

Pega Adaptive Decision Manager

Build world-class machine-learning models that constantly refine themselves to increase relevance

Pega Adaptive Decision Manager (ADM) provides users with a closed-loop system for creating, deploying, and monitoring machine-learning models. Once created, adaptive models automatically re-factor themselves to improve their predictive accuracy and increase the relevance of your customer engagement.

Adaptive Decision Manager allows users to simply define the customer behavior they want to predict, map the possible outcomes, and identify the scope of customer data used for the prediction. The software takes care of the rest: generating the model, selecting and discarding potential predictors, and re-building the model on a regular basis based on your needs.

Instantly adapt to customer or market changes

People's preferences, needs, expectations, and tastes change. You need an application that updates itself in real-time so you can respond quickly and add value during their moment of need. ADM captures all customer responses (both positive and negative) and correlates them to different customer details (age, gender, region, etc.). Over time, new correlations emerge, and the model adjusts accordingly.

Scale your analytics across the enterprise

Predictive models can take weeks to build. Adaptive models can be created and operationalized in minutes – massively increasing the scope of your analytics without capsizing your budget or bandwidth.

Champion-challenge without complex testing

ADM is always on, which means all of your actions, offers, or treatments are constantly competing. As one moves ahead of the others, it becomes the go-to. New entrants are introduced randomly during early stages to work them into the mix – until the model collects enough responses to learn and update itself.

Challenge

Data science resources are highly valuable, but usually they're cost-prohibitive. They're asked to take on a large number of projects, but can't give them all the time and attention they deserve. Organizations are missing a fast and easy way to scale their data science programs – affordably.

Solution

Pega Adaptive Decision Manager (ADM) provides affordable, high-performance machine learning capabilities that help organizations scale well beyond their current analytics capacity. Data scientists are able to quickly build and deploy hundreds of adaptive models that cover a wide array of use-cases, and use machine learning to keep pace with changing customer needs – without incurring the cost and lag-time associated with manual updates.

Pega Adaptive Decision Manager can help you:

Observe and adapt automatically

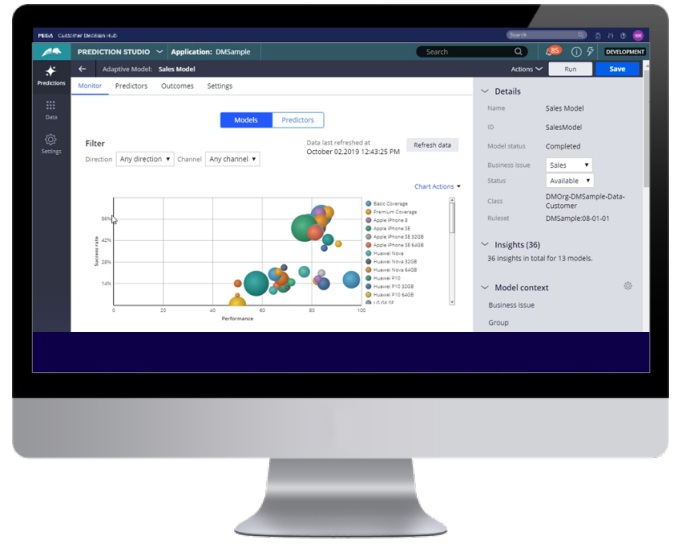
When an adaptive model is created, it considers all the available customer attributes and identifies those best suited to make a prediction. Strong predictors make the cut; others are discarded. Attributes shift in and out of the mix over time as conditions change and correlations shift.

Make predictions at scale

Every action has at least one model associated with it. That means thousands of adaptive models can be operational simultaneously. Each one is reading and reacting to customer data, being used to make decisions, and adapting itself based on the customer response – automatically.

Score propensities in real time

Adaptive models are all scored in real time, as customer interactions are occurring. Each score is used to assess that customer’s individual needs, evaluate personalization options, and ensure your action is relevant for their current context.



Build world-class machine-learning models with Pega Adaptive Decision Manager.