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What's Next: Vision and Roadmap for AI, Robotic Automation, and Customer Engagement Applications

PANEL DISCUSSION



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Pega Marketing Roadmap Themes for 2019-2020

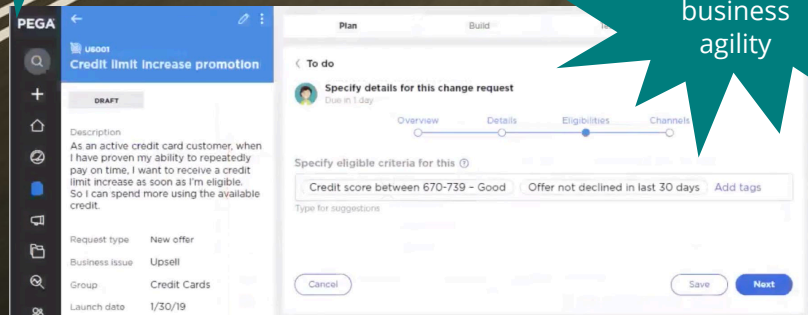
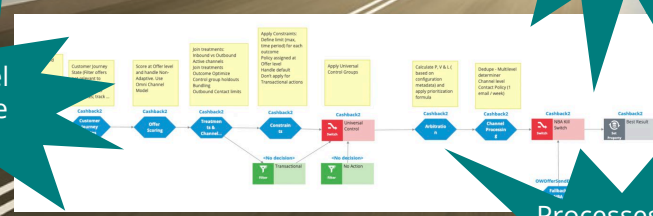
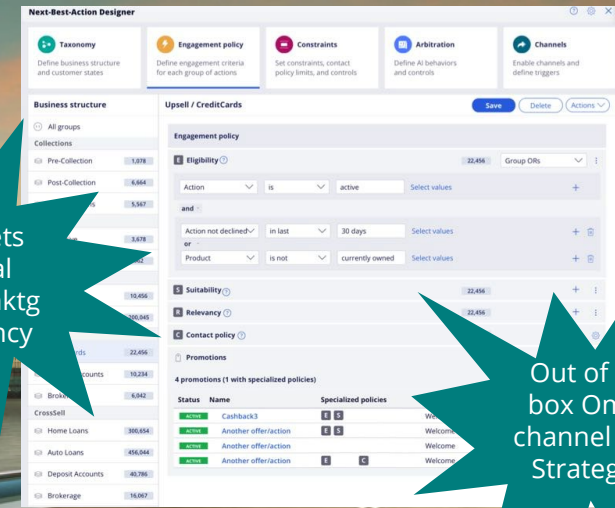
- 1:1 always-on made easy
- 1:1 outbound made easy
- 1:1 operations management
- 1:1 channel enablement

