



**PegaWorld**

JUNE 7-9 | LAS VEGAS

# Pega 101

From AI Innovation to Business Outcomes





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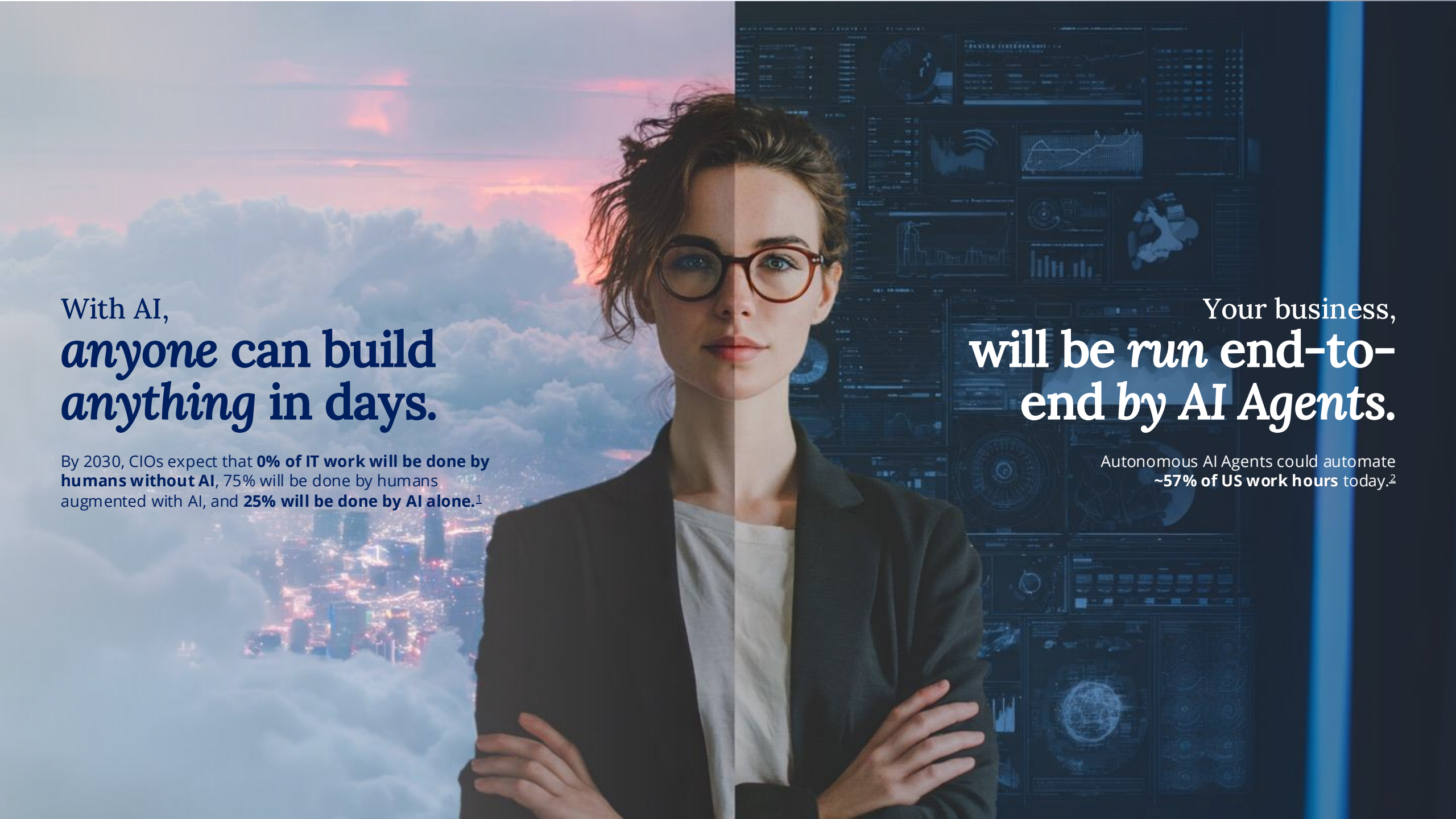
Senior Manager,  
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Pega

# *The race* toward AI adoption

**AI & DIGITAL LEADERS ARE  
GROWING 2-6X FASTER  
THAN LAGGARDS.<sup>1</sup>**






With AI,  
*anyone can build  
anything in days.*

By 2030, CIOs expect that **0% of IT work will be done by humans without AI**, 75% will be done by humans augmented with AI, and **25% will be done by AI alone.**<sup>1</sup>

Your business,  
*will be run end-to-end  
by AI Agents.*

Autonomous AI Agents could automate  
**~57% of US work hours** today.<sup>2</sup>


Business agility 

Consistency & standards 

Security, performance, compliance 

Regulations & compliance 

Business & IT collaboration 

Simplification & orchestration 

Legacy complexity 

Costs & efficiency 



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# Pega runs AI-driven work with control built in

Applications built to run decisions, processes, and outcomes.

# Pega orchestrates mission-critical work – predictably

The application platform enterprises rely on to reimagine legacy + run decisions & processes at scale

Our clients use Pega to better engage, serve, and operate for their customers:

