

Conference schedule



Sunday, June 1

Hands-on Training Classes \$200/Class with PegaWorld Registration (pre-registration required)

Room	365	366	367	368	369	370
9:00 AM - 12:30 PM	Introduction to Pega Sales Automation	Accelerate Project Delivery with Pega Blueprint	Pega UX: Essentials for Building Applications with Constellation	Introduction to Pega Customer Decision Hub	AI in Customer Service	CPLSA Architecture Exam Prep Clinic <i>Full day course</i>
1:30 - 5:00 PM	Gen AI for End Users: Using Coach and Knowledge Buddy	Accelerate Project Delivery with Pega Blueprint	Pega Constellation Beyond the Basics: Advanced Features and Extensions	Mastering Modern Marketing: Advanced Strategies for AI-Driven Customer Engagement	Preparing for Pega Cloud and Accelerating the Upgrade to Pega-as-a-Service	
Room	352					
1:00 - 3:00 PM	Build and Accelerate your SaaS Business with Launchpad					
Room	316					
3:00 - 5:30 PM	Partner Summit*					
Room	319					
5:30 - 6:30 PM	Reception*					
7:00 - 9:00 PM	Welcome Party and Dinner sponsored by Accenture and EY Grand Pool					

Interested in attending
Hands-on Training classes?
Sign up on site at the registration desk



Conference schedule

Monday, June 2

Communications & Media (Comms) Cross-Industries (Cross-Ind) Financial Services (FS) Government (Gov) Healthcare & Life Sciences (HL) Insurance (Ins) Internet, Web Services & Social (IWS) Manufacturing (Manf) Tech Services (Tech)

7:30 - 8:45 AM | **Breakfast** | Grand Pool

9:00 - 11:00 AM Grand Garden Arena Enterprise Transformation with AI: Powering the Autonomous Enterprise Alan Trefler, Founder and CEO, Pega	9:30 - 10:00 AM Transforming Tomorrow, Today: Unilever's Path to the Autonomous Enterprise Francis Castro, Head of Digital and Technology Customer Operations, Unilever	10:15 - 11:00 AM Operation Autonomous: The Name's Infinity, Pega Infinity Kerim Akgonul, Chief Product Officer, Pega
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Room	315	316	317	355	357	359	361	363	365	369
11:30 AM - 12:15 PM	Cisco: Pega Platform Modernisation (Cross-Ind)	Shaping the Future: Empowering Women Leaders (Cross-Ind)	Re-imagining Tomorrow's Networks Today: Vodafone's AI-Powered Blueprint for Telecommunications (Comms)	BAC: Achieving Economies of Scale with Pega Smart Dispute (FS)	AI-Driven Smart Cities & Compliance: MOMAH & Aaseya's Journey in Inspections, CRM, and Urban Transformation (Gov) (Gov)	We are the Champions: How Groupama is Overhauling Customer Relationships to Surpass Customer Satisfaction (Ins)	Prime Therapeutics and Virtusa Accelerate Clinical Reviews to Speed Medically Necessary Therapies for Patients (HL)	Pega 101: AI-Driven Innovation for Transformative Business Operations (Cross-Ind)	Shifting into High Gear: Citibank's Path to Scalable, High-powered Marketing Operations (FS)	Siemens: Accelerating Transformation with AI, Blueprint, & Constellation (Manf)

12:15 - 2:15 PM | **Lunch sponsored by Maantic and Meet-ups** | Grand Ballroom, Conference Center Level 1