1:1 AI meets traditional database mktg
Transparency

1:1 channel intelligence built in

Out of the box Omni-channel NBA Strategies

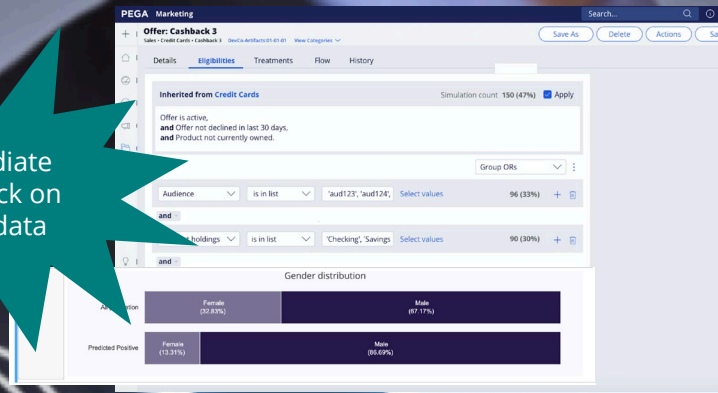
Processes for business agility



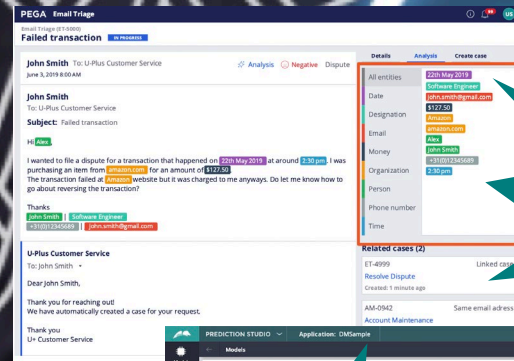
Decisioning & AI Roadmap Themes for 2019-2020

- Data at your fingertips
- Entity detection for smart email routing
- Explain your decisions, are they biased?
- Bring your own predictive models, we'll run & monitor them

