Break free from Legacy.

Unlock customer journeys from Legacy BPM systems and into agentic automations on the cloud with AI-led transformation on the Pega Platform.

2025

ENTER THE AGE OF AI

The next decade will be defined by the **AI leaders.**

AI & DIGITAL LEADERS ARE GROWING **2-6X FASTER** THAN LAGGARDS.[1]

AI & automation represent a massive opportunity for enterprises to cut costs & improve their customer experience.

Leading enterprises are harnessing AI to improve how they:

- ***Engage* with their customers:** personalizing every customer interaction to resonate & land more – leading to growth, acquisition, and retention.
- ***Service* their customers:** enabling 100% self-service outcomes across any channel – increasing NPS & decreasing cost-to-serve.
- ***Operate* their business:** automating end-to-end business processes & guiding employees at every step – saving costs & accelerating customer outcomes.

PEGA

LEGACY IS HOLDING ENTERPRISES BACK.

The average enterprise wastes **$370 Million+** on technical debt.

THE IMPACT OF LEGACY IS HUGE.

- **Innovation slows:** 68% of enterprises say they spend time on legacy system maintenance which could better be spent making business more effective.
- **Automation lags:** 68% of enterprises say legacy systems are preventing their organization from operating as effectively as possible.[2]
- **Customers can tell:** 57% of enterprises acknowledge their reliance on legacy systems causes customers to leave due to slow or fragmented experiences.[2]

LEGACY DEBT

Legacy BPM debt is holding enterprises back

FROM SHADOW IT & TACTICAL SOLUTION TO LEGACY ANCHOR.

Experiences are falling behind.

- **Dated, non-accessible UX** dragging down employee productivity
- **Lack modern AI driven channels** to plug into customer facing self-service channels

Automation & AI are lagging.

- **Process spaghetti:** complex business process model notation (BPMN) flows which have become unmaintainable
- **Lack of native AI** support

Data is trapped.

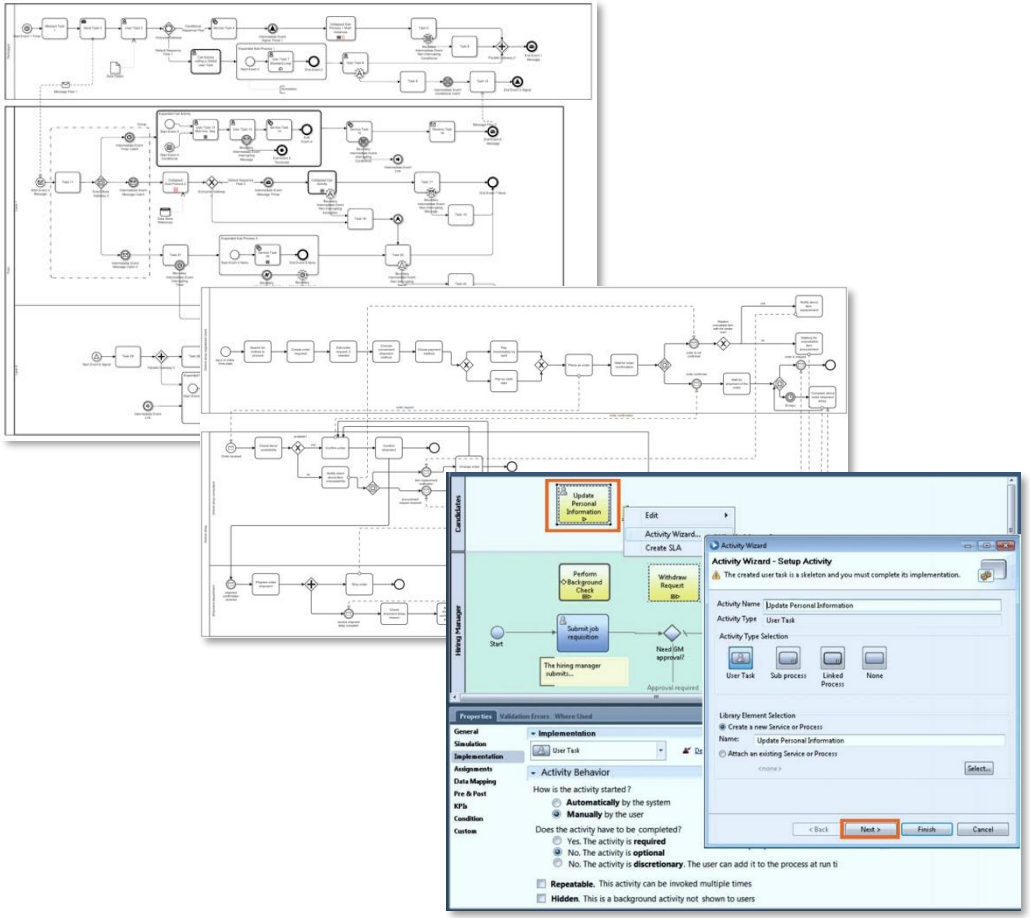
- Poor support for **modern APIs**, cloud **services**, or **event-driven** architectures.
- Data silos and brittle **point-to-point integrations.**

Talent is sparse.

