



Digital Transformation...for REAL

The Power of Unified Customer Engagement & Digital Process Automation

Alan Trefler, Founder and CEO, Pega



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**

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

1

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

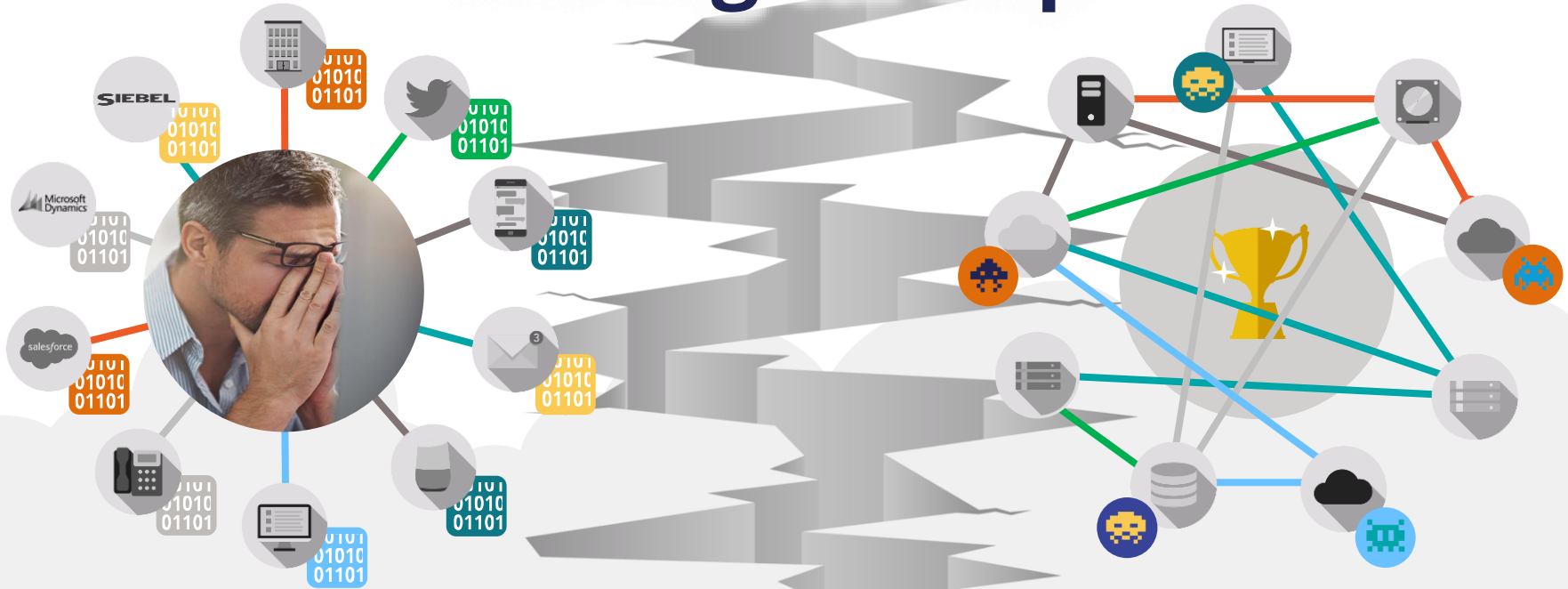


3 Silos, not end-to-end



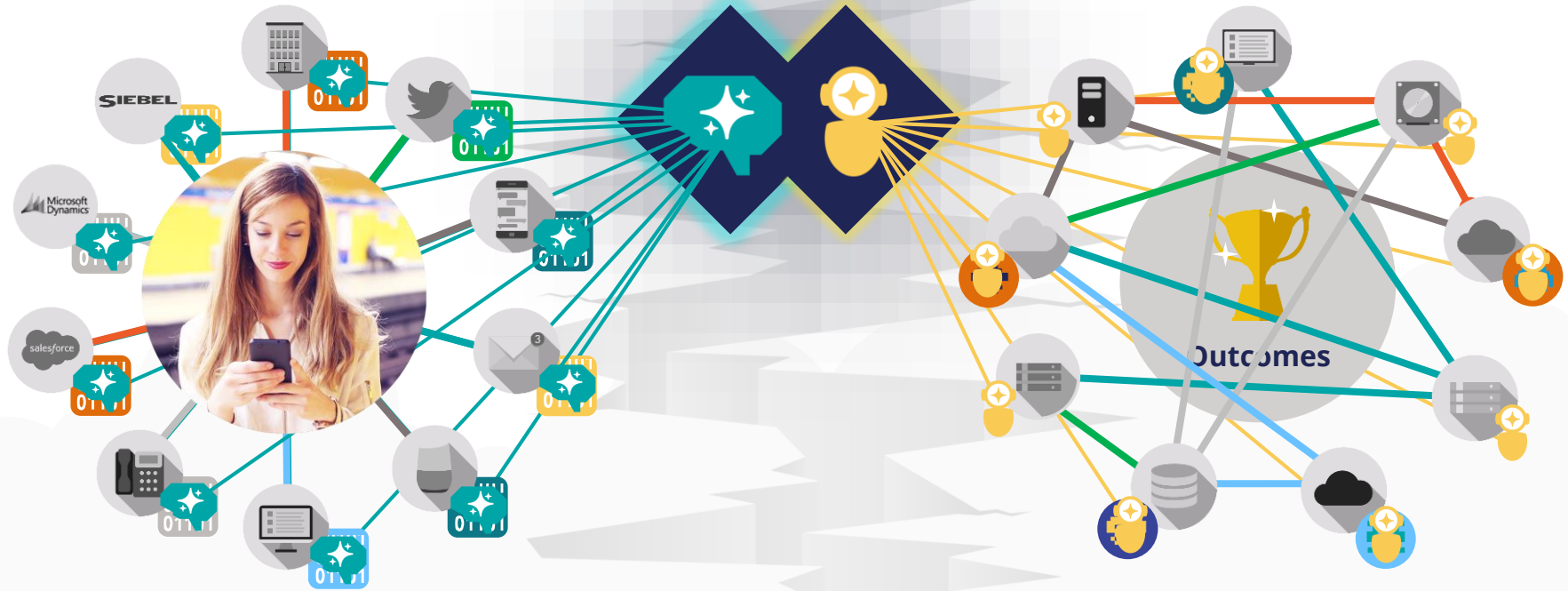
These 3 mistakes create...