## Personalization

Scale decisioning  
leaders can stand behind



**10x CONVERSION**

## Service & Sales

Improve efficiency +  
experience reliably



**30%+ NPS GAINS**

## Operations

Shrink cycle time without  
losing control



**FROM 1 DAY to <3 SECS**

## Legacy

Modernize fast on a  
governed foundation



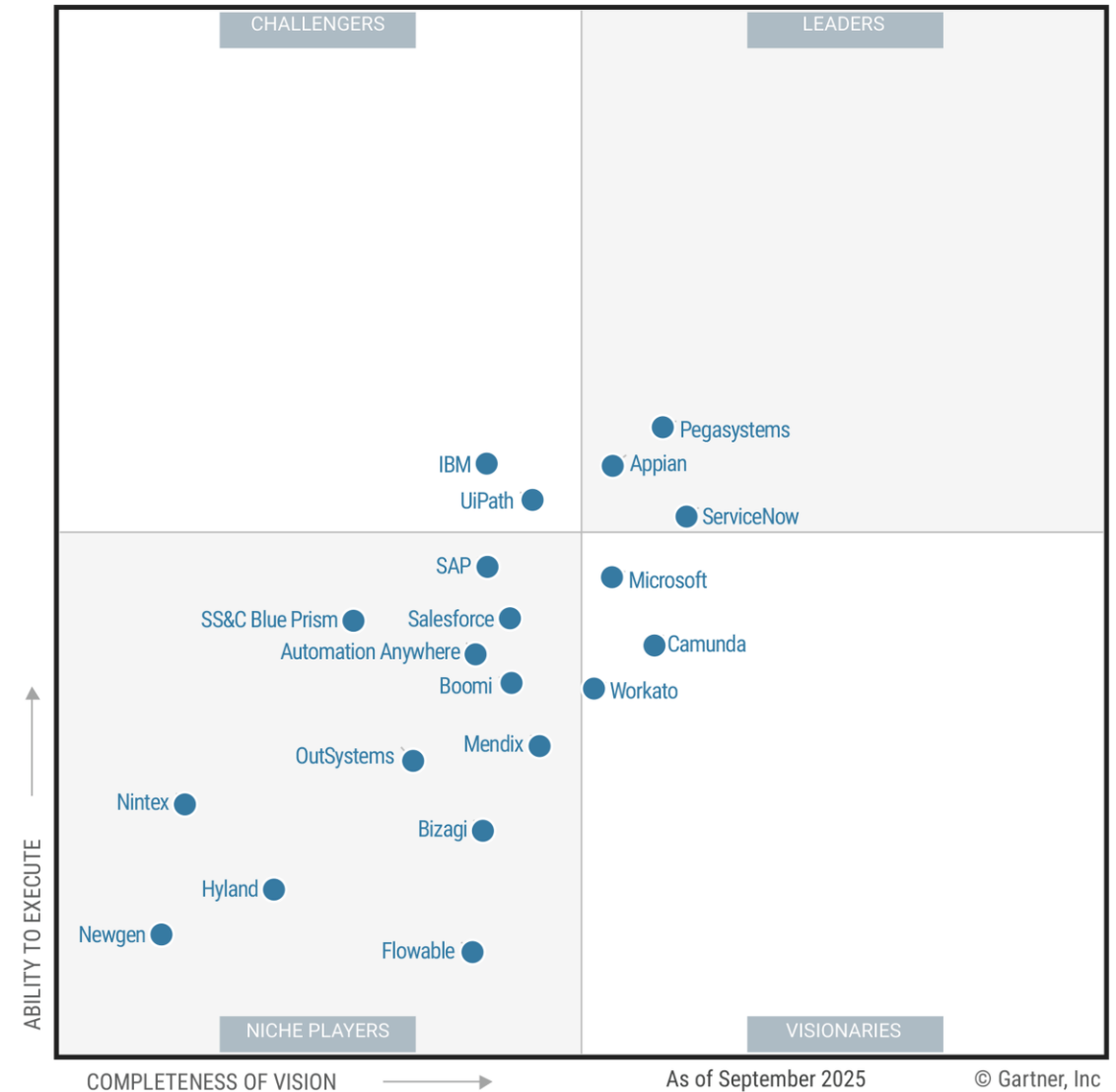
**GO-LIVE in 40 HOURS**

Unlock AI transformation on

# The #1 orchestration platform

2025 Gartner® Magic Quadrant™ for Business Orchestration and Automation Technologies (BOAT)

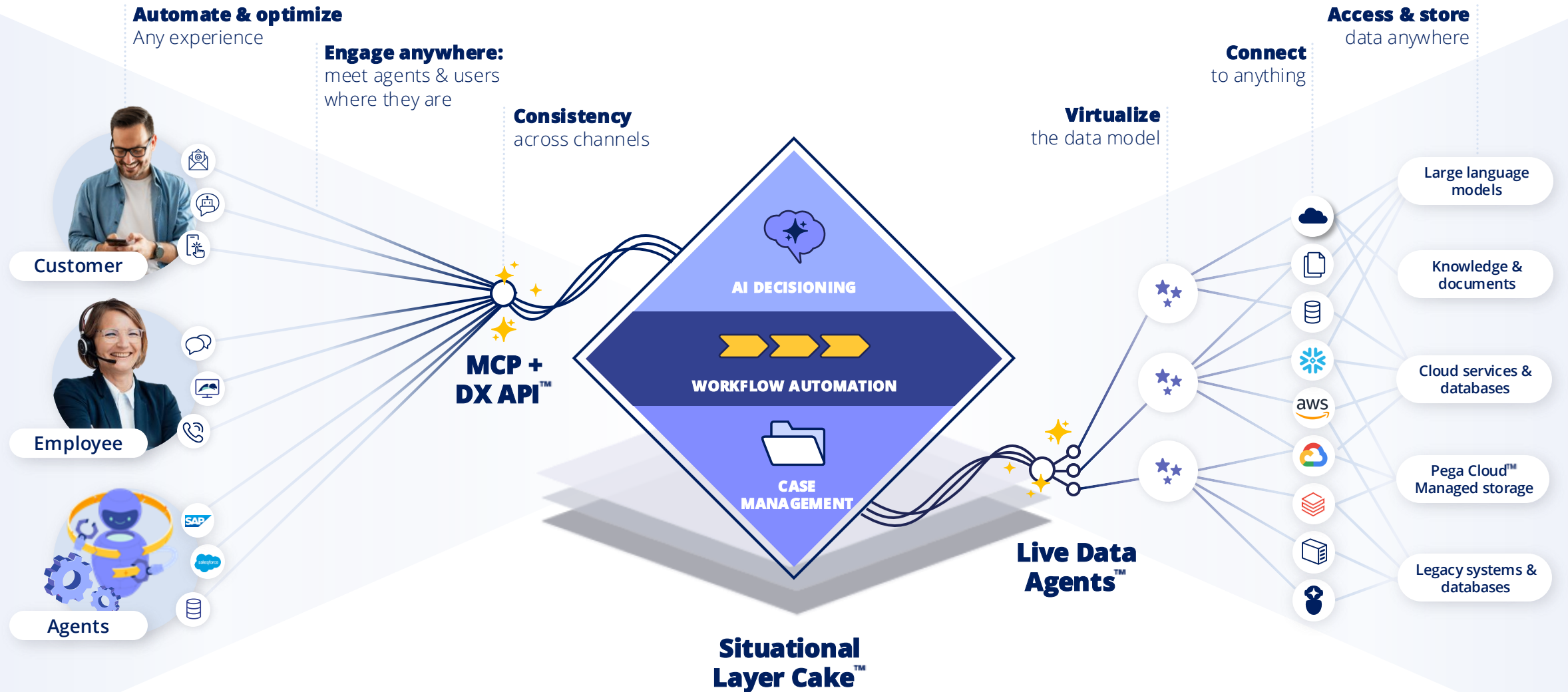
Figure 1: Magic Quadrant for Business Orchestration and Automation Technologies