- Difficulty **finding developers** to maintain

Maintenance is costly.

- Expensive **licensing & support** fees



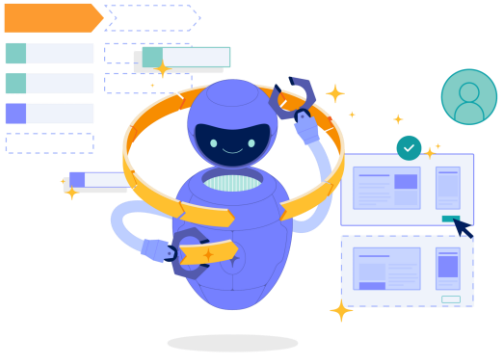
BUILDING A PATH TO THE FUTURE

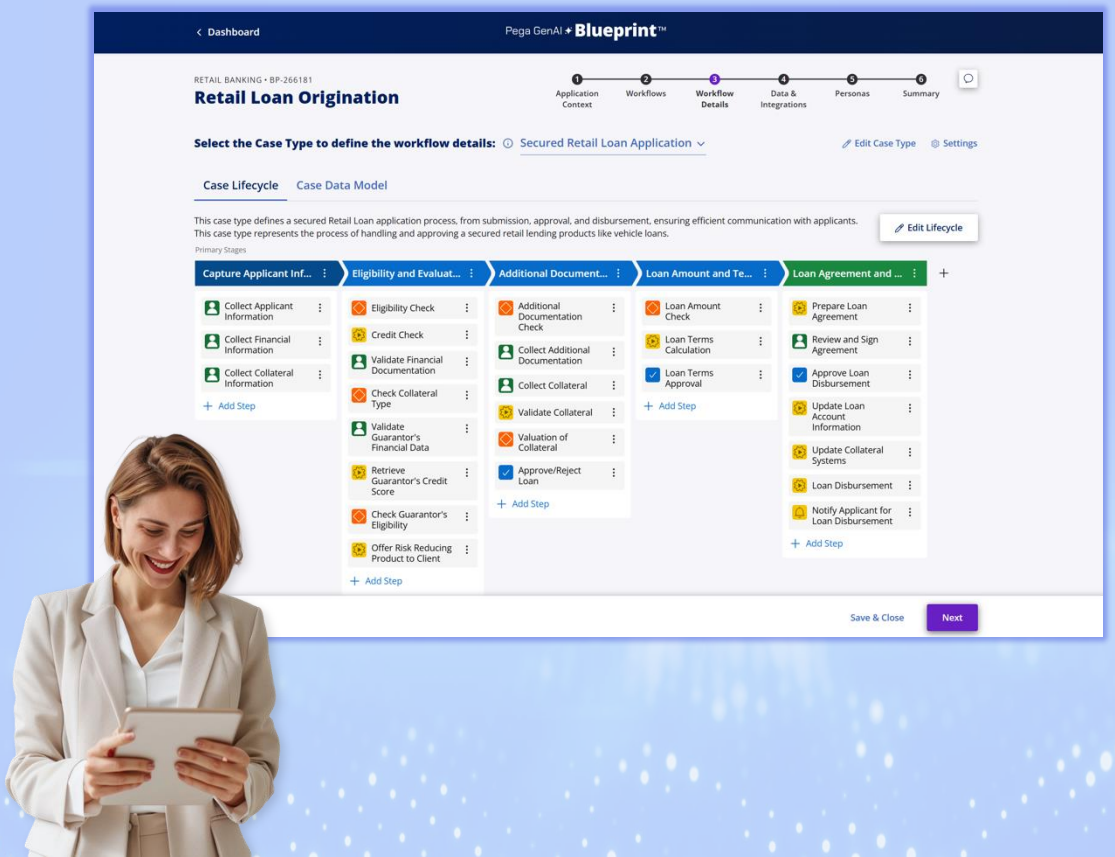
How are enterprises getting off of their legacy BPM platforms and into agentic operations in the cloud *fast*?

PEGA BLUEPRINT

Transformation rocket fuel

Pega Blueprint is enterprise workflow development powered by AI. Focused on bringing people & AI together to accelerate automation & jumpstart transformation.





PEGA BLUEPRINT

How does it work?