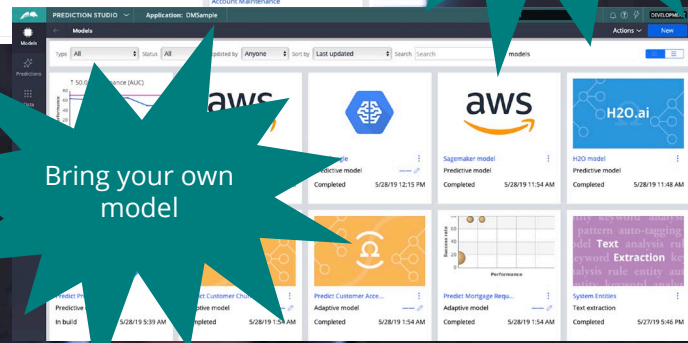
Immediate feedback on your data



Smart Email Routing

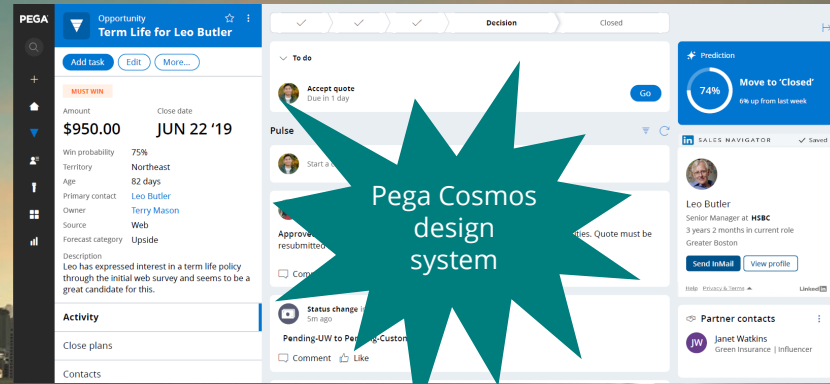


Bring your own model

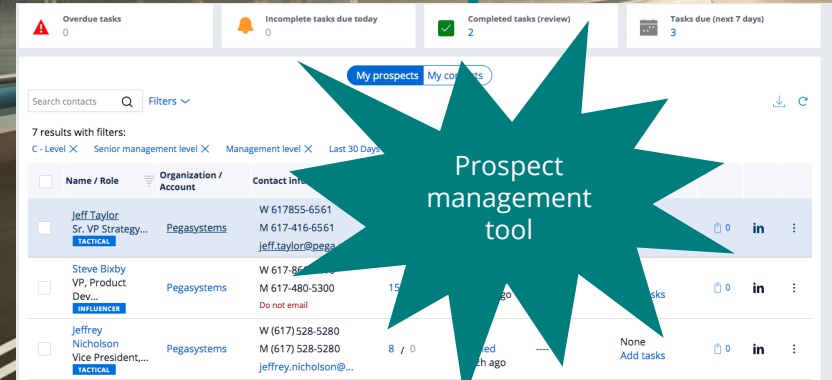


Pega Sales Automation Roadmap Themes for 2019-2020

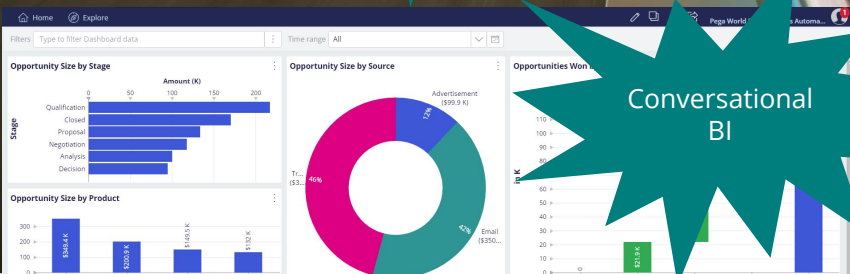
- Cosmos user experience
- New mobile application
- Improved prospecting capabilities
- Continued productivity improvements with Intelligent Virtual Assistant and Next Best Actions
- Pega BI and sales data visualization



Pega Cosmos design system



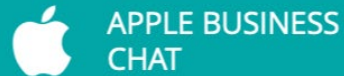
Prospect management tool



Conversational BI

Pega acquires In The Chat

- Consistent, Omnichannel Experience
- Messaging-centric agent experience
- Rapid deployment and on-demand scalability



Pega Customer Service Investment themes

Next 12-18 Months

- Digital, digital, digital
 - ‘Digital Messaging’ edition
 - Expand channel coverage for bots and messaging to include Twitter, WhatsApp, iMessage, RCS, etc.
- Augmented Agent
- Cosmos User Experience
- Continue developing robust ‘micro-journeys’ for vertical markets
- Field Service
 - External scheduling integration API’s
 - Complex Job modeling and scheduling
 - Multiple workers
 - Multiple visits
 - Multiple days

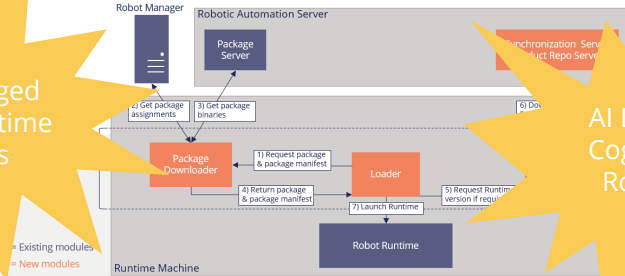
The screenshot displays the Pega Digital Messaging interface. At the top, there are status indicators for 'My Active' (4), 'My Waiting' (0), 'Active' (0), 'Waiting Agent' (0), 'Resolved' (0), 'Bot Active' (0), and 'Bot Transfer' (0). The main content area is divided into several sections: 'My Active' with a search icon and a list of interactions; 'CONTACT INFORMATION' showing a callback number (781-987-1092); 'CUSTOMER SUMMARY' with a wealth tier of 'Upper-tier'; 'RELATIONSHIP' with a lifetime value of 'Gold'; and 'Customer activity' with a 'Notes' section. A 'Change Address' form is visible, with fields for Address, Phone, Country, City, State, Zip code, Email, and Fax. Below the form is a 'Customer activity' log showing transactions from Jan 24, 2019, Jan 04, 2019, and Dec 27, 2018, with reasons like 'Transfer transaction' and 'Dispute transaction'.

The screenshot displays the Pega Dispatcher interface. The top navigation bar includes 'Today', 'Day', 'Work week', and 'Week' views. The main area shows a worker schedule for 'Mon 29 April' with columns for time slots from 7 AM to 6 PM. Workers listed include Alan Shore, Carl Sack, Denny Crane, Paul Lewiston, Rudy Wahmann, and Shirley Schmidt. A map view is visible on the right, showing a geographical area with markers. Below the schedule, there is a table for 'Unscheduled work orders' with columns for ID, Customer, Issue, Last updated, and Status.

