



Pega technology as innovation accelerator

Swen Reimann, Global Client Director, Pegasystems

Oct 22, 2019 | PEGA

© 2019 Pegasystems Inc. CONFIDENTIAL

Exclusive Sponsor

accenture



PEGA[®]
Build for Change[®]



OUR MISSION

Change the way the world builds software
to create unprecedented business outcomes in
customer engagement and **operational excellence**.

Digital Transformation

Build for Change[®]

Build a mobile app

Implement Machine Learning

Design an open workspace

Open an innovation lab

Map customer journeys

Go "cloud"

2x your data science team

blueprism

Chasing Digital Transformation...

Deploy a bunch of RPA bots

Jenkins

Architect microservices

Pivotal

React

CHEF

Build a data lake

Develop a personalization strategy

Microsoft Dynamics

cucumber

GitHub

Think "customer in"

ANGULARJS

kubernetes

Attend Dreamforce

iOS

FLOOZR

...in a world of digital chaos

Redesign the website

gradle

JFrog



docker

Hire a CDO

Microsoft Azure

amazon web services

Omni-channel | A.I. | Robotics | CRM | Automation

Expert Systems | Low-code | DevOps | Cloud | SaaS | PaaS | Server-less

Chasing Digital Transformation...

Three well-intentioned **MISTAKES**

- 1 Channels, not **journeys**
- 2 Tasks, not **outcomes**
- 3 Silos, not **end to end**

...in a world of digital silos

Omni-channel | A.I. | Robotics | CRM | Automation
Expert Systems | Low-code | DevOps | Cloud | SaaS | PaaS | Server-less

Channels, not **journeys**

SYMPTOMS

- Customers can't move between channels
- Siloed development teams custom-coding logic into channels

RESULTS

- Bad, inconsistent experiences
- Frustrated employees and inefficiency
- Lack of reuse drives increased costs and freezes innovation



2

Tasks, not **outcomes**

SYMPTOMS

- Lack of common processes across systems, regions, and LOBs
- Siloed investments in robotic band-aids

RESULTS

- Disjointed customer experience
- Proliferation of unmanaged bots
- Little visibility into improvement opportunities



3 Silos, not end to end



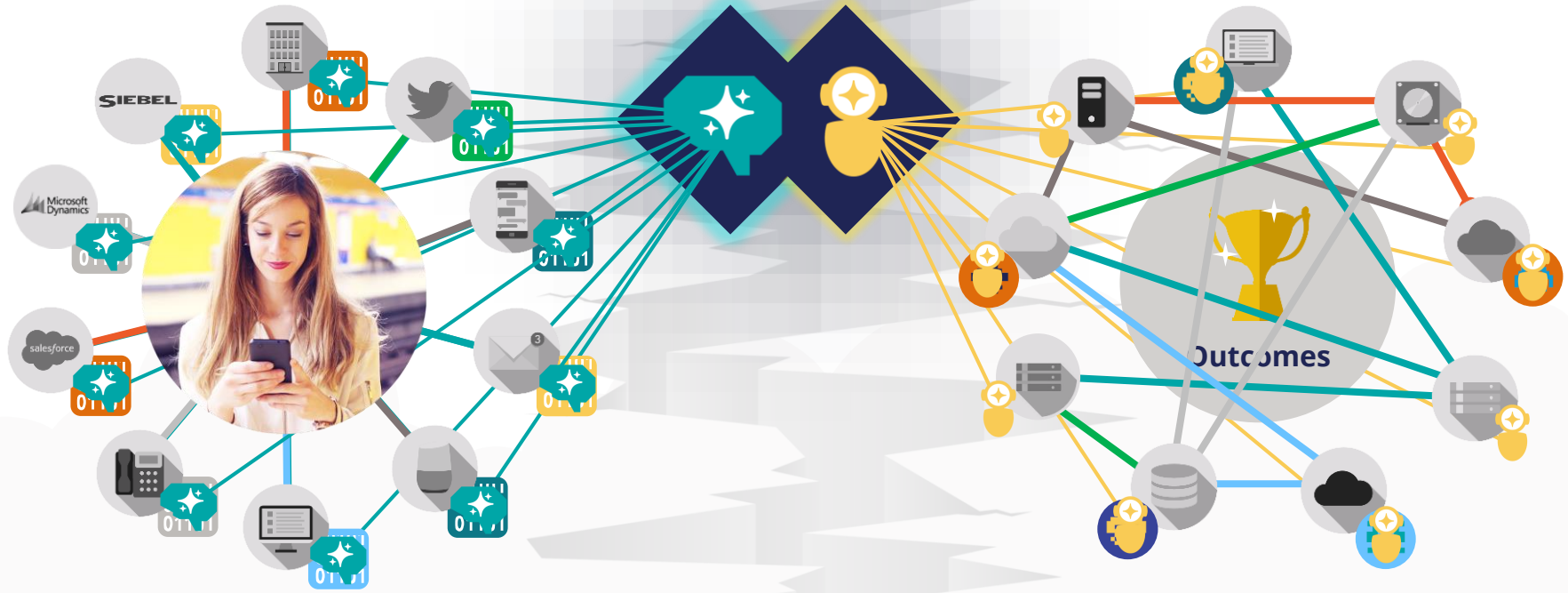
These 3 mistakes create...