#1

Accelerate legacy analysis.

Rather than manually analyzing legacy systems, **extract insights automatically** by uploading:

- **Documentation** (e.g. SOP)
- **Source code** analysis
- **Videos** & screens

#2

Build on best practices.

Based on requirements, AI Agents behind Blueprint **compose a starting point application** informed by:

- **Industry** best practices
- Pega & partner **expertise**
- Organizational **knowledge**

#3

Collaborate seamlessly.

Blueprint is 100% collaborative add all **business & IT collaborators** to:

- **Rapidly adapt** AI suggestions
- Capture requirements in **common language**
- **Preview app** throughout

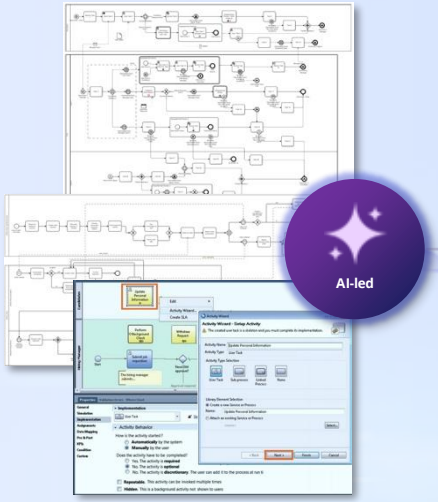
#4

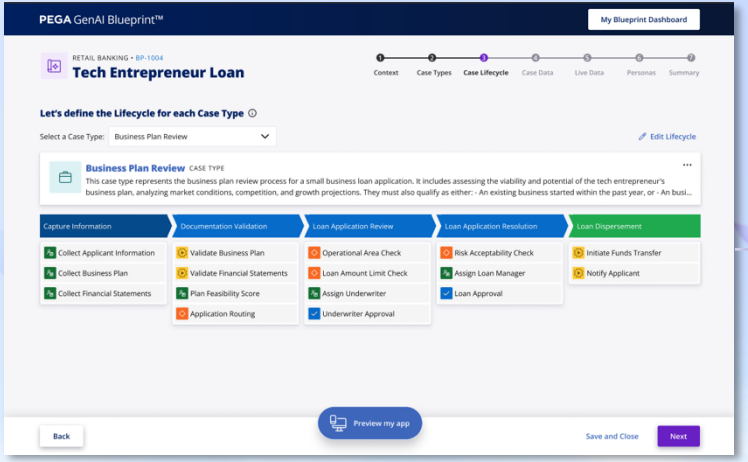
Jumpstart development.

Eliminate lengthy requirements gathering processes and set devs up for **rapid go-lives**:

- Import Blueprint to **generate app**, in seconds
- Auto-generate **user story backlog**
- Leverage AI across Pega App Studio to **quickly finalize & deploy new app**

Transformation *reimagined*





Rapid
analysis

Reimagine,
with AI synthesized
best practices.

Pega ✦ **Blueprint™**

Automate,
with future-proof
agentic workflows.

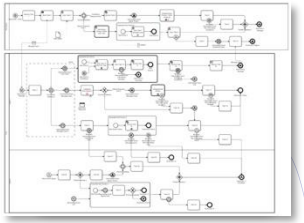
PEGA Infinity™

AI-LED BPM MODERNIZATION WITH PEGA

Reimagine your customer journeys.

PEGA BLUEPRINT™

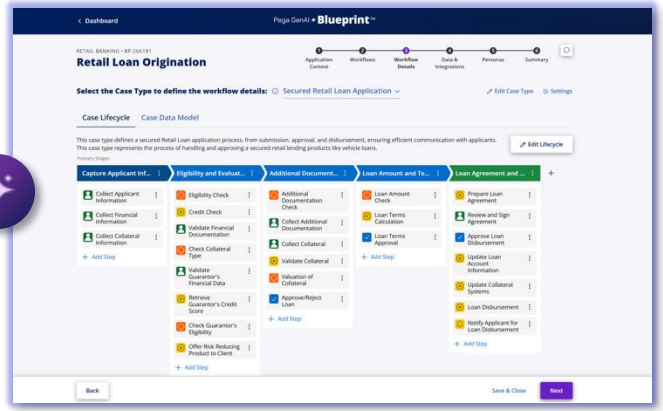
- **Understand disparate BPMN processes:** Leverage built-in AI Agents in Blueprint to analyze business process model notation (BPMN) files directly – and translate disconnected processes into connected customer journeys.
- **Augment analysis with additional unstructured insights:** Upload legacy system videos, data structures, and more for Blueprint to instantly paint a picture of your future application.
- **Build on best practices:** AI Agents behind Blueprint compose a starting point application informed by industry best practices, Pega & partner expertise, and organizational knowledge.
- **Reimagine collaboratively:** Blueprint is 100% collaborative add all business & IT collaborators to rapidly adapt AI suggestions, capture requirements in common language, preview app throughout.
- **Jumpstart development:** Eliminate lengthy requirements gathering processes and set devs up for rapid go-lives.