Pega Robotic Automation Roadmap Themes for 2019-2020

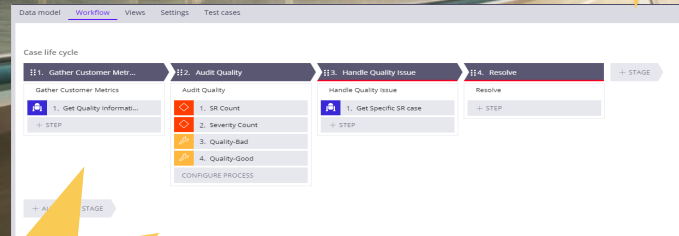
- Auto Balancing your Virtual Employees
- 50% reduction in design time
- Robots on Every desktop – drive ROI
- Open Robotics – Enabling End to End automation across Legacy Robotic Implementations

Architecture: Runtime Start Process Flow



Self Managed Robot Runtime Versions

AI Driven Cognitive Robots



Auto Discover UI Objects and Next Gen Recording

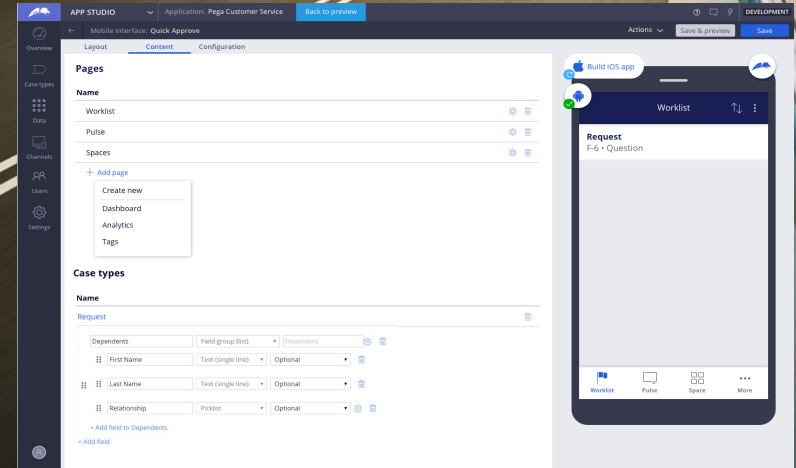
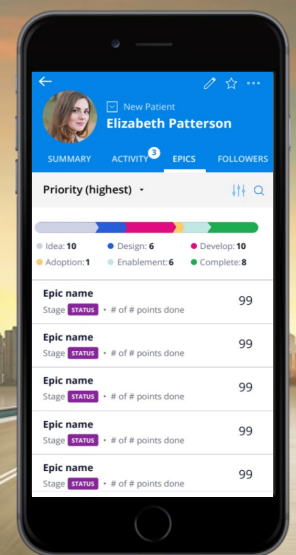
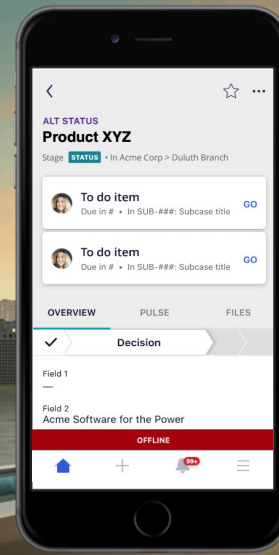
Optimize work across Human and Robots

Robot Name	Current activity	Schedule	Processed	Success rate
WB100	Completed		676	99%
WB103	Working...		955	99%
WB104	Working...		158	98%

The dashboard also includes a 'Robots' section with a table listing robot names and their current activities. A 'Package' section shows details for 'ACME Systems Inc.' and an 'Automation issues (18)' section.

Mobility roadmap themes for 2019-2020

- Cosmos user experience
- New mobile application
- Pega BI and data visualization for sales
- Continued productivity improvements with Intelligent Virtual Assistant and Next Best Actions





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Build for Change[®]