The Digital Gap



Bridging the gap

Real-time, omni-channel AI and end-to-end automation & robotics



Transform “one journey at a time”

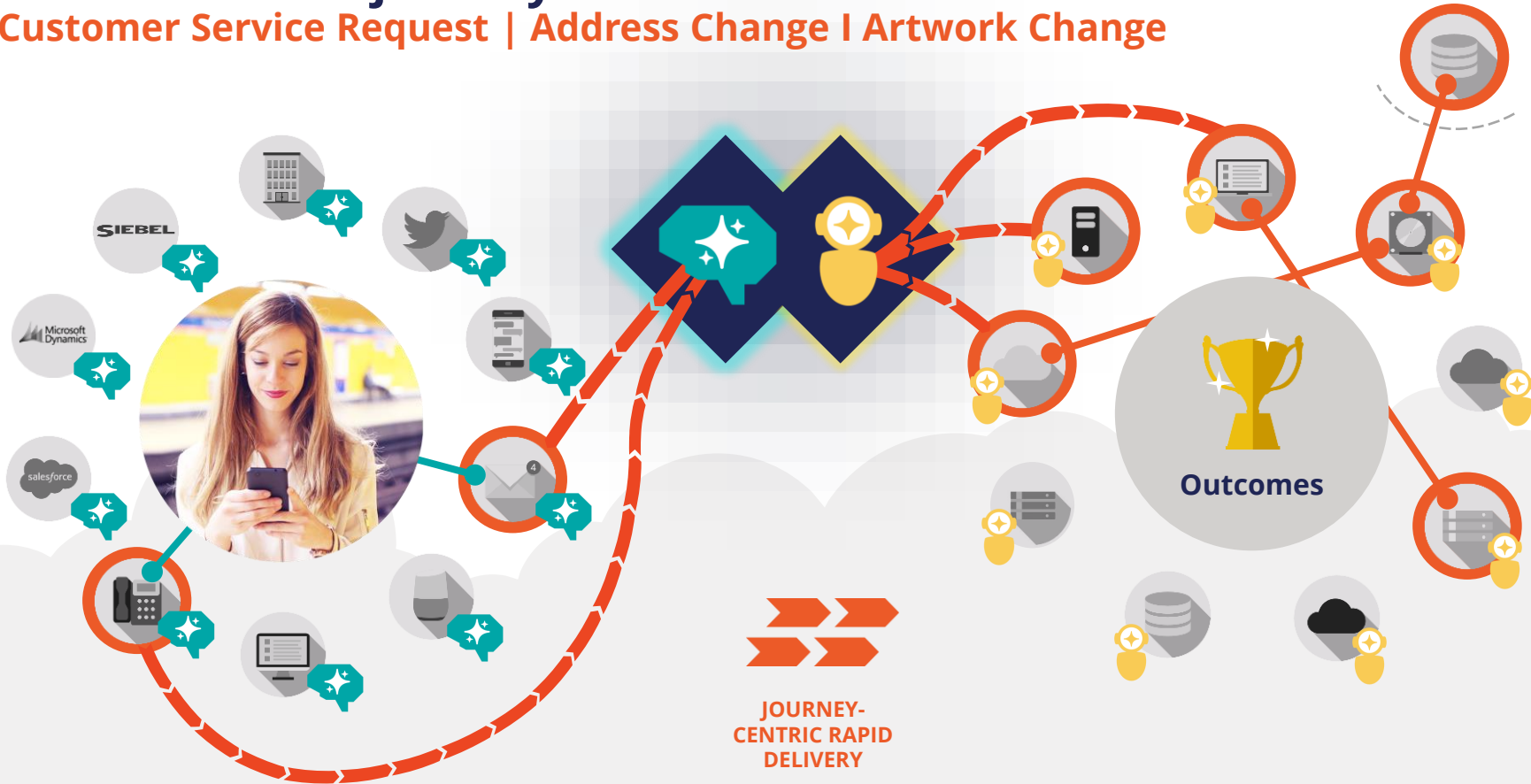
Sales & Onboarding | Account Opening | Patient Onboarding | Country Launch |