BPMN

Documentation

Legacy app videos, screens, & technical outputs

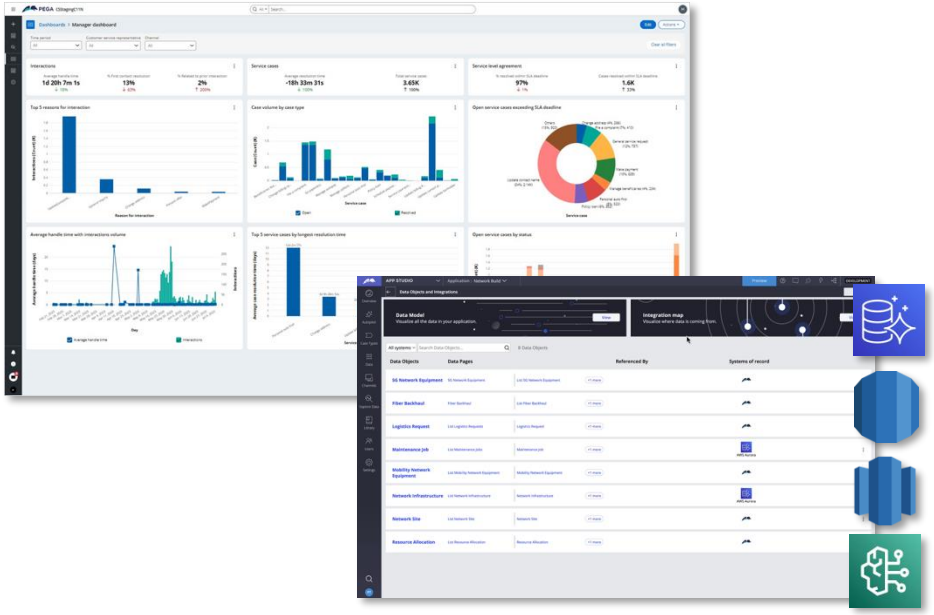


AI-LED BPM MODERNIZATION WITH PEGA

Get to the cloud, faster than ever.