The Digital Gap



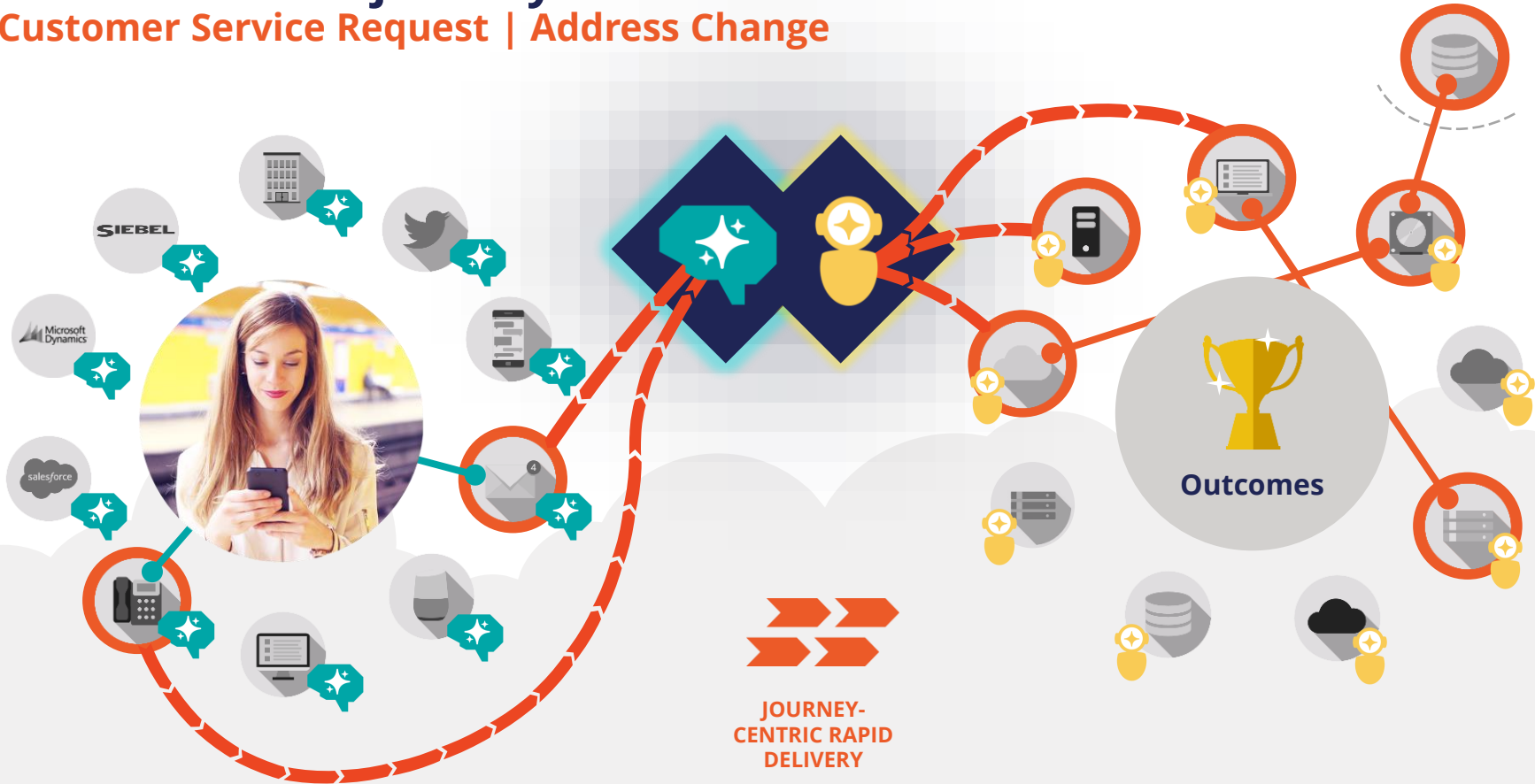
Bridging the Gap

Realtime, Omni-channel AI and End-to-end Automation & Robotics



Transform "one journey at a time" Customer Service Request | Address Change

Partner / 3rd party system



**JOURNEY-
CENTRIC RAPID
DELIVERY**

Transform "one journey at a time"

Sales & Onboarding | Account Opening

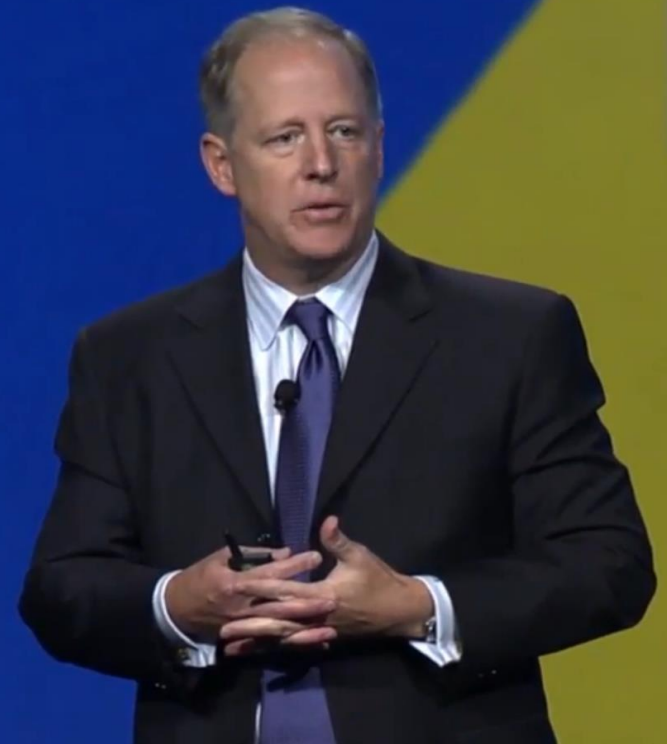


JOURNEY-CENTRIC RAPID DELIVERY

Future-proof your business ...one journey at time

“We’ve transformed from a cost-driven transactional service model to one that leverages each human interaction as an opportunity to deepen the customer relationship.”

