

Pega Collaborative
Healthcare Summit
2017



Day Two Opening Remarks

10/03/17 | Tom Libretto, Chief Marketing Officer and Senior Vice President





Future Empowered

Intelligence, Automation, and Agility for Digital Transformation



Engaging the digital customer is hard...

“ We’ve partnered with Pegasystems not only to work smarter, but to promptly respond to the needs of our external customers including brokers, employers and individual consumers. **Through Pega technology, we’re able to enhance our customers’ experience and exceed their expectations for service.** ”

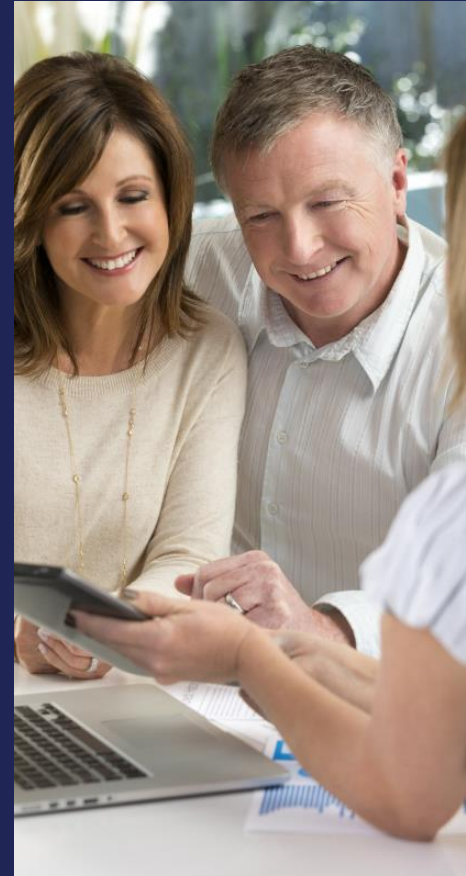


75% reduction in quote generation times | live in 4 months

...but it can be done right



- 4,000+ brokers
- 1,600+ products
- Agile delivery approach
- Described as “the benchmark” by State of Massachusetts



Yes, this is all true...



- ✓ There is a new, ***digital customer***
- ✓ They demand a ***personalized, seamless experience***
- ✓ Organizations must ***digitally transform*** to meet their demands
- ✓ ***Digital natives*** will ***disrupt*** the market

Every enterprise and every vendor says the same thing

The problem isn't a lack of vision

- ✓ Omni-channel & personalized
- ✓ Learn in real-time with AI
- ✓ Grow share of wallet
- ✓ Increase speed, agility, and efficiency
- ✗ Massive programs that fail
- ✗ Rapid deployment of new silos
- ✗ Business and IT dysfunction
- ✗ Millions spent with little impact

It's the path to get there



Get **REAL**



REAL
INTELLIGENCE

AI for Customer Engagement



REAL
AUTOMATION

Operational Excellence Delivered



REAL
AGILITY

Software That Writes Your Software

A proven path from vision to results.



REALTIME AI AND NEXT- BEST-ACTION

Battle-tested AI technology lets you take the **right** action at **every** interaction by crunching millions of data points in real-time.



END-TO-END AUTOMATION

Software that **gets work done**. Period. Unified Case Management, AI, BPM, and robotics to automates across silos and systems, from start to finish.



MODEL-DRIVEN NO-CODE

Forget “low-code.” Pega writes, tunes, and **future-proofs** your software—all from visual models that business and IT design **together**.



SEAMLESS OMNI- CHANNEL

Your customers aren't siloed. Your apps shouldn't be either. Deliver **seamless experiences** across face-to-face, mobile, and digital channels.



MULTI- DIMENSIONAL POWER

Our patented architecture eats complexity for breakfast. Specialize by geography or product. Expand across business lines. Start fast. Scale big.



CLOUD CHOICE

Run your software where you want. Our cloud. Your cloud. A partner's cloud. Or mix and match. **We're flexible.**

UNIFIED ARCHITECTURE

We didn't cobble our tech together from pieces of dead companies—we build it from the ground-up to be fast and powerful.

Powerful Organizations. Powered by Pega.



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, subscribed to a health plan, accepted an offer, flown on an airplane, paid a bill, submitted a claim, or countless other things you do in your day

...chances are you've interacted with Pega.



**PW
18**

**June 3-6
MGM Grand
Las Vegas**