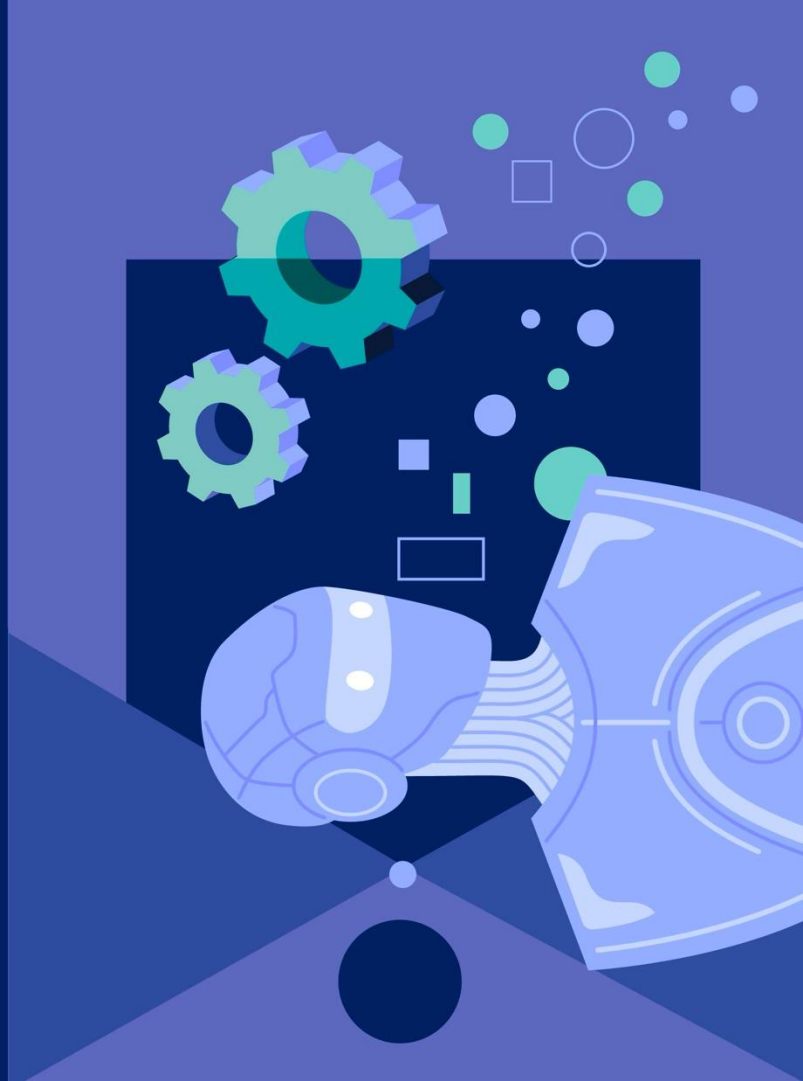
PEGA PLATFORM™

- **Go-live with cloud workflows, fast:** Generate new cloud-native application in Pega Cloud® leveraging Blueprint-to-live's AI-powered SDLC.
- **Free data from legacy, to fuel AI & automation:** Migrate legacy data to new cloud-native data stores on AWS – RDS, Aurora, and Redshift.
- **Quickly integrate workflows with enterprise data store:** Leverage native connectors to plug workflows into new data storage services.
- **Automate manual work with AI you can trust:** Embed Pega Predictable AI™ agents into your workflows and experiences to unlock an agentic operation at scale.



The result?

Transformed service & operations, fast.



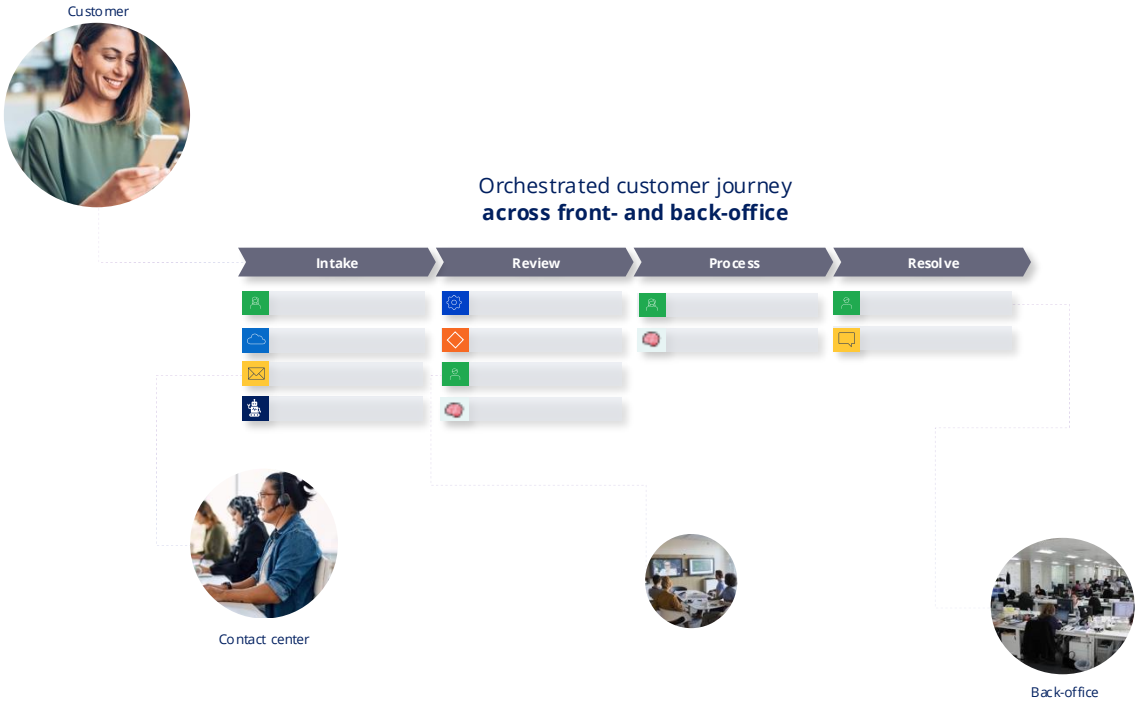
THE RESULT?

Automate service & operations from end-to-end

The world's largest organizations choose Pega to simplify their operations & delight their customers. Blueprint helps you get there faster.

In Pega, workflows are configured with an intuitive business process flow design – which allows both business & IT stakeholders to collaborate on every component of the customer journey.

Every workflow is backed by an enterprise-ready case management framework, which enables leaders to ensure work is audited, optimized, and on track across their operation.



THE RESULT?

Meet users where they are. With consistency.

With Pega's unique Center-out approach, workflows can embedded into any channel – arming customers and employees with the outcomes they need across channels. Including:

- **Customer self-service:** seamlessly embed workflows into existing web, chat, email, & mobile experiences.
- **Agent assisted service:** leverage Pega's AI infused Customer Service Desktop, which guides agents through helping customers, fast with superior customer outcomes.
- **Back-office:** leverage Pega's operations portal to enable employees to get work done fast, and give executives self-service insights to operational KPIs.