© Gartner, Inc

Gartner

# Center-out<sup>®</sup> is the application architecture for the AI world



# BUILD AND RUN YOUR BUSINESS WITH AI YOU CAN TRUST



## REIMAGINE

Think **bigger** about what's possible with agents that **redesign your business**.



## BUILD

Build **enterprise-grade apps at the speed of AI** – instantly ready for mission-critical scale.



## RUN

Orchestrate **real outcomes** across your business with predictable AI agents.



# Pega Platform™ Autonomous Enterprise Architecture


Move fast,  
Break Nothing.

**Engage**



New offer just for you...

**Service**



Your replacement phone is on its way.

Track order

**Automate**



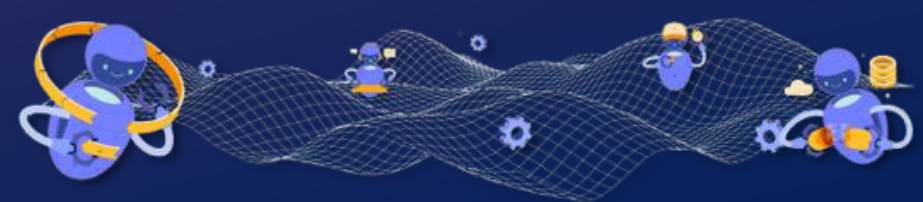
Orchestration

Consistency

Governance

## Run

Pega Predictable AI™ | Agentic Process Fabric™ | Case management



## Reimagine

Pega Blueprint™



## Build

Pega Infinity™



Trust

Agility

Best practice

Pega as a Service

Security

Compliance

Performance

Monitoring

24x7

Any AI

Any Data

Cloud choice



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## From idea to reimaged app

Accelerate discovery, design, and development – bringing business and IT in one workspace with AI agents to do the heavy lifting.

New Blueprint AI Assistant:

- Analyzes legacy systems & manual processes
- Researches industry best practices
- Auto-generates optimized application
- Accelerates requirements gathering
- Previews omnichannel UX
- Accelerates time-to-live

The screenshot shows the Pega Blueprint interface for 'Retail Loan Origination'. The top navigation bar includes 'Pega Sites', 'Hello Matt', and a progress indicator with steps: 1 Application Context, 2 Workflows, 3 Workflow Details, 4 Data & Integrations, 5 Personas, and 6 Summary. The main content area is titled 'Retail Loan Origination' and includes the text 'Let's define your workflows using Pega Case Types.' and a '+ Add a Case Type' button. On the left, there is an 'AI Assistant' panel with the prompt 'Ask me about your Workflows...' and a text input field labeled 'Your message'. The main area displays two 'CASE TYPE' cards: 'Unsecured Retail Loan Application' and 'Secured Retail Loan Application', each with a brief description. A '+ Generate More' button is located below the cards. At the bottom, there are 'Back', 'Preview my app', 'Save & Close', and 'Next' buttons.

# Reimagine your business with Pega Blueprint®

Rapid discovery

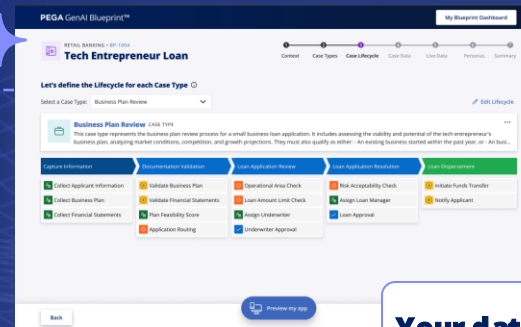
Design, build & optimize workflows and apps

Unlock logic & data to the cloud



- Pega Best Practices
- Partner Best Practices
- Client Best Practices

**Design-time AI reasoning** applies best practices from: Pega, partners, the client, and the internet



**Your data stays yours**

- Documents stored securely & privately
- Enterprise-grade privacy & compliance
- Your data is never used to train models





# Reimagine Customer Engagement

Design smarter engagement strategies with AI — before you build a thing.

- Add your inputs: business objectives, marketing briefs, and brand guidelines
- GenAI analyses your context and builds an action and experience library
- Simulate next best actions and visualise customer journeys
- Define your data model and calculate your ROI
- Select your initial use case and channel to get started
- Import your design directly into Customer Decision Hub

CDHBP-37003

## Improve customer retention

Context   Setup   Personas   Brand Voice   Experiences   Summary

**Industry** Banking

**Products and Services** Personal Banking, Loans, Investment Services

**Outcomes** Grow, Nurture, Retain

**What channels will you be communicating on?**

<input type="checkbox"/> Agent Assisted	<input type="checkbox"/> Call Center
<input checked="" type="checkbox"/> Email	<input type="checkbox"/> IVR
<input checked="" type="checkbox"/> Mobile	<input type="checkbox"/> Paid
<input checked="" type="checkbox"/> Push	<input type="checkbox"/> SMS
<input checked="" type="checkbox"/> Web	
<input checked="" type="checkbox"/> OK	



# AI speed meets enterprise platform.

A powerful, open AI assistant at the heart of a new AI-first studio to accelerate go-live, continuous development, and testing, maintenance, and more.

