

The CRM Partner Ecosystem: Ready for 1-1, Next-Best- Everything®

Panel Discussion

PW 18



**Limitless
possibilities.
Real results.**

Shoel Perelman

Pegasystems

Nurturing the entrepreneurial spirit;
actively working to stimulate innovation
from inside & out.

- VP of Product @ Pega
- Former VP of Engineering @ IBM
- Marketing, Web Analytics, eCommerce,
Content Mgmt & Price Optimization
- IBM Universal Behavior Exchange
- Watson Order Optimizer
- New York University

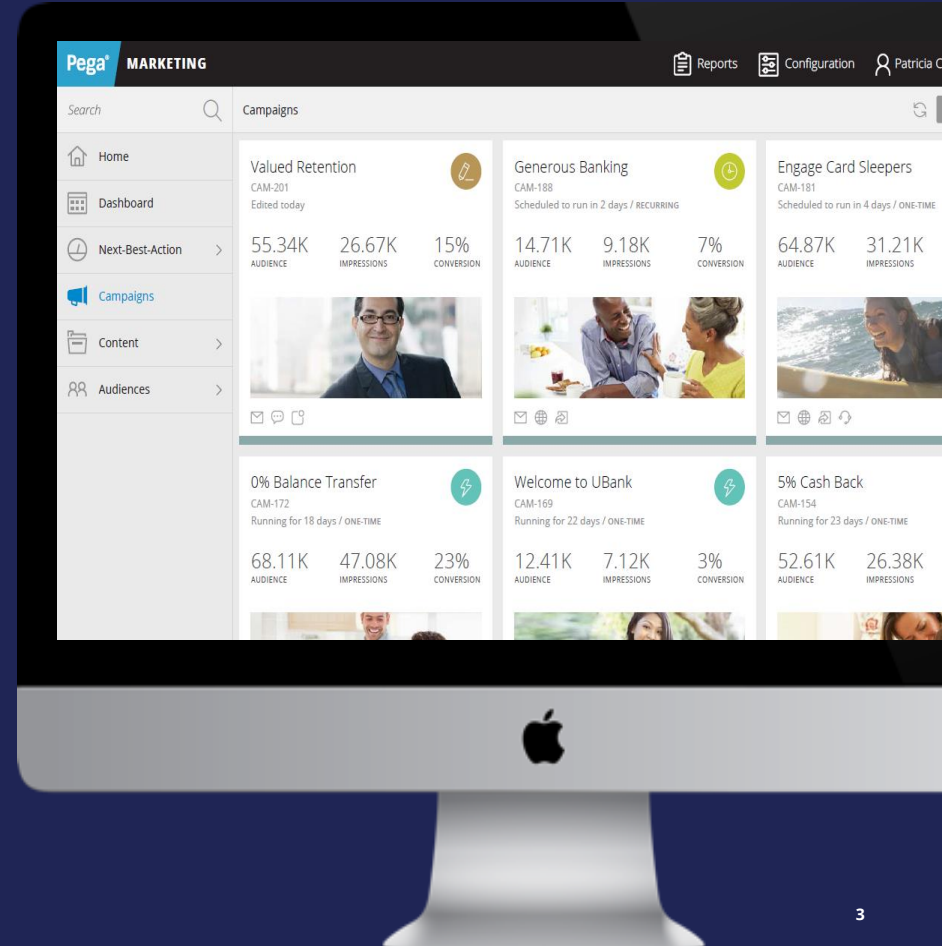


Pega Marketing

Always-On Engagement

Pega Marketing calculates the Next-Best-Action for every customer – then delivers it during their moment of need.

- Real-Time, Self-Optimizing AI
- Predictive & Adaptive Analytics
- Inbound, Outbound, & Agent Channels
- Paid Media Integration
- Event-Triggered Marketing
- Performance Simulation
- Journey Visualization



Ed Barrow

Idio

Helping global B2B companies automate away marketing complexity, and deliver 1:1 engagement at scale.

