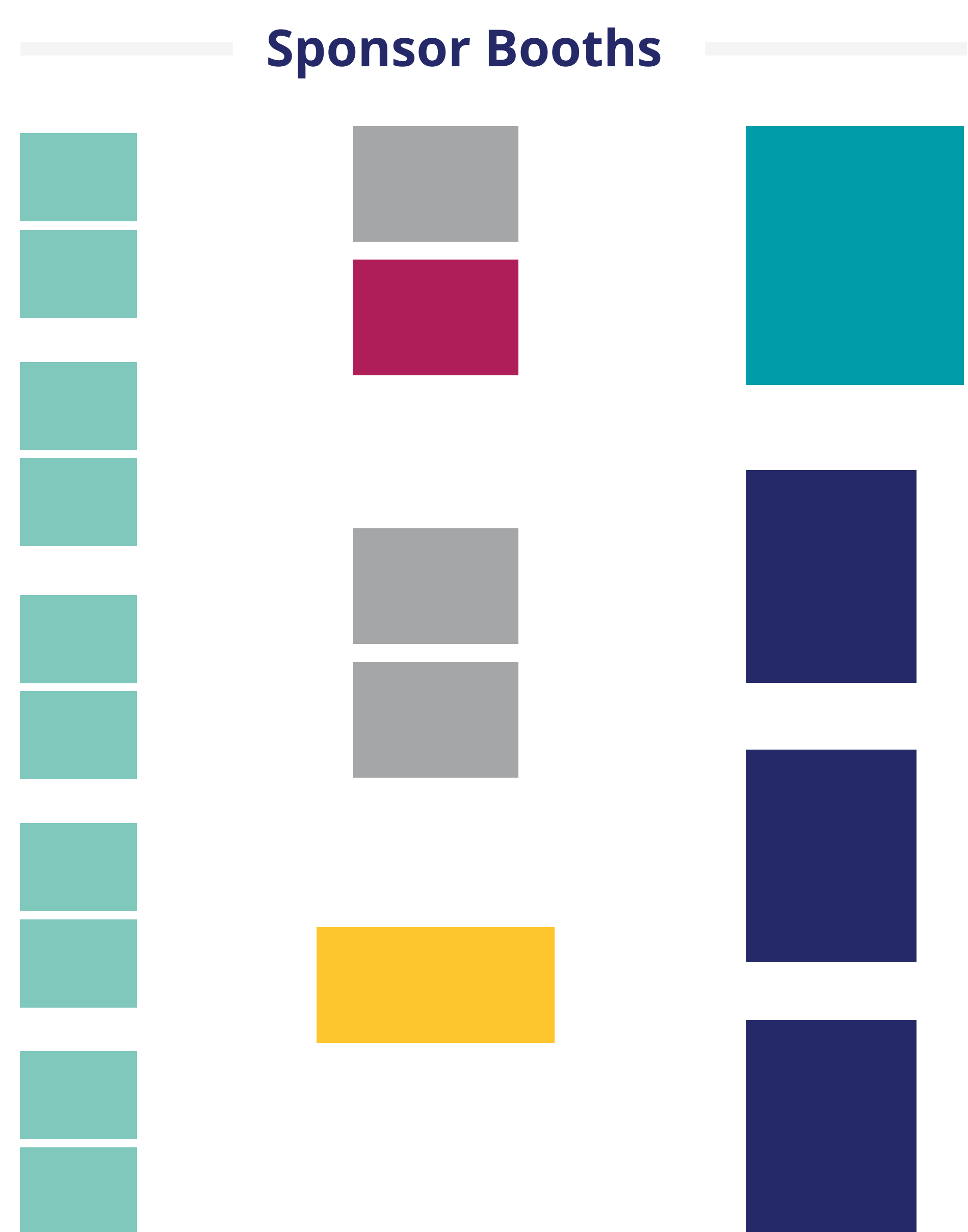
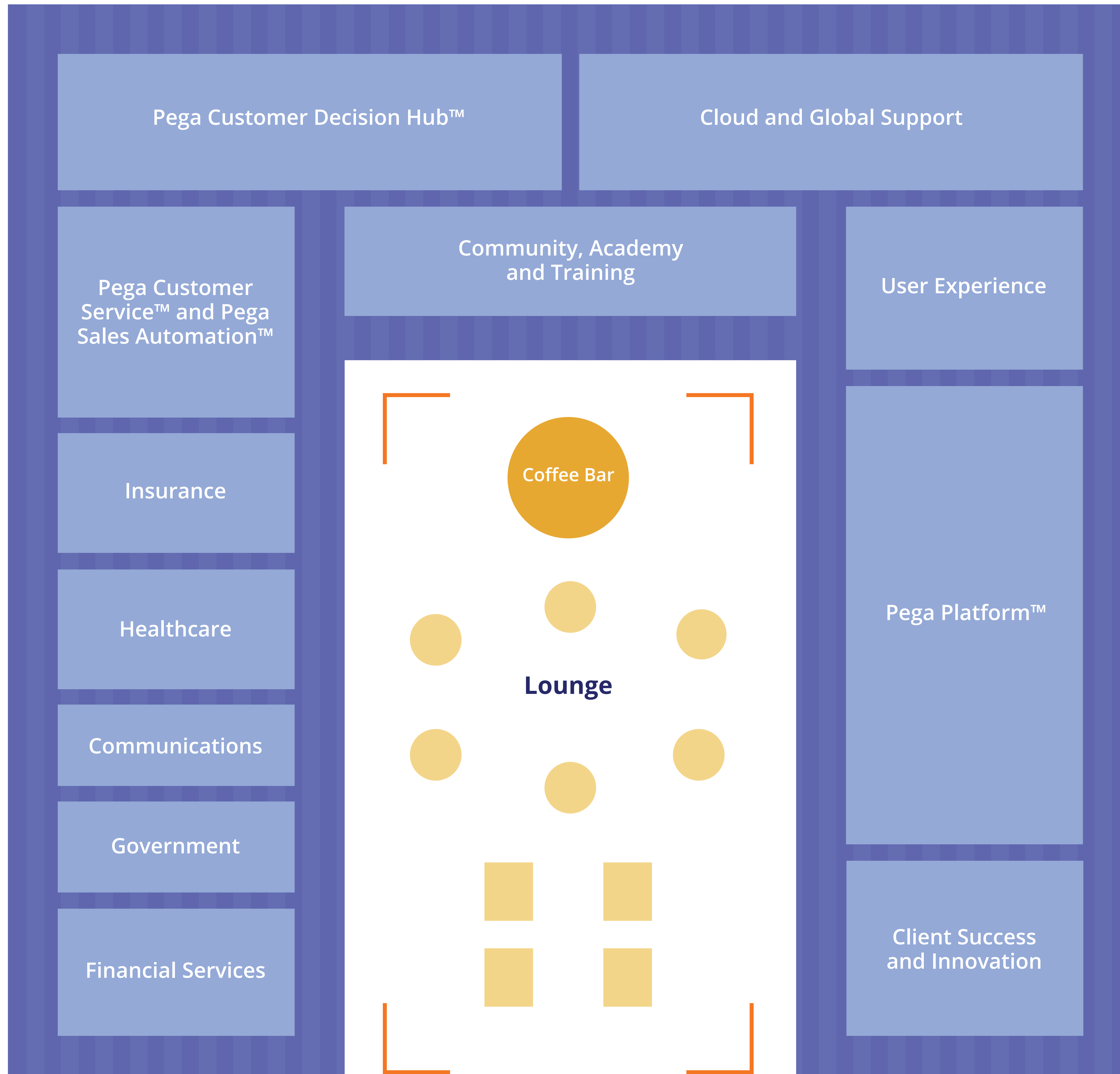