Transform "one journey at a time"

Customer Service Request | Address Change | Artwork Change

Partner / 3rd-party system



JOURNEY-CENTRIC RAPID DELIVERY

Pega Infinity™

Revolutionary software that unifies customer engagement and digital process automation

Pega **Marketing™**

Pega **Customer Service™**

Pega **Sales Automation™**

Pega **Customer Decision Hub™**

CUSTOMER ENGAGEMENT



DIGITAL PROCESS AUTOMATION

Pega **Robotic Automation™**

Pega **Platform™**

- Case Management
- No-code App Dev
- Mobile



REAL-TIME, OMNI-CHANNEL AI

Industry-leading technology



END-TO-END AUTOMATION & ROBOTICS



JOURNEY-CENTRIC RAPID DELIVERY

Start fast and scale



SITUATIONAL LAYER CAKE



SOFTWARE THAT WRITES YOUR SOFTWARE™

Future proof your investment



CLOUD CHOICE

PEGA DX ARCHITECTURE™

The ONLY unified architecture for digital transformation

Gartner



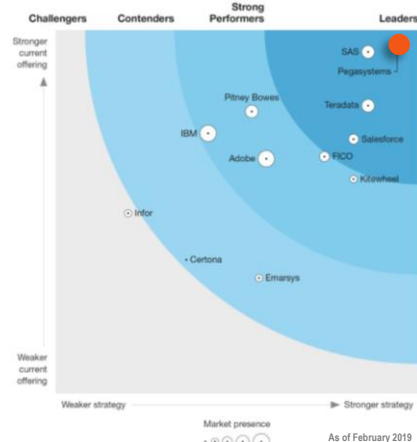
Customer Engagement

FORRESTER®



Digital Process Automation

FORRESTER®



Real-Time Decisions & AI

Gartner



End-to-End Work Management

“The highest reference customer rating for customer usability.
The best ability to build, maintain, and change complex cases.

The Pega Platform™ offers one of the most comprehensive sets of features in the market.”

Gartner



Every day, Pega powers...

MILLIONS
of automated processes

BILLIONS
of customer interactions

TRILLIONS
of dollars of business

If you've driven a car, used your credit card, called a company for service, opened an account, applied for a loan, accepted an offer, flown on an airplane, paid a bill, submitted a claim, or countless other things you do in your day...

...you've interacted with Pega.



„Pega is helping us getting future-ready by driving automation, ensuring end-to-end integration and increasing efficiency...”

Siemens



PEGA[®]

Build for Change[®]