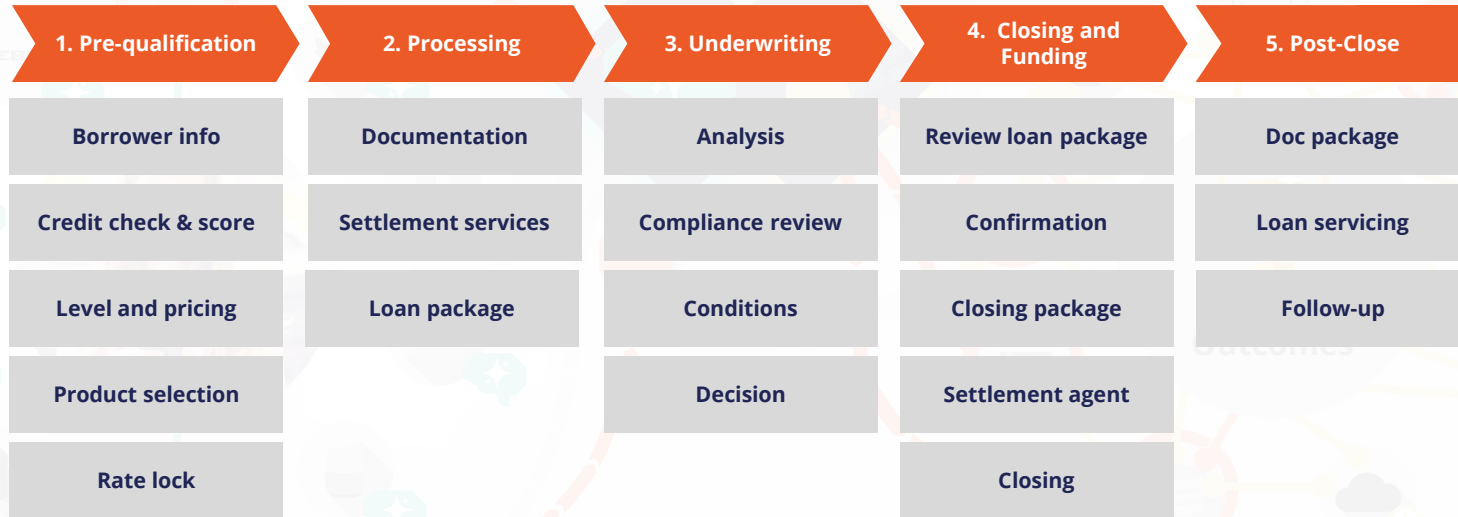
Jim Bush
EVP, World Service, American Express



- Customer satisfaction increased by 300%
- 10% increase in cardmember spend
- 4X lower member attrition
- Service costs decreased / service margins expanded

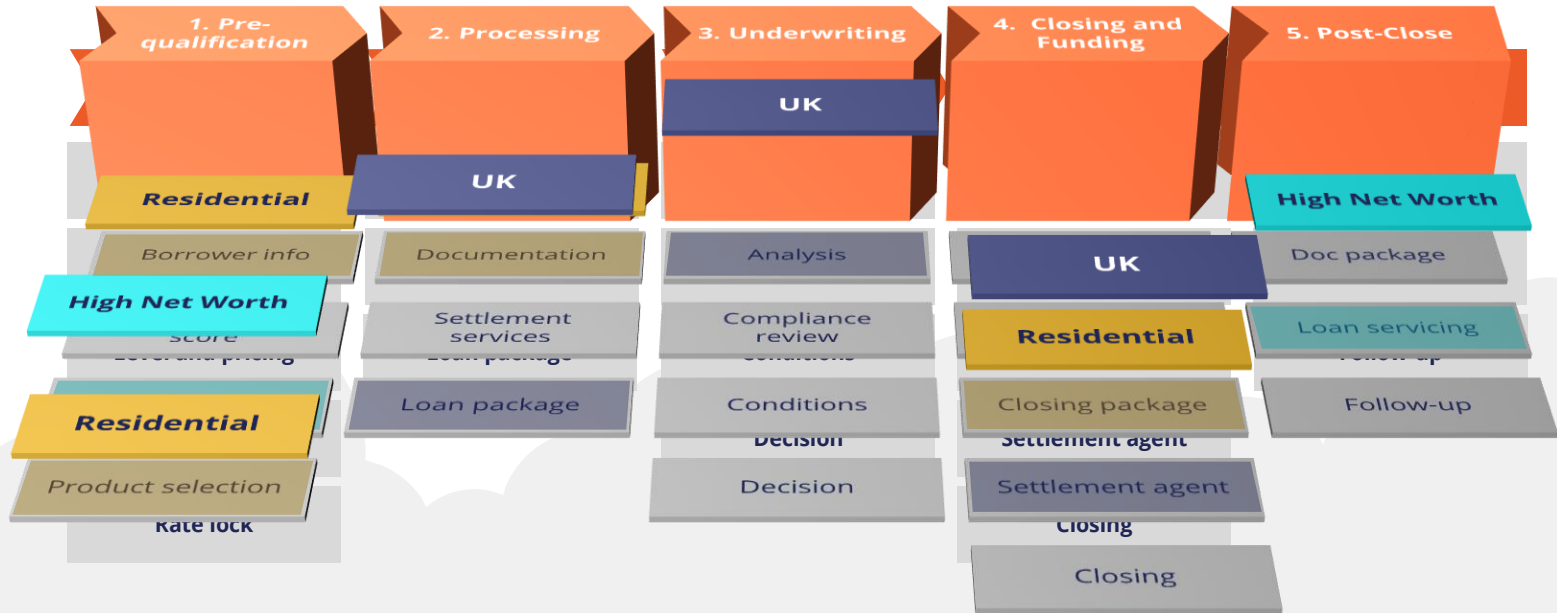
Design your journeys with stages and steps