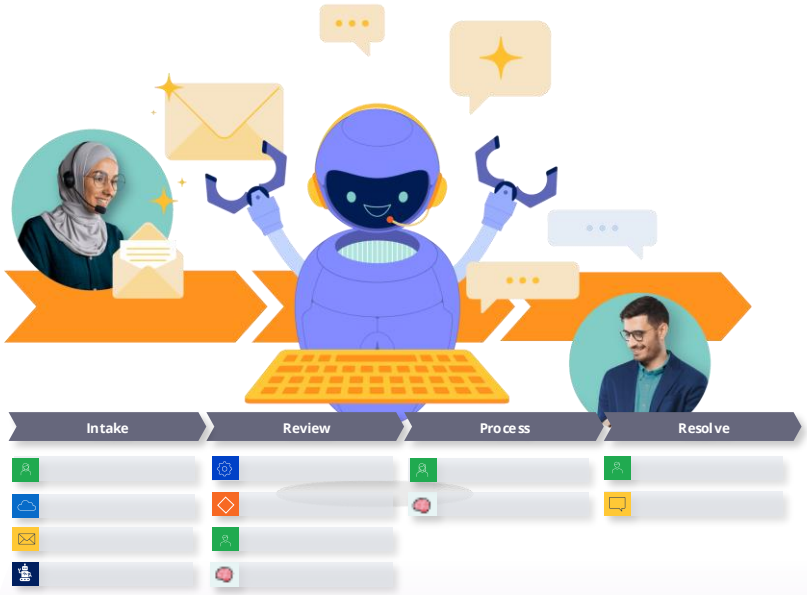
THE RESULT?

Automate everything

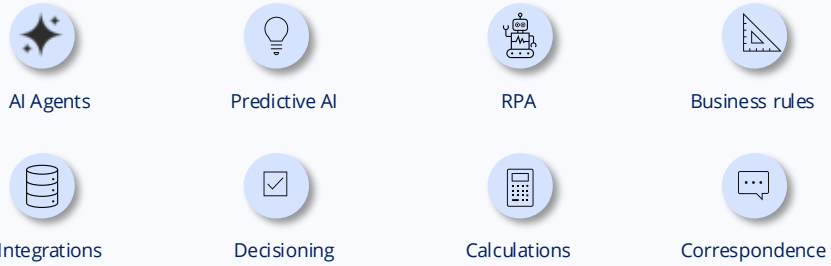
Pega's broad low-code AI & automation capabilities enable enterprises to automate manual work & inject intelligence across the customer journey. And with Pega Live Data, enterprise can intelligently connect to any system in their IT landscape to drive work to done.

Across your app, unleash:

- **Predictable AI Agents:** Agents which are guided by your workflows, so customer and employee requests are always fulfilled in the same approved way, every time.
- **Intelligent calculations and automations:** Dynamic calculation networks that automatically drive predictions and updates when values change.
- **Robotic process automation (RPA):** Attended & unattended RPA allow you to automate desktop processes and access/update information across multiple legacy systems without modern API access.
- **AI-powered decision-making:** Built-in AI capabilities that analyze data patterns, make predictions, and recommend next best actions—ensuring processes adapt in real-time based on historical analysis and changing conditions.