New Blueprint AI Assistant:

- Work together with AI to build applications
- Instantly understand apps, components, and issues
- Auto-generate & run comprehensive test suites
- Plug into their enterprise agents & IDEs for test generation & comprehensive planning

The screenshot displays the Pega Infinity Studio interface. On the left, a sidebar contains navigation options: Recents, Case Types, Data, Personas, Channels, App, Records, Favorites, and AI Assistant. The AI Assistant chat window is open, showing a message: "Model selection changed to github-copilot/claude-sonnet-4.6. Note: To persist this, update your opencode.json config." Below the chat is an input field with the placeholder "Ask anything..." and a "Send" button. The main dashboard area shows the "TravelNow" application with a progress bar indicating steps: 1. Application Context, 2. Workflows, 3. Data & Integrations, 4. Personas, and 5. Development Overview. Two case types are visible: "Expense Reimbursement" and "Travel Request". The "Expense Reimbursement" case type has a workflow with steps: Submission, Review, Approval, Processing, and Reimbursement. The "Travel Request" case type has a workflow with steps: Request, Approval, Book Travel, and Complete. A "Switch AI Provider" dialog is open in the bottom right, showing options for GitHub Copilot (with a "Reconnect" button), OpenAI (with an "Add key" button), and Anthropic (with an "Add key" button).

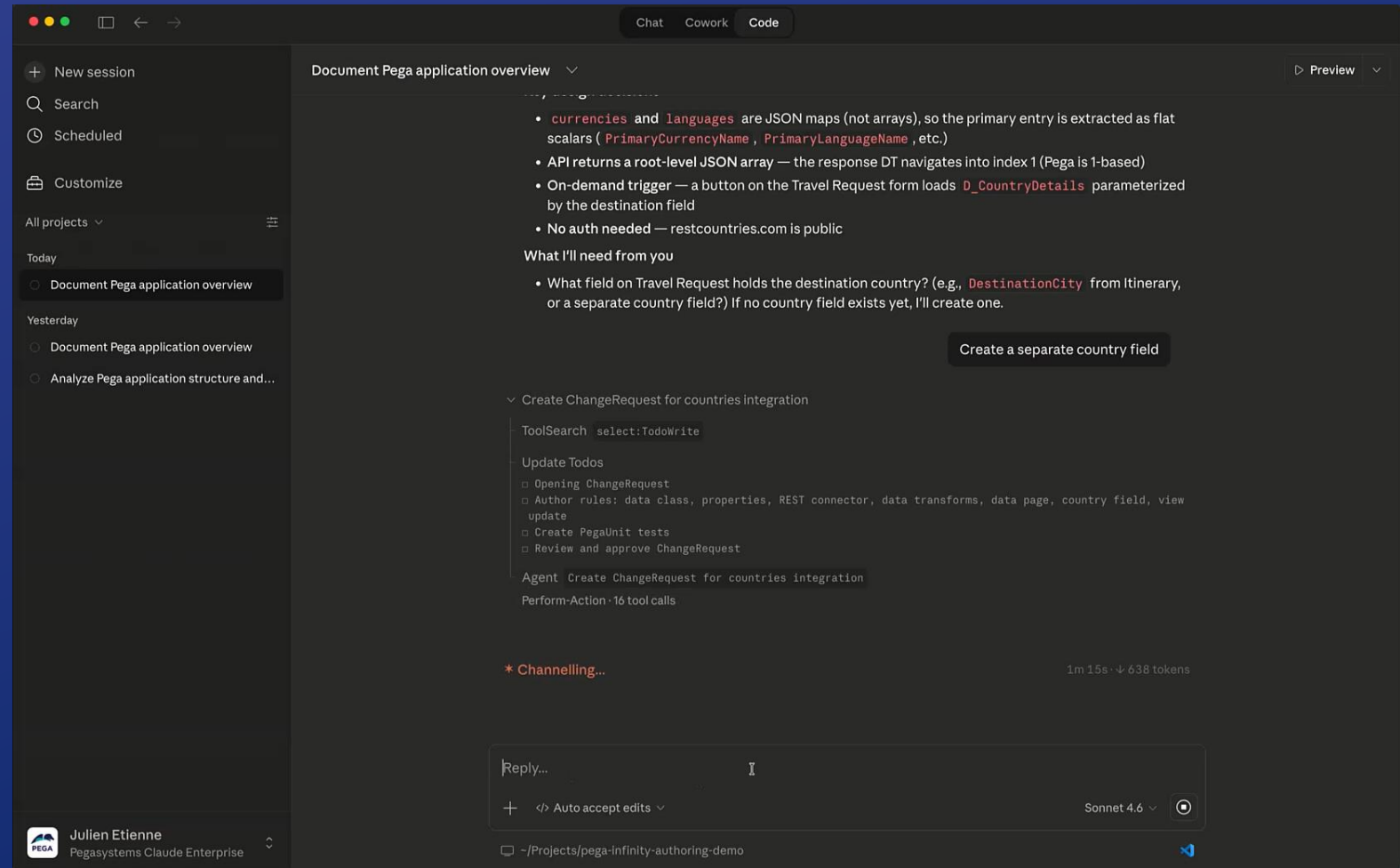


# Build enterprise apps in your flow.

Connect your enterprise AI coding agents to your Pega applications to unleash end-to-end agentic development.