INNOVATION HUB MAP



Entrance





Pega Platform™

Pega Platform™
Pega GenAI™ Knowledge Buddy
Pega Process AI™
Enterprise App Development
Pega GenAI™ Blueprint
Pega Process Fabric®
Case Management
Live Data
Service Externalization
Connect GenAI Architecture
Platform Security
Process Mining
Process Intelligence
Pega Robotic Process Automation™

Pega Customer Decision Hub™

Pega Customer Decision Hub™
Next-Best-Action Designer
Prediction Studio
Strategy Optimization
1:1 Operations Manager
Outbound Marketing
Data and Martech Ecosystem
Pega Next-Best-Action Advisor®

Pega Customer Service™ and Pega Sales Automation™

Pega Customer Service™ and Pega Sales Automation™
Digital Customer Service
Contact Center Desktop
Customer Self-Service
Pega Collections™
Pega Sales Automation™

Healthcare

Healthcare
Pega Customer Service™ for Healthcare and Pega Care Management™
Healthcare Claims and Plan Catalog Management

Insurance

Insurance
Pega Customer Service™ and Pega Sales Automation™ for Insurance

Financial Services

Financial Services
Financial Services Payment Exceptions
Financial Services Customer Risk and Due Diligence
Pega Customer Service™ for Financial Services

Government

Government
Pega Government Platform™

Communications

Communications
Pega Customer Service™ for Communications

Community, Academy and Training

Community, Academy and Training

User Experience

Insights
Pega Constellation™
Mobile

Cloud and Global Support

Pega Diagnostic Center (PDC)
Cloud Security and Compliance
Pega Cloud®
Deployment Manager Service for DevOps
Global Client Support
Support Center (support.pega.com)
Pega Cloud®

Client Success and Innovation

Innovate with Pega Catalyst™
Digital Transformation Continuum
Innovation Factory
Pega India CoE
Pega Modernization
Delivering Pega with Excellence