- Chief Executive Officer
- Co-Founder (2008)
- Long-Haul-Commuter - between New York and London
- University of Warwick



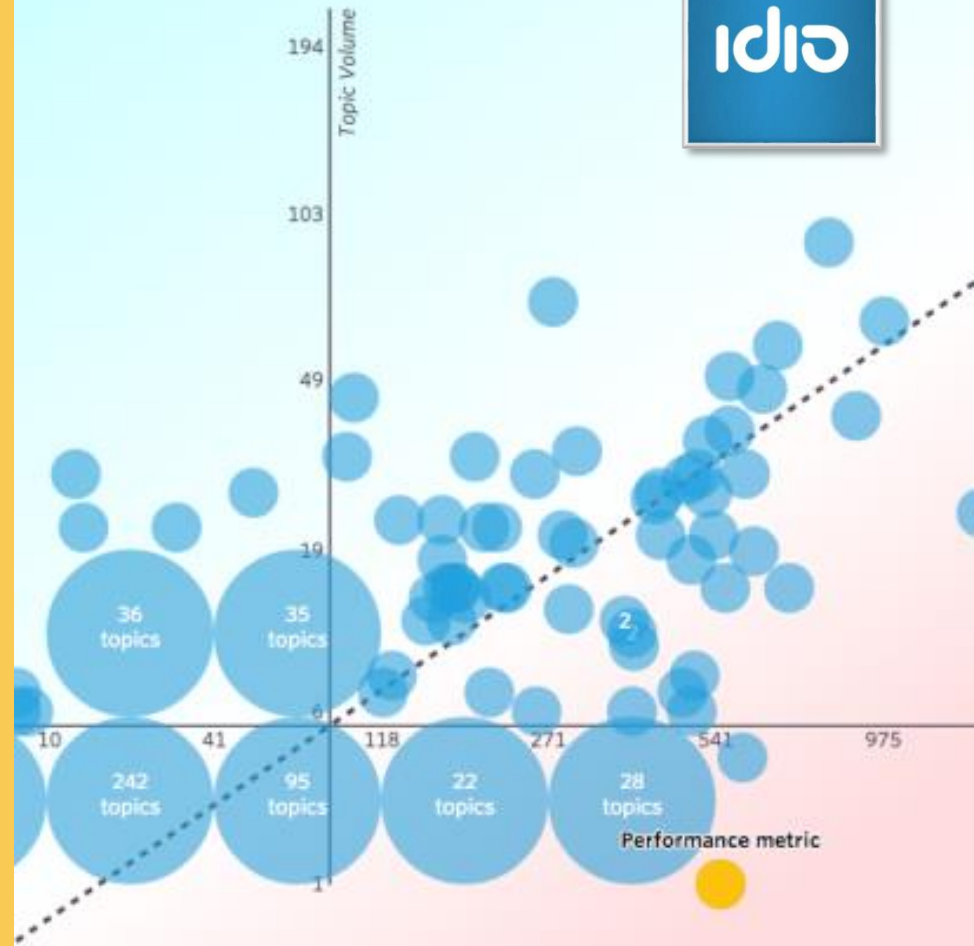
Idio Platform

Next-Best-Content Decisions

The **Idio Platform** analyzes the keywords used in an organization's marketing assets, and builds predictive associations between content and customers.

During B2B Engagements with Pega, Idio provides **Next-Best-Content** recommendations that ensure content is relevant to each individual.

- Increases NBA relevance
- Fills gaps in B2B customer data
- Provides predictive modeling lift
- Deepens engagement 50-60%