Orchestrate powerful AI & automation

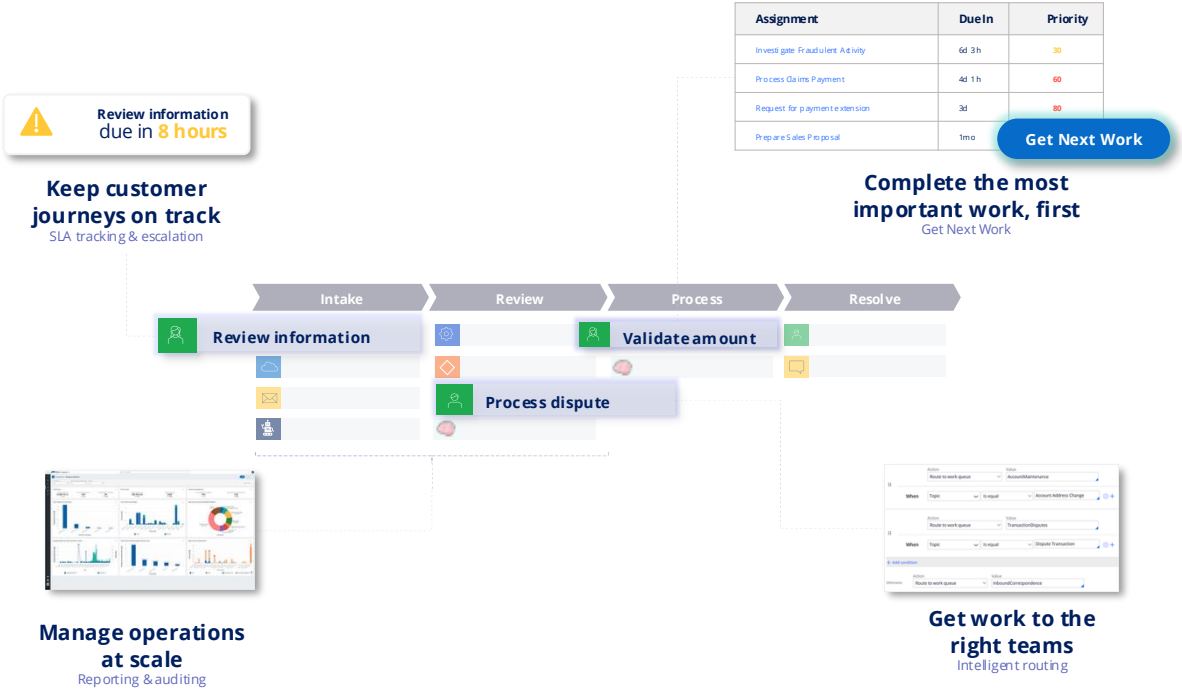


THE RESULT?

Drive efficiency & repeatability at scale

Maximize resources and scale your workforce.

- **Prioritize** worklists intelligently based on AI predictions
- Ensure the **right person is working on the right** work with skills based routing
- Give the entire team a **single view** into all work across operations
- **Track, audit, and report** on every assignment across the operation



Keep customer journeys on track
SLA tracking & escalation

Complete the most important work, first
Get Next Work

Manage operations at scale
Reporting & auditing

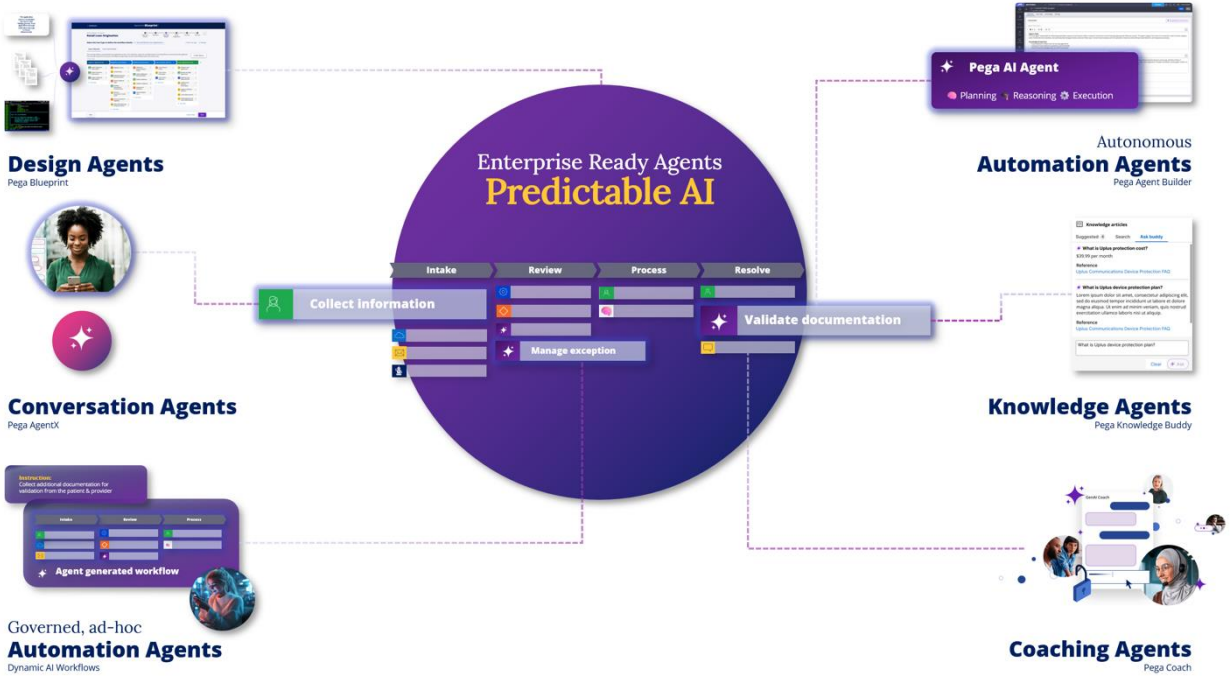
Get work to the right teams
Intelligent routing

THE RESULT?