Open AI architecture lets developers:

- Understand & document applications
- Easily extend & integrate with Pega applications
- Automate test generation
- Make changes across multiple codebases in one go



# Demonstration: Design-time AI



RETAIL BANKING • BP-1896553

# Complaint Management V1



Define workflow details for: **Complaint Lifecycle**

Edit Case Type Settings

AI Assistant

Ask me about your Workflows...  
or get started with a suggestion

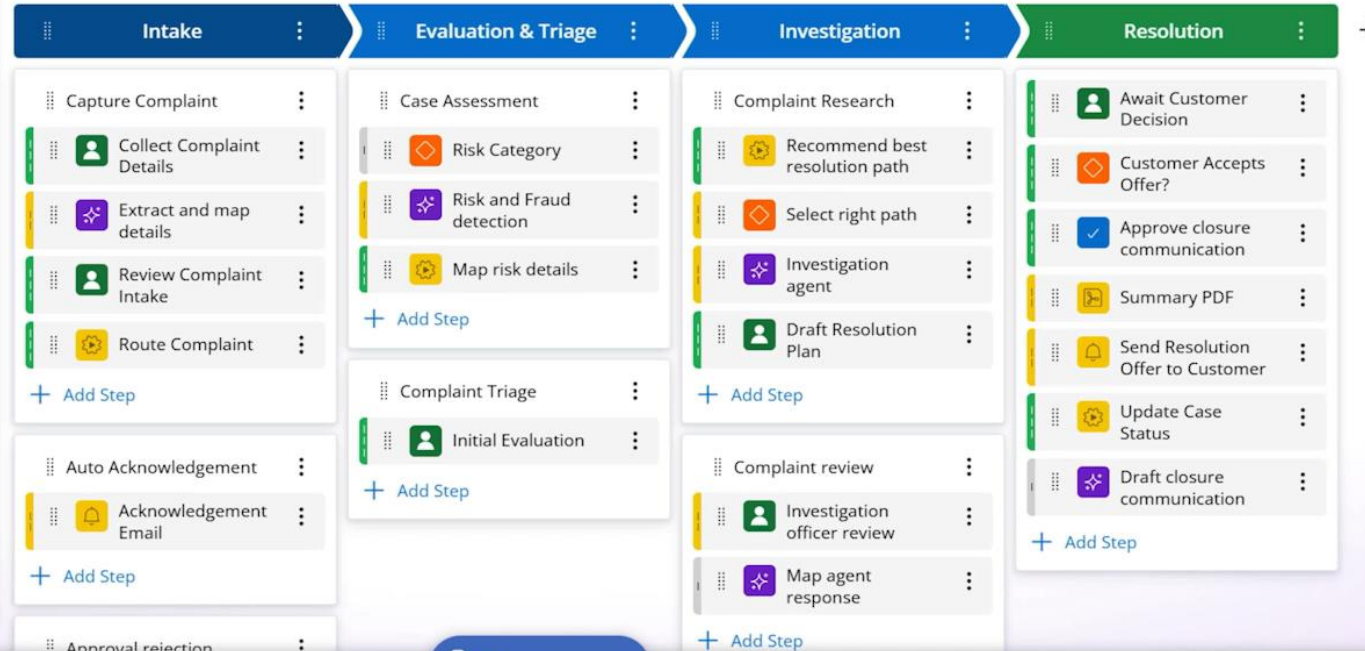
Your message

Message input field with icons for chat, edit, refresh, and send.

Case Lifecycle Case Data Model Business Rules Reports

A single workflow that captures, triages, investigates, and resolves all complaints. It streamlines the registration, assessment, investigation, and closure of each case, ensuring full transparency, compliance, and customer satisfaction.

Primary Stages



Back

Preview my app

Save & Close

Next



# AGENTIC ENTERPRISE APP DEVELOPMENT

## Open AI Architecture

www.pega.com/blueprint



Blueprint AI Engine

Best practices

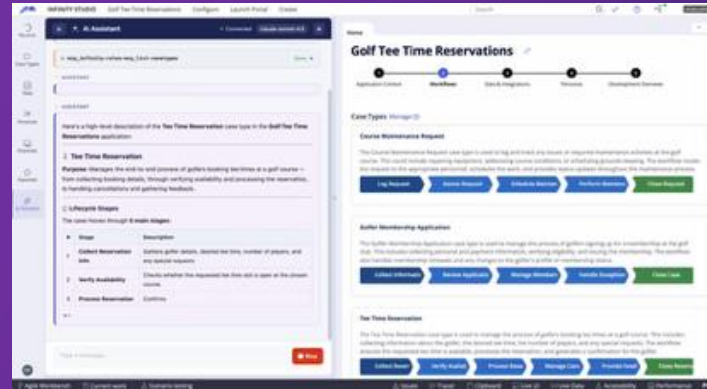
Global regulations

Legacy analysis

Enterprise standards

Industry best practice repository

Infinity Studio™



Infinity Agentic Development Toolkit (MCP/A2A)

Interrogate application

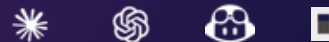
Generate & modify rules

Debug

Generate & run tests

MCP skills

AI Choice



Enterprise Agents, CLI, & IDE's



Enterprise AI Coding Agents



Plan, build, extend, test with any AI

# Pega Platform™ Autonomous Enterprise Architecture


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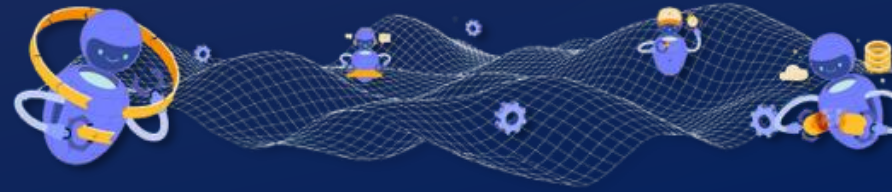
Orchestration

Consistency

Governance

## Run

Pega Predictable AI™ | Agentic Process Fabric™ | Case management



**Reimagine**  
Pega Blueprint™

**Build**  
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Any Data

Cloud choice

# *Unlocking AI at scale calls for more than just building agents*

Enterprises are complex. Just like a new employee – AI needs structure, data, rules, policies, guidance, and auditing in order to get work done effectively.





