

## Solutions: Client Lifecycle Management (CLM)

# Pegasystems Inc.

Amid ever-changing risk and reporting requirements and a clampdown on a lack of compliance with know-your-customer (KYC) obligations, software company Pegasystems Inc. has triumphed with its low-code customer platform, winning the inaugural *RiskTech 100*® Client Lifecycle Management (CLM) award.

Pegasystems Inc. has been helping global banks manage customer engagement and digital transformation in global banking for more than 35 years, offering out-of-the box low-code applications designed to automate processes from onboarding through to offboarding. Reetu Khosla, Global Head of CLM and KYC at Pegasystems Inc., says the Pega CLM application helps digitize and streamline front-to-back office processes and facilitates multi-jurisdictional, multiproduct client onboarding and KYC management. “The solution allows large global financial institutions to automate and future-proof regulatory compliance, operations and risk changes – allowing banks to rapidly adapt to market changes with zero coding. We are designed to scale,” she says.

Customers are still faced with banks failing to share data across systems and operate in silos, and many will be used to supplying information multiple times when dealing with different business lines, jurisdictions and products. This scenario is not surprising considering the widespread challenge of dealing with fragmented and siloed processes and systems. Khosla says Pega CLM allows banks to integrate and “wrap and renew” across – sometimes 80–100 – legacy systems. This allows them to drive a customer-centric, digital client onboarding experience with one view – end-to-end orchestration, front-office transparency and speed – that can help ensure banks are able to reuse data more efficiently across the organization.



(l-r) Deep Hansra, Jason Marason, Harry Simmons, Nancy Weir, Paul Sullivan, Brett Smiley, Ajit Tharaken, Dave Brown and Kevin Baba, Pegasystems Inc.

There are currently 30,000 due-diligence rules in the system covering around 60 jurisdictions and including regulations ranging from anti-money laundering and tax to counterparty risk. By regularly updating KYC rules and logic, clients can future-proof and adapt in days as opposed to months, without any necessary coding.

New this year is the Pega Blockchain Innovation Kit, which explains how Pega can contribute KYC and CLM datasets to Ethereum – a predominant blockchain technology – and receive verified due diligence back into their Pega CLM using permissioned blockchain. By utilizing blockchain for KYC, firms may be able to eliminate duplicate efforts by vetting customers in a shared distributed ledger.

When it comes to cutting-edge technology, Pega continues to set the standard high, and the system has already long leveraged robotics and artificial intelligence (AI), and continues to expand usage of these technologies to enhance capabilities. “Robotics and AI is inherent in our technology,” says Khosla, who explains that Pega is constantly looking at new innovative use cases for AI.