



Pega predicts 2020

The year of the DX cultural shift

Wondering what's new on the tech horizon?

Here's what our Pega experts say you can expect to see in 2020.



Bridging the culture gap

Digital transformation (DX) will require a new level of collaboration – bridging the cultural gap between business leaders and IT staff.



Enhancing the customer experience

Automated tools will do the heavy lifting of data analysis and segment building, giving marketers more time to focus on creating personalized customer experiences and content.



Delivering on-demand experiences

Augmented and virtual reality technologies will help enterprises deliver on-demand customer experiences, enabling customers to receive service wherever they are.



Adopting low code

Low code will leap into more mainstream adoption, as siloed low-code use cases (e.g., application development, UX design, and analytics) become more interconnected.



Rethinking RPA

Companies will better integrate RPA into their approach, instead of basing their entire strategy on it.



Applying AI

Brands will take what they've learned and focus on driving quantifiable outcomes with specific AI use cases.

See the future of tech in action at PegaWorld iNspire

Register today