## How can I effectively deploy AI into my operation?

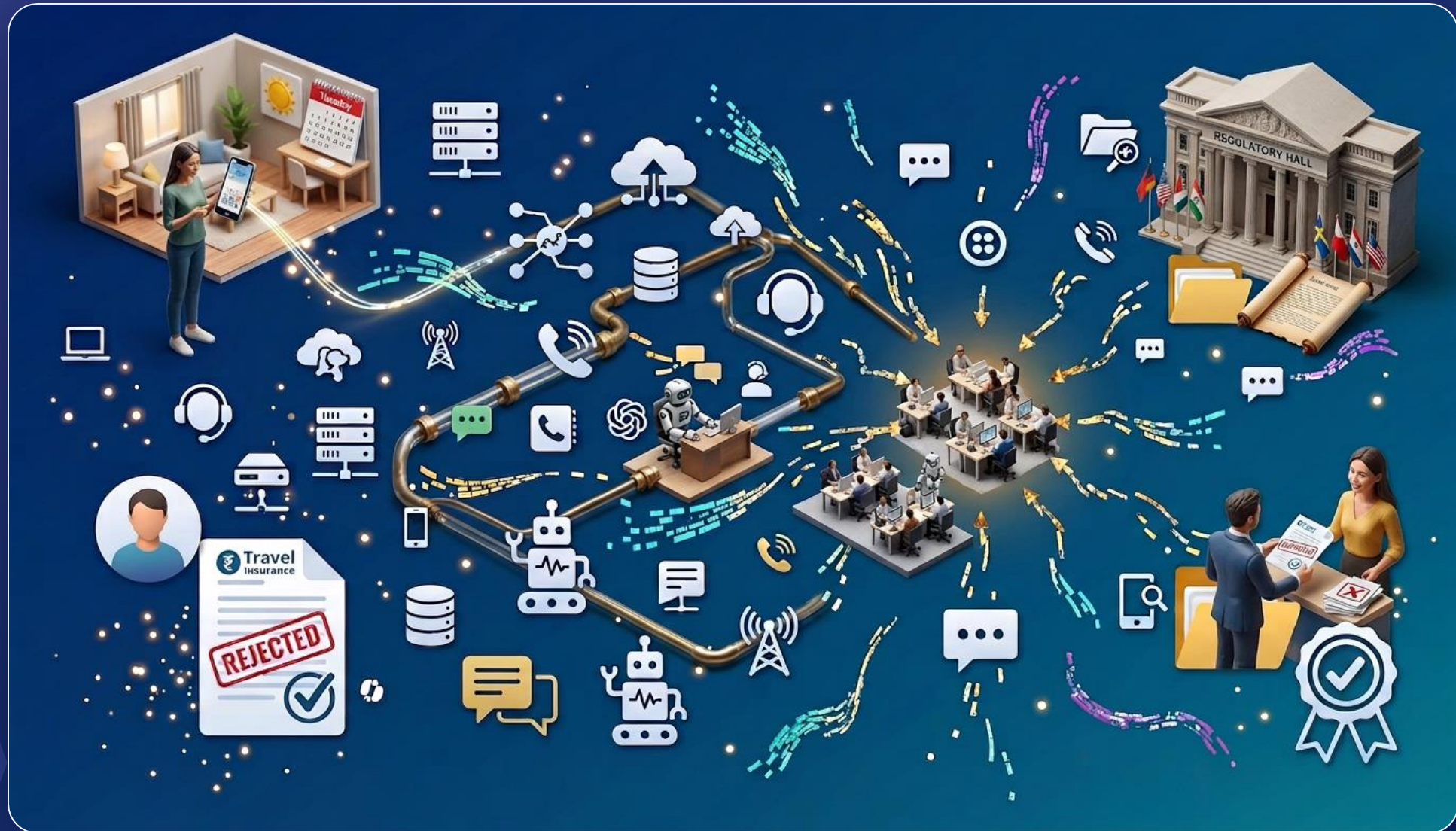
Orchestrating **fast, repeatable outcomes** across people, AI, and systems.

## How can I build AI Agents I can trust?

Ensuring **AI follows my rules, regulations, and standards** at scale.

# ENTERPRISE OPERATIONS ARE COMPLEX

HOW CAN YOU MAKE SURE WORK GETS DONE RIGHT AND AGENTS HAVE THE CONTEXT THEY NEED WHEN THEY NEED IT?



MCP

Web & mobile

Contact Center

Chat

Voice

Back-office

Collaboration



# Predictable agent orchestration

Deliver outcomes seamlessly across AI, People, Systems



Status



Customer details



History



Documents



Data

MCP

Web & mobile

Contact Center

Chat

Voice

Back-office

Collaboration



# Orchestrate across structured + dynamic work

Autonomy plus structure across Pega + 3<sup>rd</sup> Party agents



Status



Customer details



History



Documents



Data

MCP

Web & mobile

Contact Center

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Voice

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Collaboration

### Intake

Structured flow

- Capture complaint
- Analyze text + documents
- Send acknowledgement

### Evaluation & Triage

Dynamic, AI-guided flow

- Risk category
- Risk + fraud analysis

**Prediction**

Probability of missing SLA  
**70.93%**

[Learn more](#)

### Investigation

Structured flow

- Recommend best resolution
- Notify stakeholders
- Reset password case
- Engage investigation agent
- Map agent outcomes
- Officer review + override
- Arbitration review

### Resolution

Structured flow

- Draft disclosure communication
- Review + approve
- Notify customer
- Notify customer
- Capture customer feedback

# Leverage when to use the right agents

Intelligent Orchestration



Status



Customer details



History



Documents



Data



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- Structured flow
- Initial Evaluations

