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

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PW 19

PANEL DISCUSSION

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PegaWorld2019

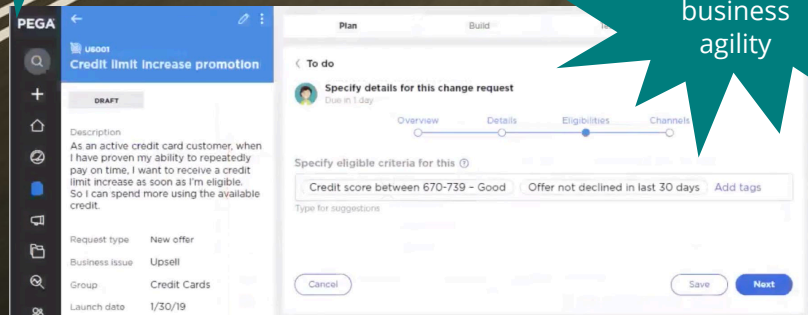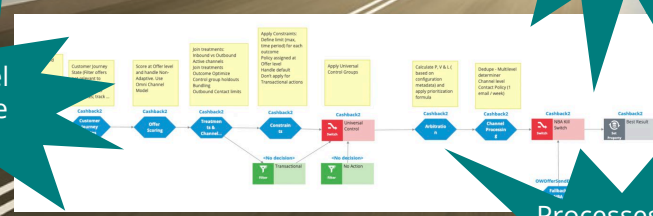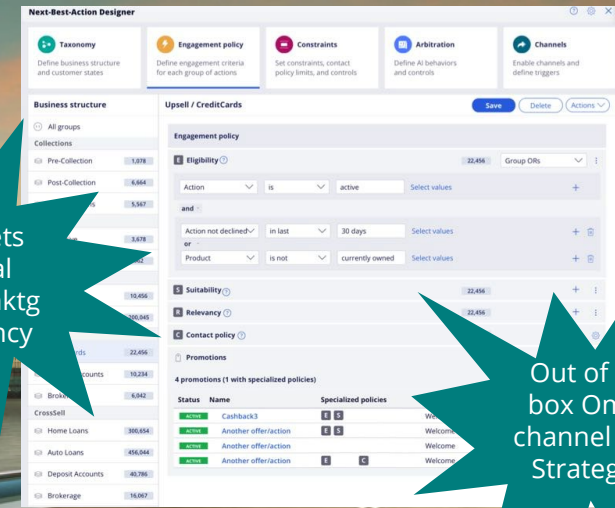# Pega Marketing Roadmap Themes for 2019-2020

- 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

Out of the box Omni-channel NBA Strategies

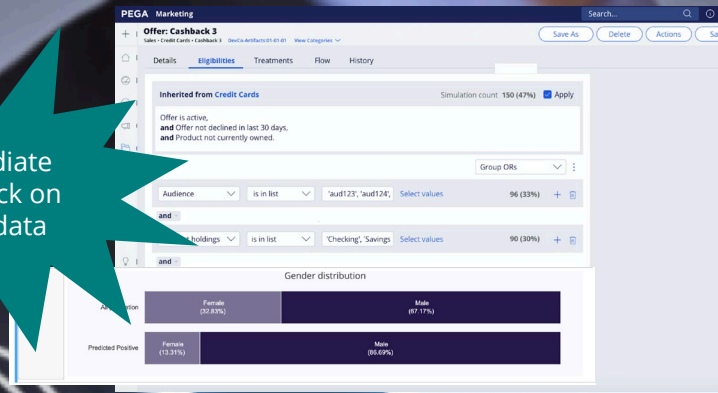1:1 channel intelligence built in

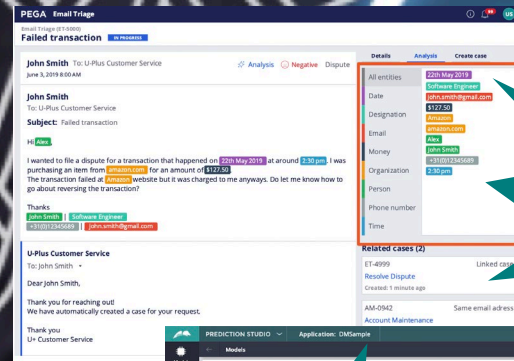Processes for business agility

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Decisioning & AI Roadmap Themes for 2019-2020

- Data at your fingertips

- Entity detection for smart email routing

- Explain your decisions, are they biased?

