



# Pega technology as innovation accelerator and customer success stories

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accenture



**PEGA**<sup>®</sup>  
Build for Change<sup>®</sup>

3000+ Powerful organizations. Powered by Pega



Healthcare



Insurance companies



Global banks



Top telecommunications

Top industry **analyst, Gartner, Forrester** consistently rank Pega software as a leader in **CRM, Customer engagement, Digital decisioning platforms, Sales Force Automation, Real-time decisions AI** all latest rankings at [pega.com/analyst-reports](http://pega.com/analyst-reports).

### Model-driven no-code

Coding is slow and archaic. Pega is 100% visual and truly collaborative.

### End-to-end robotic automation

Award-winning case management lets you get work done. Period.

### Multi-dimensional power

Start fast and scale big with patented Situational Layer Cake architecture.

### Real-time omni-channel AI

Personalize every customer interaction, everywhere.

### Journey-centric rapid delivery

Get value fast by transforming one journey at a time.

### Cloud choice

Run software on our cloud, your cloud, a partner's cloud – without lock-in.

Founded in 1983 by the actual CEO Alan Trefler

3'299 customers worldwide

HQ in Cambridge, USA

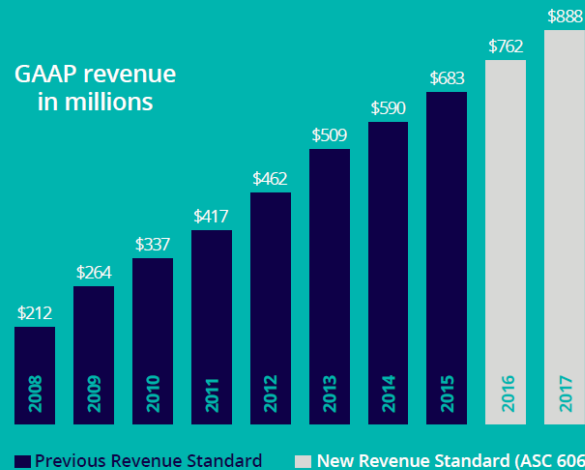
4000+ employees WW

Publicly held (NASDAQ: PEGA)

Robust Partner & Alliance of 30'000+ certified

**Not just a growth year. A growth decade.**

10 years of increasing revenue.





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<sup>®</sup>

# What do analyst say about our 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 scores for modeling and predicting customer behavior.  
The best ability to build, maintain, and change complex cases.  
The best cost to value rating of any solution."