Account Opening | Loan Origination



Expand and adapt journeys across business dimensions

Account Opening | Loan Origination



SITUATIONAL
LAYER CAKE

Future-proof technology

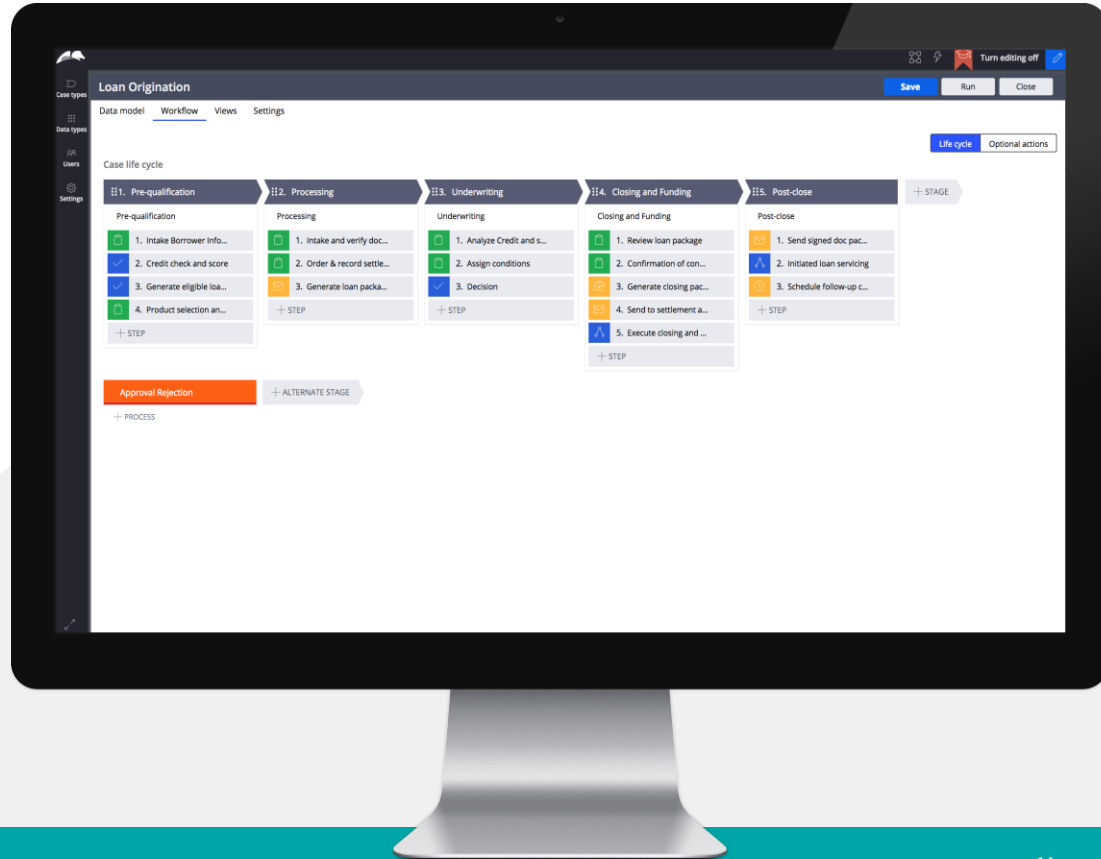
- Business and IT collaborate in a single model-driven environment
- Proven to deliver 12X faster than traditional coding
- Automatically generates documentation