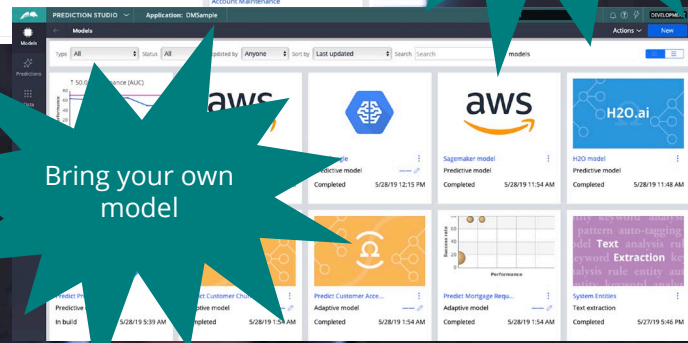- Bring your own predictive models, we'll run & monitor them

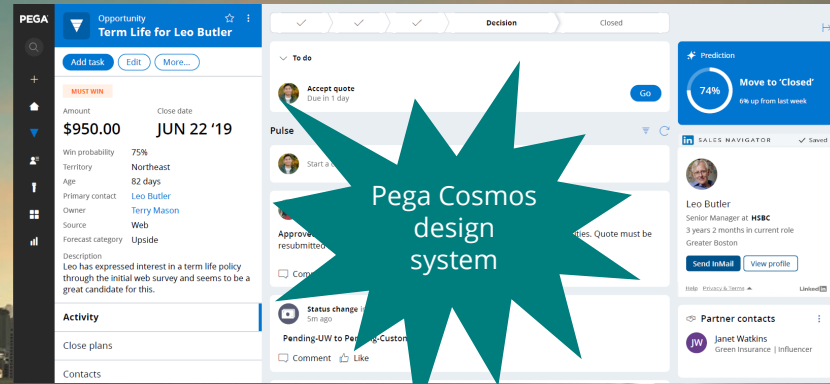Immediate feedback on **your** data
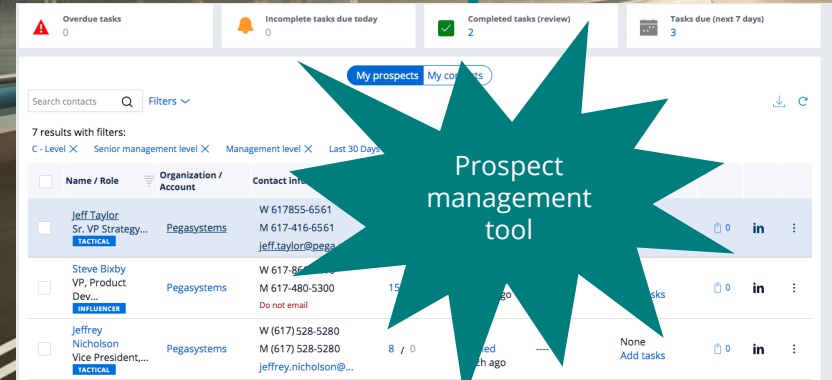
Smart Email Routing

Bring your own model

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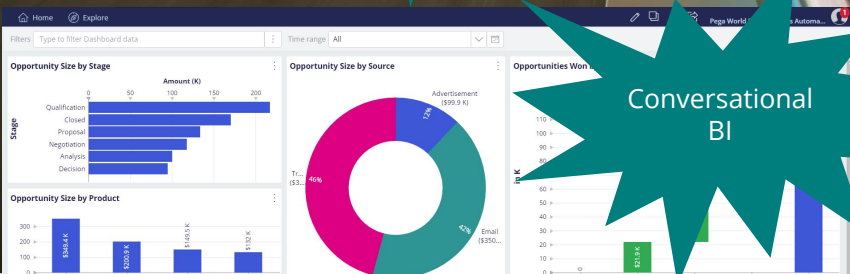# Pega Sales Automation Roadmap Themes for 2019-2020

- 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
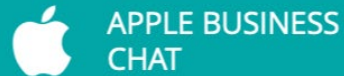