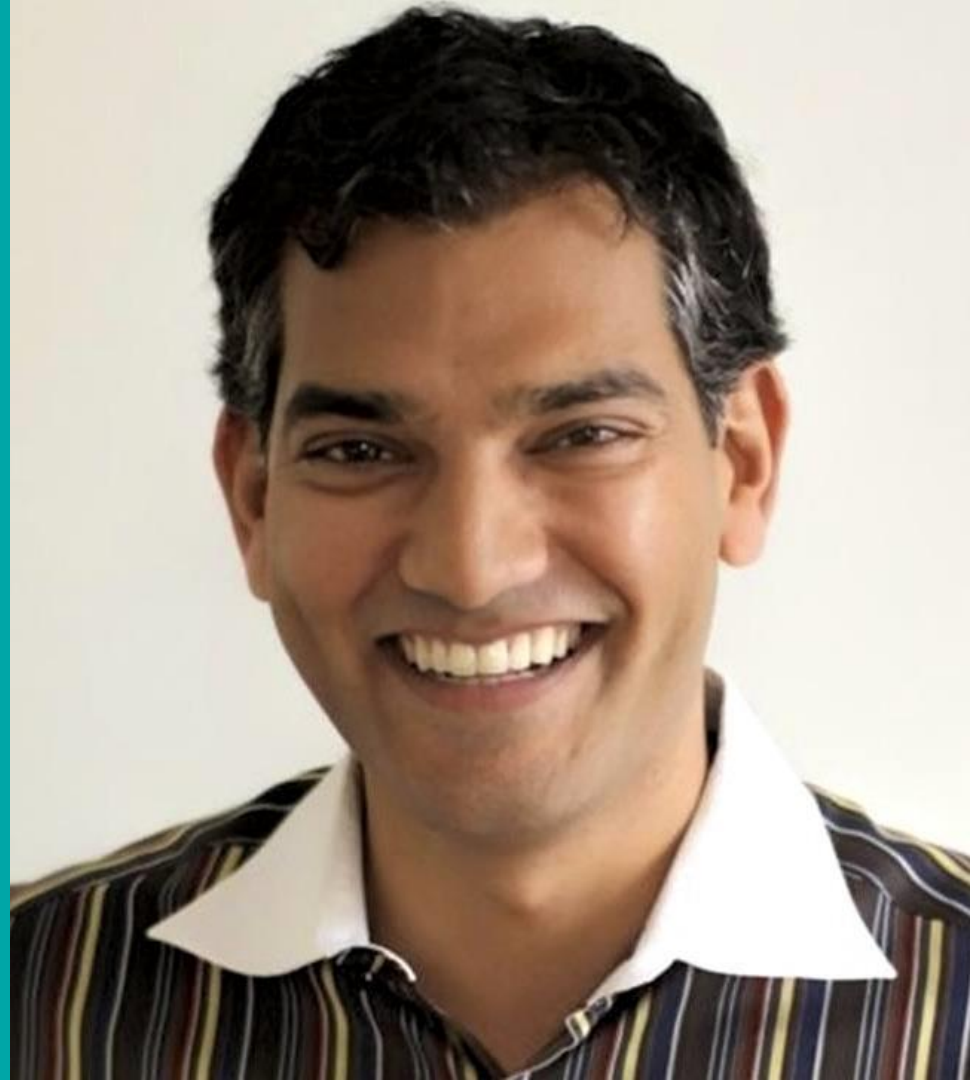


Vivek Sharma

Movable Ink

Leading the charge to make email a more dynamic & relevant channel – for marketers *and* consumers

- CEO & Co-Founder (2010)
- Former Sales Leader at Engine Yard
- Former Engineer
- Blue Martini, Cisco Systems
- Rensselaer Polytechnic Institute




Movable Ink

Open-Time Email Personalization

Movable Ink delivers “jaw-dropping” experiences – by **personalizing email content** in real-time, as it’s opened.

Integrated with Pega Marketing, which provides intelligence for personalization.

- Next-Best-Actions integrated into email
- Personalized for unique individual
- AI leverages cross-channel behaviors, preferences, & context
- Increases *relevance* of messages
- Significant response lift



We breathe life
into email.

Mike Weir

LinkedIn

Helping technology companies build world class marketing programs - matching brands & their solutions with members who need them.

- Senior Director, Technology Industry
- Formerly CDW & Enterasys Networks
- Former Advisory Board Member @ G2 Crowd, ZeroPoint Risk Research
- Dartmouth College



LinkedIn

Matched Audiences Integration

Pega's **Paid Media Manager** integrates directly with the world's largest professional network:

- 500 million members, 200 countries
- Customers mapped to Next-Best-Action audiences and pricing
- Shown contextually relevant ads
- Changes on-boarded in *minutes*
- Performance constantly optimized with adaptive machine learning



Pega Marketing

Technology Ecosystem

Insight

Data



Content



Modeling



Real-Time



Unstructured



Pega Marketing

- Interaction History
- Customer Profiles
- Offers & Actions
- Propensity Models
- Machine Learning
- NBA Strategies
- Event Processing (CEP)
- Real-Time Decisions

Channels

Web



Email



Agent-Chat-IVR



Paid Media



Mobile Apps





PEGA[®]

Build for Change[®]