1:15 - 2:00 PM	InterSystems Corporation: CRM Redefined: Innovation, Insight, and Value (Tech) (Tech)	The Future of Customer Engagement: From Blueprint to Bottom Line with Customer Decision Hub (Cross-Ind) (Cross-Ind)	Prime Therapeutics: Maximizing ROI by Migrating to Cloud (HL)	Using Pega's AI-driven Platform to Innovate at Bradesco (FS)	Vision for Healthcare in an Agentic World (HL)	The Inside Scoop: NatWest's Modernization of Decisioning (FS) (FS)	Infosys: Leveraging Pega's Capabilities: Proximus' Journey to Modernization (Comms) (Comms)	Accenture: Reinventing Work with Agentic AI (Cross-Ind)	Smart Mobility Plans, Smarter Networks: TM Forum Inspired AI Catalysts for CSP Evolution (Comms) (Comms)	New York Life Transforms Claims Experience with Pega Customer Service (Ins) (Ins)
2:15 - 3:00 PM	The Journey to Omni-channel: Navigating Paid Media Challenges with Navy Federal Credit Union (FS)	Bovemij, Deutsche Bahn, & ING: Accelerating Enterprise Value: How Leading COEs Drive Continuous Innovation with Pega (Cross-Ind) (Cross-Ind)	Exploring the Future of Agentic AI – and Beyond (Cross-Ind)	Break Free from Legacy: AI-led Mainframe Transformation with AWS & Pega (Cross-Ind)	Pega-as-a-Service & GenAI: The Autonomous Enterprise in Action! (Cross-Ind)	Speeding Up: How Deutsche Telekom Utilizes Blueprint and Reference Case Management to Accelerate Time to Market (Comms) (Comms)	Revolutionizing Banking with AI: MUFGBank, Ltd.'s Digital Transformation (FS)	CVS Health: Improving Healthcare Experiences: Driving Impact Through Increased Scale and Autonomous Optimization (HL)	A Fireside Chat - U.S. Bank's Operations Transformation Journey: Customer Service with Pega Voice AI (FS)	Unleashing the Power of Pega Cloud: A Deep Dive into our Scalable Architecture Built on Kubernetes (Cross-Ind)
3:15 - 4:00 PM	Booking.com: From Chaos to Control: Testing & Releasing Dynamic Pega App with Smart Test Automation (IWS)	Pega Cloud & Pega Platform Roadmap: What's Next + Live Q&A (Cross-Ind)	How EY and Pega are Reshaping Financial Services – Now, Next and Beyond (FS)	Cloud Modernization: ANZ Bank Transforms from Legacy to Future-proof on Pega Cloud (FS)	Revolutionizing Claims Processing: Primerica's AI-Powered Customer Service Transformation (Ins)	Unlock Agentic Experiences at Scale: Orchestrate Agentic Workflows with Pega Agent Fabric (Cross-Ind)	How Nationwide Building Society Selected Pega Customer Decision Hub and Centralized Brain to Leapfrog the Competition (FS) (FS)	Harnessing the Power of Agentic AI: Introducing Pega Self Service Agent for Transformative Customer Engagement (Cross-Ind)	Transforming Legacy Systems, Fast: A Journey at the State of New Jersey (Cross-Ind)	Access NOT Denied: Navigating the New EU Accessibility Legislation with Constellation and Pega GenAI (Cross-Ind)

4:00 - 6:00 PM | **Cocktail Reception sponsored by Aaseya, Capgemini, Cognizant, Infosys, and Virtusa** | Innovation Hub

7:00 - 10:00 PM | **Pegapalooza Music Festival with drinks, dinner, and networking** | Grand Garden Arena



Visit PegaWorld.com for full agenda, including networking events, receptions, and more.

Conference schedule

Tuesday, June 3

Communications & Media (Comms) Cross-Industries (Cross-Ind) Financial Services (FS) Government (Gov) Healthcare & Life Sciences (HL) Insurance (Ins) Internet, Web Services & Social (IWS) Manufacturing (Manf) Tech Services (Tech)

7:30 - 8:45 AM | **Breakfast** | Grand Pool

9:00 - 11:00 AM Grand Garden Arena	9:00 – 9:30 AM Powered by People: How Rabobank's Culture Fosters AI Innovation <i>Erica van de Ven</i> , Global Head of Financial Economic Crime Tech, Rabobank	9:30 – 10:00 AM Orchestrating the Future of Customer Experience with AI <i>Vivek Gurumurthy</i> , SVP and CIO Verizon Consumer & Business Group, Verizon	10:00 – 10:30 AM The Autonomous Enterprise Evolution: From AI to ASI and Back Again <i>Dr. Rob Walker</i> , GM, 1:1 Customer Engagement, Pega	10:30 – 11:00 AM Beyond Resilience: Architecting Tomorrow's Enterprise <i>Don Schuerman</i> , Chief Technology Officer, Pega
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11:30 AM - 12:15 PM	What the FEC? Boosting the Efficiency of Rabobank's Financial Economic Crime Unit Through Pega GenAI (FS)	Swift, Citi and JP Morgan Discuss How to Achieve the G20 Goals for Payments Efficiency (FS)	Proximus: Revolutionising B2B Telco Installations with Pega Blueprint (Comms)	Accenture & Wells Fargo: Contextualizing Customer Experience: Bringing Together the Power of CDH and LLM's (Cross-Ind)	The Future of Customer Service 2030: Finding the Missing Links in Your Path to Autonomous Service (Cross-Ind)	Powering Transformation: How AWS and Pega Enable Businesses to Extract Real Value by Deploying Generative AI Responsibly (Cross-Ind)	First Citizens Bank: Transforming Banking: A Modern Customer Experience from Start to Finish (FS)	How the Dutch Government is Transforming Policy 40% Faster! (Gov)	Aflac: Rapid Response: Supporting Your Agent/ Broker Networks (Ins)	EY: Transforming Customer Interactions – Insights from Northwestern Mutual's Pega Implementation (FS)