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## Resolution

Structured flow

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- Review + approve
- Notify customer
- Notify customer
- Capture customer feedback

# Power AI Agents with 360-degree context

Right data at the right time

Intelligent case management  
Agent harness



Status



Customer details



History



Documents



Data



# Proactively engage the right teams at the right time

Align your workforce

Assignment	Due In	Priority
Investigate Fraudulent Activity	6d 3h	30
Process Claims Payment	4d 1h	60
Request for payment extension	3d	80
Prepare Sales Proposal	1mo	20

**Complete the most important work, first**  
Get Next Work



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Web & mobile

Contact Center

Chat

Voice

Back-office

Collaboration

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- Structured flow
- Arbitration review

### Resolution

Structured flow

- Draft closure communication

**Change how work gets done based on business context**  
Situational Layer Cake

# Scale processes across regions & business lines

Enterprise Scale Architecture

Intelligent case management  
Agent harness

Status

Customer details

History

Documents

Data



MCP

Web & mobile

Contact Center

Chat

Voice

Back-office

Collaboration

### Intake

Structured flow

Capture complaint

Analyze text + documents

Send acknowledgement

### Evaluation & Triage

Dynamic, AI-guided flow

Risk category

Risk + fraud analysis

Structured flow

Initial Evaluations

### Investigation

Structured flow

Recommend best resolution

Notify stakeholders

Reset password case

Engage investigation agent

Structured flow

Map agent outcomes

Officer review + override

Structured flow

Arbitration review

### Resolution

Structured flow

Draft disclosure communication

Review + approve

Notify customer

Notify customer

Structured flow

Capture customer feedback

# Consistency across channels

Center-out Agent Architecture

Intelligent case management  
Agent harness

Status

Customer details

History

Documents

Data

MCP

Web & mobile

Contact Center

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Collaboration

**Investigation**

**Evaluation & Triage**

**Investigation**

**Resolution**

Structured flow

- Capture complaint
- Analyze text + documents
- Send acknowledgement

Dynamic, AI-guided flow

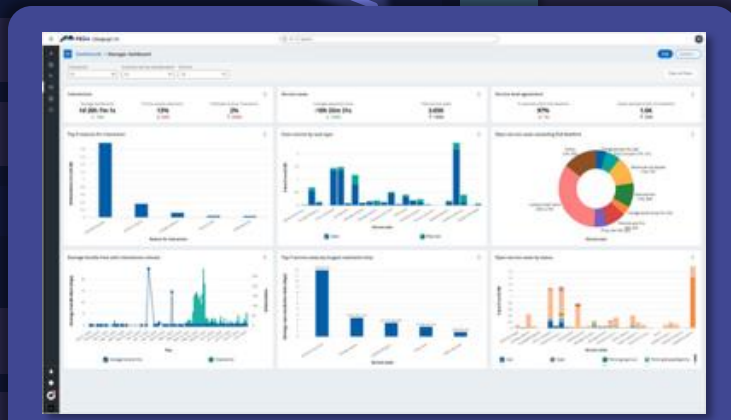
- Risk category
- Risk + fraud analysis
- Structured flow
- Initial Evaluations