Pega Cosmos design system

Prospect management tool

Conversational BI

Pega acquires In The Chat

- Consistent, Omnichannel Experience

- Messaging-centric agent experience

- Rapid deployment and on-demand scalability

FACEBOOK

TWITTER

FACEBOOK MESSENGER

TWITTER DM

APPLE BUSINESS CHAT

GOOGLE RCS

SMS

WEB CHAT

MOBILE CHAT

EMAIL

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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
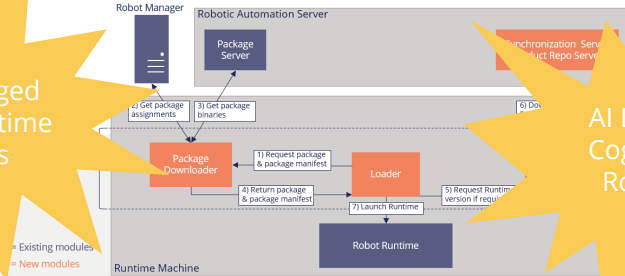 - Complex Job modeling and scheduling
    - Multiple workers
    - Multiple visits
    - Multiple days

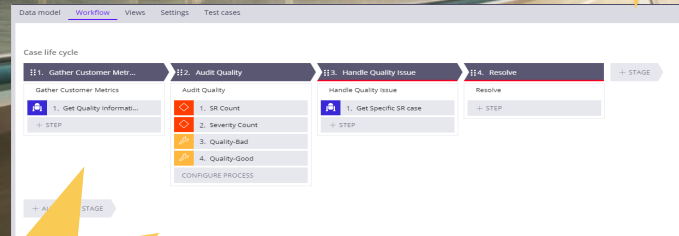# Pega Robotic Automation Roadmap Themes for 2019-2020

- 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

Self Managed Robot Runtime Versions

AI Driven Cognitive Robots

Auto Discover UI Objects and Next Gen Recording

Optimize work across Human and Robots
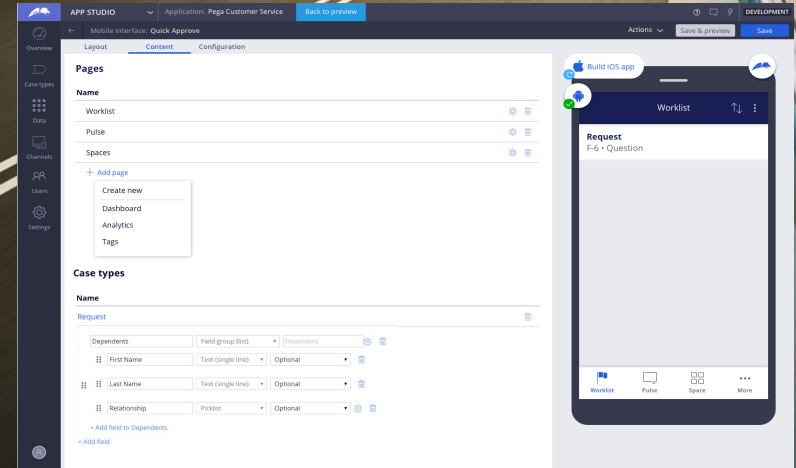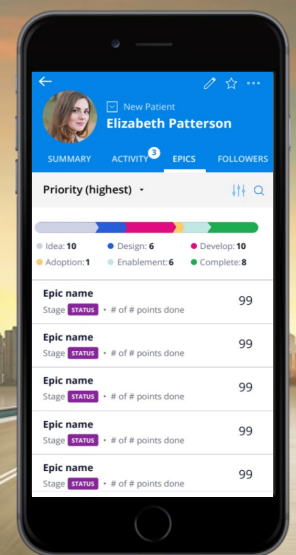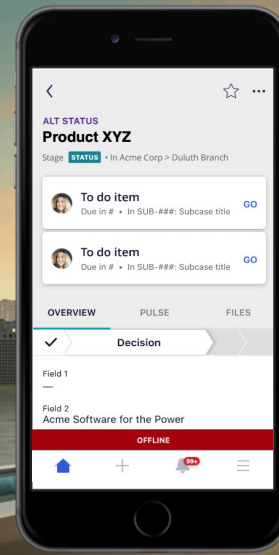
Mobility roadmap themes for 2019-2020

- 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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