

Pega Event Strategy Manager

Harness streaming data to power one-to-one, real-time decisioning

Pega Event Strategy Manager mines streaming data sources to find meaningful patterns – then triggers a relevant next-best-action message the moment you identify a customer need.

Other Complex Event Processing (CEP) engines trigger “one-size-fits-all” messages using business rules, which are usually not relevant. Instead of automatically firing off a set message when a condition is met, Pega uses real-time analytics to calculate next best actions for each customer, in the moment. We then deliver it in their preferred channel.

Plus, Pega is designed to meet your speed, scale, and sophistication needs. Event Strategy Manager can process up to tens of thousands of events per second, as well as:

Use streaming data from virtually any source

- Pega Event Strategy Manager connects to a wide variety of data sources, including web and back-end systems, mobile devices, IoT devices, social feeds, and big data sources (like Cassandra, Hadoop, Kafka, or Kinesis Streams).

Split & join, filter, and aggregate data as needed

- Easily split streams, apply logic at different levels, and combine outputs.
- Use filters to mine for specific patterns, and weed out irrelevant data noise.
- Count and summarize transactions as necessary, to find meaningful patterns or determine when a customer reaches a critical threshold.

Track patterns over time

- Define time-based windows (sliding or tumbling) to track across, including hours, minutes, or even seconds.

Challenge

Most organizations can capture big data, but few are able to operationalize that data without dedicating huge amounts of time, money, and resources. By the time they're able to detect an event and determine how to respond, the customer has already moved on.

Solution

With Pega, business users utilize a drag-and-drop canvas to connect streaming data sources, build event strategies, and detect patterns. Once an event is detected, Event Strategy Manager automatically calculates a new next best action for the associated customer – helping you deliver the right offer, retention plan, or service message for that individual.

Continuously optimize the customer experience

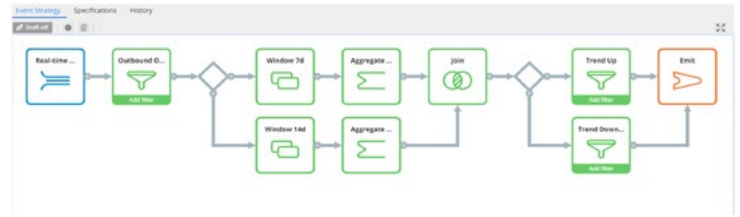
- Pega Event Strategy Manager is always on, constantly parsing and analyzing data streams to provide insight and find opportunities to interact with customers.

Rapidly develop and control event strategies

- The drag & drop interface makes it easy for business users to define sophisticated strategies, track activity patterns, and trigger next-best-action messages at points when they will do the most good.

Flexibly control outputs

- With Pega Event Strategy Manager, users can configure an event policy that's right for your business – releasing events immediately, on a schedule, or when an expected event fails to happen.



Operationalize streaming data with Pega Event Strategy Manager