12:15 - 2:15 PM | **Lunch and Meet-ups** | Grand Ballroom, Conference Center Level 1

1:15 - 2:00 PM	Telenet Boosts Brand Loyalty with AI-powered Ethical Marketing (Comms)	Maximizing Business Benefits with AI: How Banco BHD & Citi Drove Adoption of AI (FS)	RBC "PegaForce": Transforming Advisor Experience Through Pega and Salesforce Integration (FS)	Connect, Migrate, Succeed! Accelerate Your Pega Cloud Journey with "Cloud Secure Connect" (Cross-Ind)	Cognizant: Excellus BlueCross BlueShield: Transforming Customer Experience with Pega + AI (Tech)	Transforming Telecom: V.tal's Journey from Legacy Systems to Cloud-powered Excellence (Comms)	Top 10 AI & Automation Use Cases to Boost Business Operations with Pega (Cross-Ind)	Eliminating Friction: How Wipro Helped Lloyds Banking Group's General Insurance Use Process AI to Transform Service (Ins)	Navy Federal Credit Union: Unleashing the Power of Process Discovery and RPA Innovation (FS)	Swedish Public Employment Service: Pega Lights the Way Forward With Constellation in Hybrid and Low Code (Gov)
2:15 - 3:00 PM	Transforming Customer Engagement at Vodafone Greece: The Power of Real-time Personalization (Comms)	Adqura, Natwest, & Suncorp: Transforming Marketing with Customer Engagement Blueprint (Cross-Ind)	Ethoca and Pega: Delighting Customers with Expedited Dispute Resolution (FS)	Capgemini AI-Powered Legacy Transformation: Break Free from Your Legacy Apps and Fast-Track Your Pega Infinity Journey (Cross-Ind)	Roche: Rapid Digital Transformation Through Process Orchestration (HL)	From Manual to Modern: Accelerating Pension Transformation with Labb, Athora, and Pega Constellation (Ins)	Customer Obsessed: Successes and Insights from National Australia Bank's Customer Brain Journey (FS)	The Future of Banking in an Agentic World (FS)	How AI-powered Development with Pega Leads to 8x Faster Go-lives (Cross-Ind)	Agentic Customer Service isn't Magic: How to Deliver the Power of Agentic Automation Safely and Successfully (Cross-Ind)
3:15 - 4:00 PM	Ask Me Anything: Pega GenAI Blueprint (Cross-Ind)	Product Roadmap Q&A: The Future of Pega's Packaged Applications (Cross-Ind)	Harnessing the Power of Agentic AI: Introducing Pega Self Service Agent for Transformative Customer Engagement (Cross-Ind)	Establishing Excellence in Low Code Applications (Cross-Ind)	Making Every Employee Your Best Employee: How AI Can Eliminate Blockers to Your Success (Cross-Ind)	Building Next-gen Member Service: Streamlining DCU Interactions with Customers (FS)	Santander Group: Transforming Legal Operations: Full Automation with GenAI and the New Era of Legal Operations (FS)	Banking on Innovation: How Lloyds Banking Group Transformed Fraud Servicing with Award-Winning Digital Self-Service (FS)	Moments That Matter: How enGen is Changing Healthcare Through Personalization, Automation, and AI (HL)	Virtusa: Constellation Adoption Strategies for Radical Success (Cross-Ind)

4:00 - 6:30 PM | **Closing Reception and Chess Tournament** | Innovation Hub



Visit PegaWorld.com for full agenda, including networking events, receptions, and more.

Agenda subject to change | Version 13