SOFTWARE THAT
WRITES YOUR
SOFTWARE™



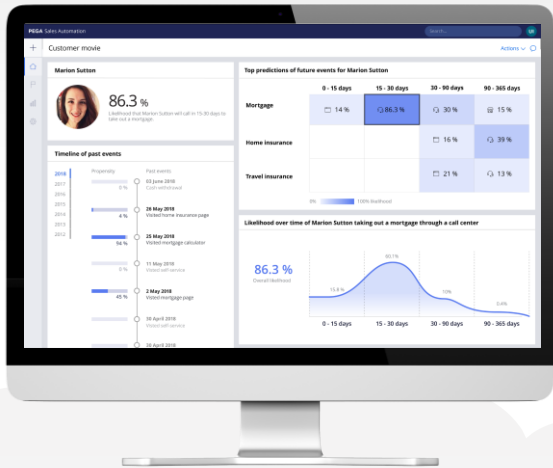
CLOUD
CHOICE



Future-proof technology

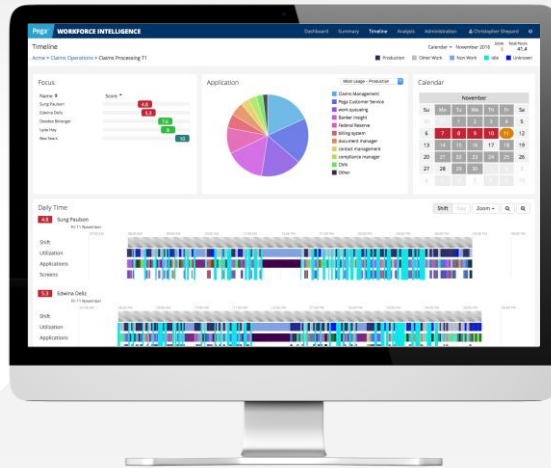
Software that perfects your software, with AI that optimizes...

how you engage your customers



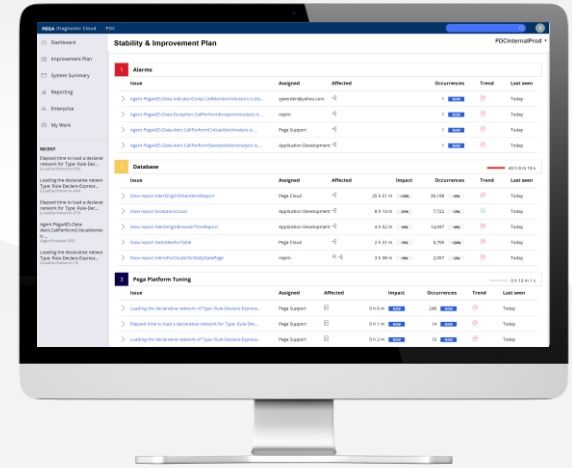
Pega Customer Decision Hub™

how your workforce works



Pega Workforce Intelligence™

how your systems perform



Pega Diagnostic Cloud™

Future-proof approach

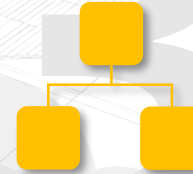
Design-thinking that ensures you Build for Change®

Quickly and easily define...

Journeys,
Cases, and
Strategies

Personas
and Roles

Data and
Interfaces



...to deliver a **Minimal LOVABLE Product**
with a **Day 1 "Live Plan"**

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



REALTIME, 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 highest overall product satisfaction ratings.”

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.





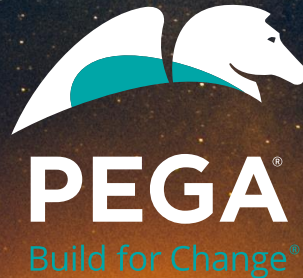
OUR MISSION

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

Digital Transformation

Build for Change®

**“We’ve not found a limit
to how far Pega can take us.”**





PEGA[®]

Build for Change[®]