— Gartner

# Pega Infinity™

connects Customer Engagement to Digital Process Automation

Pega CRM Applications  
**Marketing™**

**Sales Automation™**

**Customer Service™**

**Customer Decision Hub™**

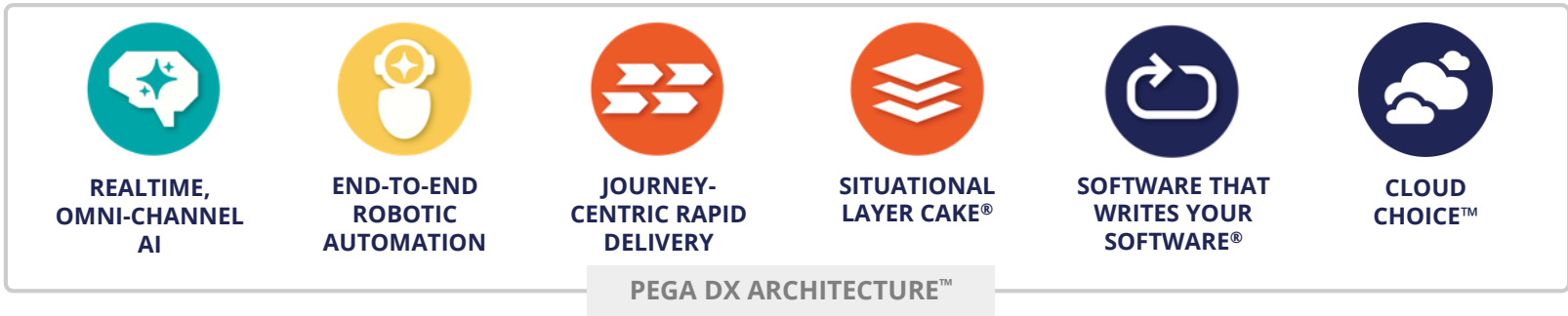


**Case management**

**Robotic Automation™**

**AI for operational Intelligence™**

**Deliver consistent experiences across channels**



# Pega Platform Architecture Overview

Model Driven

Unified

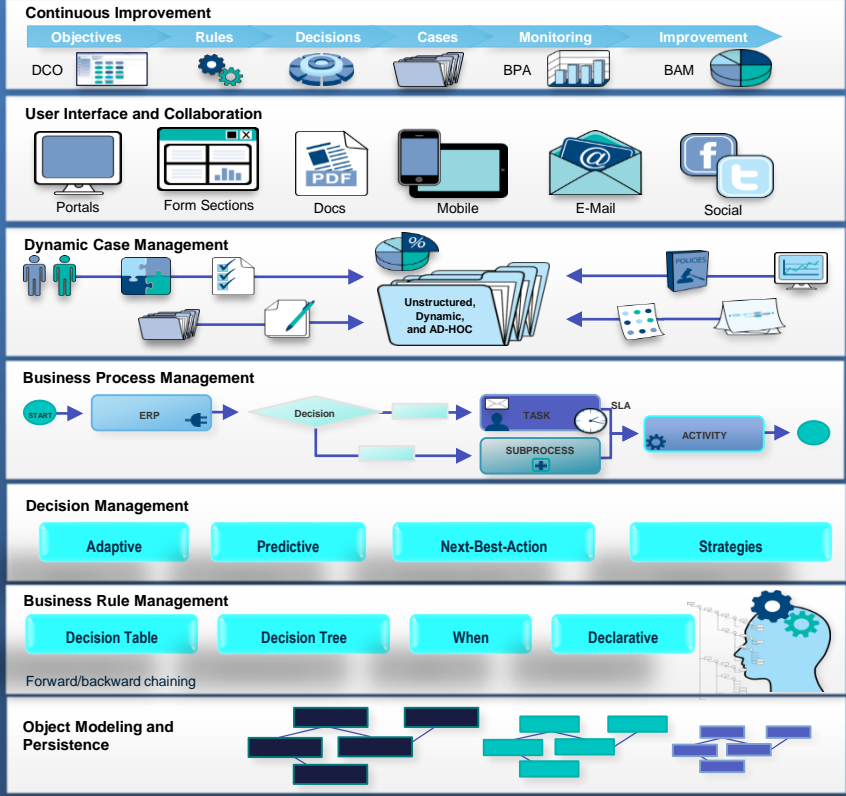
Build for Change®



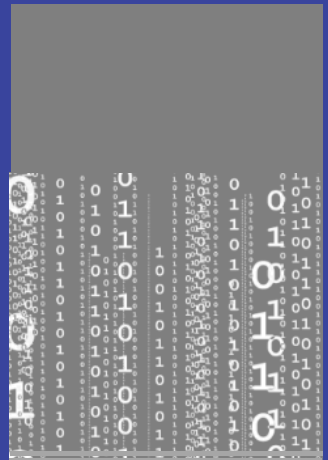
CUSTOMERS



Access Channels and User Experience



Integration Connections, SAP and SFDC Process Accelerators



SYSTEMS OF RECORD



Enterprise Repository



Case & Process Database



WHAT KIND OF  
DIGITALIZATION USE CASES  
CAN PEGA HELP ME WITH?

WHAT FACTORS QUALIFY A  
USE CASE TO BE A GOOD  
PEGA USE CASE?





# Customer Engagement Summit Munich

- 400+ Business & IT professionals from 75+ leading organisations
- Strategy Breakout Session focusing on
  - End-to-end customer engagement
  - 1-to-1 marketing
  - Sales effectiveness
  - Proactive digital customer service
  - Digital process automation
- **30+ customer success presentations, Industry Leading keynote speakers and demos**
- Latest Pega software showcase
- Major partners involvement (Accenture, Capgemini, Cognizant, ...)
- Unlimited networking opportunities

Making digital transformation real.


**Sofitel Munich Bayerpost**  
**November 4-5, 2019**

<https://www.pegacom/events/customer-engagement/munich>



# Customer Engagement Summit Paris

Make better decisions in real time. Get work done faster. Smash organizational silos. That's what we're here to help you do. Join us in Paris to learn how leading brands are partnering with Pega to drive breakthrough results with AI and intelligent automation.

 **21 January, 2020**

 **8:30 AM - 1:30 PM CET**

 **Paris, France**

[Register now](#)