Structured flow

- Recommend best resolution
- Notify stakeholders

Structured flow

- Draft disclosure communication
- Review + approve



**Manage operations at scale**  
Reporting & Auditing

# Unlock visibility across your operation

End-to-end traceability



Status



Customer details



History



Documents



Data



Arbitration review



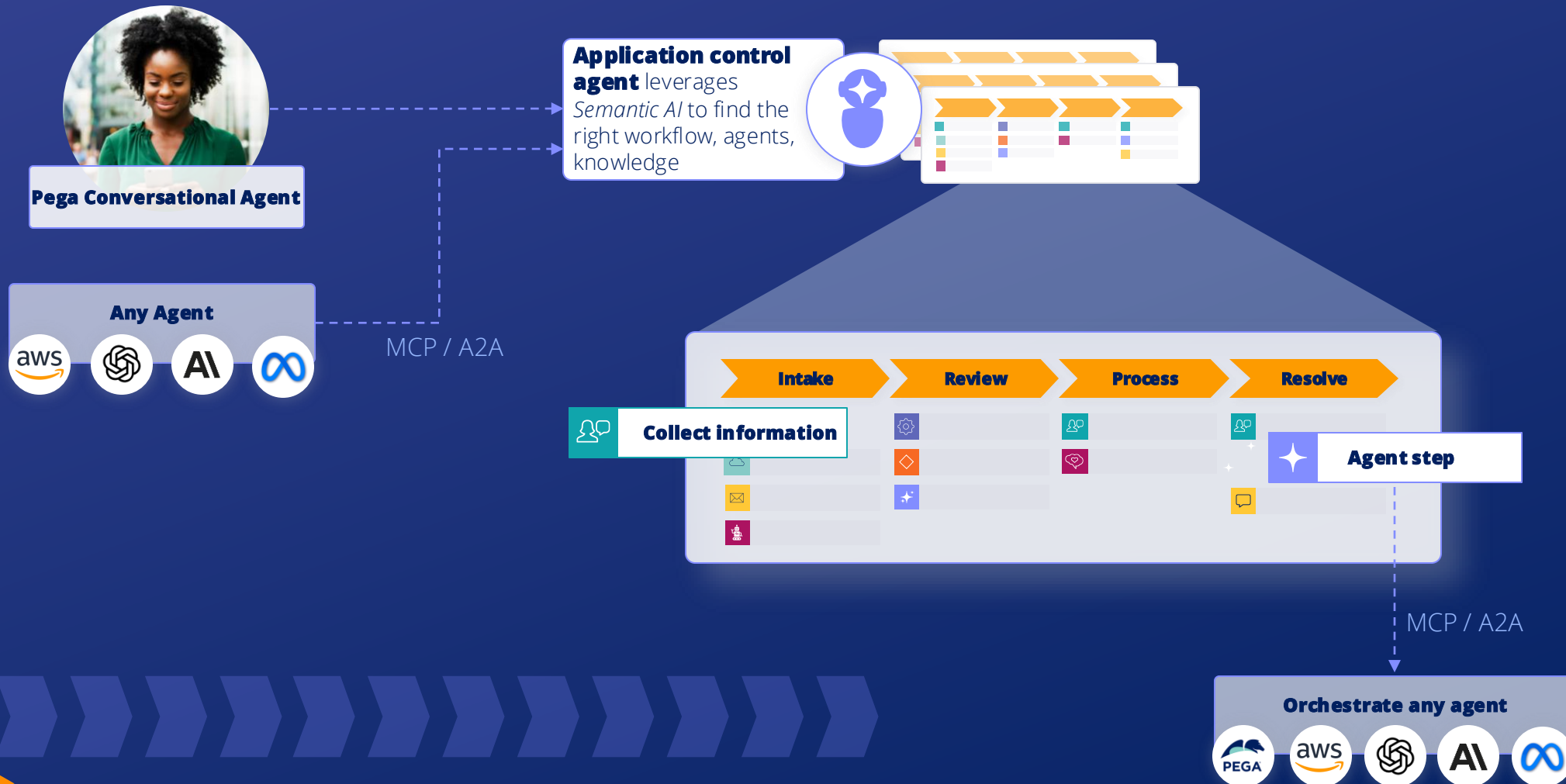
# Demonstration: Run-time AI





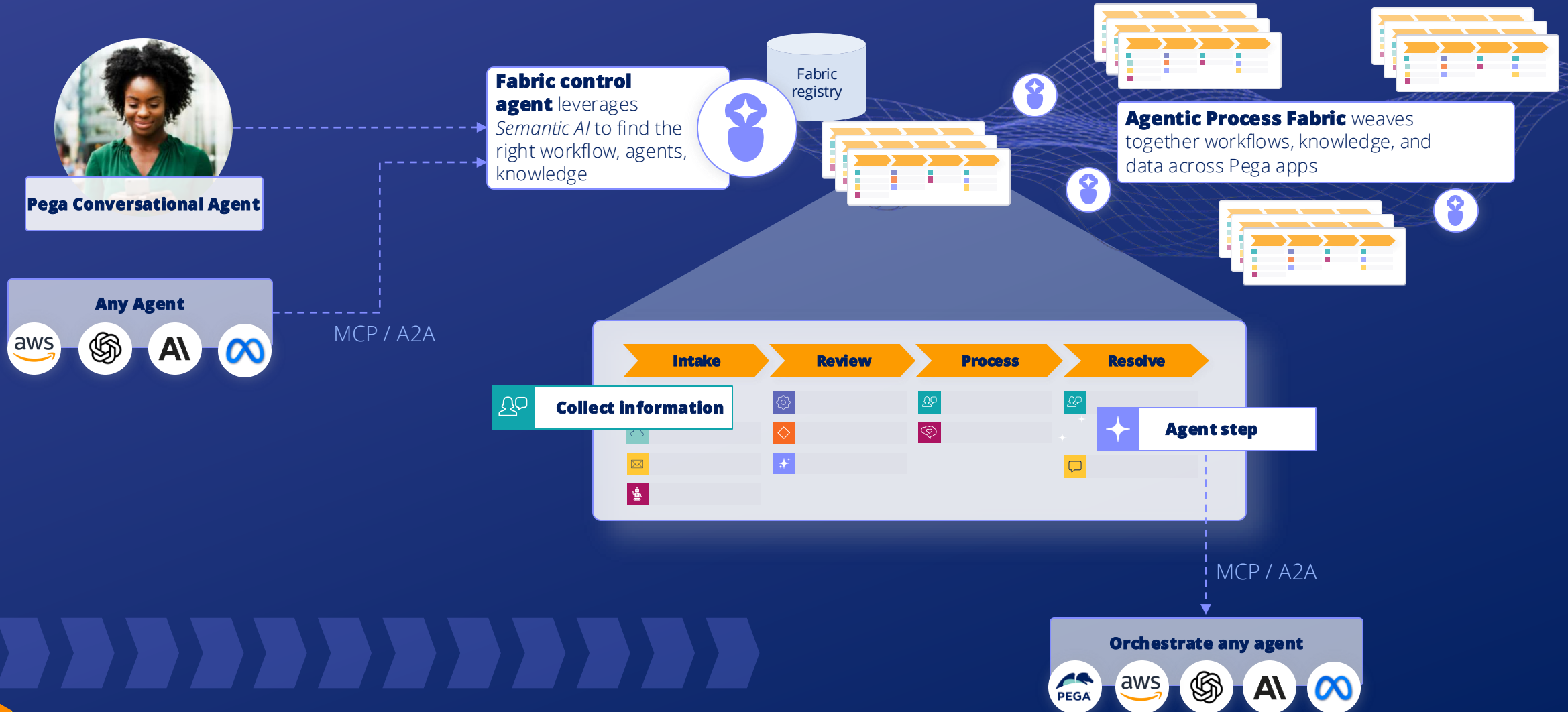
# Orchestrate mission critical work predictably

Invoke processes from agents and agents from processes



# Orchestrate mission critical work predictably

Invoke processes from agents and agents from processes



# Call To Action

Step inside the future of transformation and give our latest tech a spin.

## Visit the Innovation Hub!

Get hands-on with Blueprint and Pega Infinity Studio

## Break-out sessions worth attending

- **Mon 8<sup>th</sup> @ 1:15PM:** Turning Legacy into Lightspeed: Daimler Trucks's 14-week transformation with Pega
- **Monday 8<sup>th</sup> 2:15PM:** Lloyd's Banking Group: AI-Powered Commercial Banking Transformation with Pega

## Build a Blueprint!



Pega Blueprint



Customer  
Engagement  
Blueprint





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