Unleash Pega Predictable AI™ Agents

Pega Predictable AI™ agents take their cues from your workflows, not from their own ideas. That means **greater control, total visibility, and zero surprises - so you can build an AI-powered future without compromising your standards.**

- **Design agents:** which accelerate legacy transformation and creation of AI Agent powered processes.
- **Conversation agents:** which enable automated self-service, governed by regulated processes.
- **Automation agents:** which eliminate manual work across end-to-processes.
- **Coach & Knowledge agents:** which enable guidance & insights across the organization.



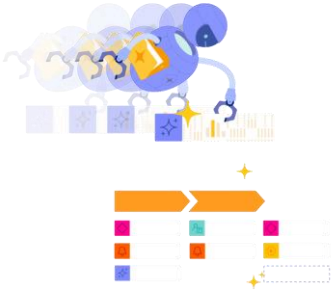
Accelerate and de-risk your *agentic transformation* with Pega.

REALIZE YOUR AI POTENTIAL

Reimagine how you work.

Transform legacy systems and architect processes for the AI era.

Pega Blueprint™

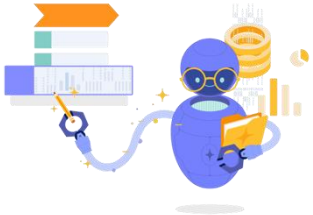


10X DEVELOPER PRODUCTIVITY

Build enterprise apps at AI speed.

Harness the power of agentic engineering without escalating tech debt.

Infinity Studio™ + Open Agentic Engineering



RUN AGENTS PREDICTABLY

Orchestrate agents, people, & systems.

Drive predictable outcomes with predictable costs at scale.

Open Agentic Orchestration

All on a platform with security, trust and governance built-in.

Rapid AI-led *Legacy Transformation*

Client successes

US State Agency

From 1M+ lines of COBOL to cloud prototype in

2 weeks

Mainframe replacement POC with AWS & Pega

Allianz

Moving underwriting off of homegrown apps and into the cloud

Faster time to market

Java replacement POC with Accenture & Pega Blueprint

vodafone

From legacy workflows to new cloud apps:

Go-live in 40 hours

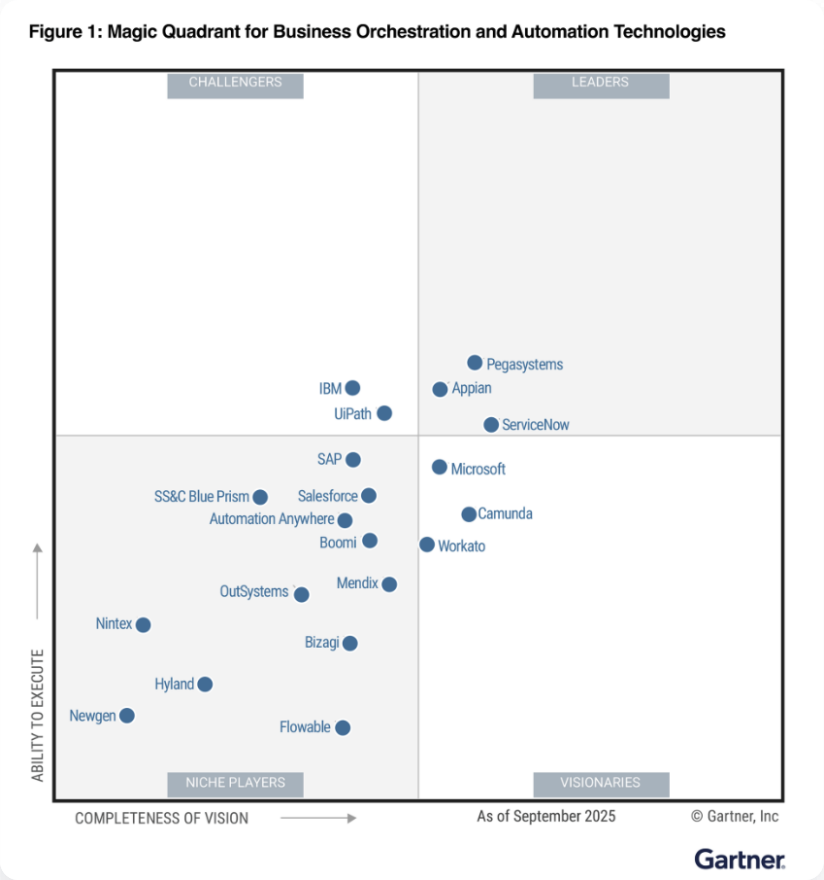
Network Operations Transformation

T

Rapid migration off of legacy BPM:

800+ workflows

Shared Services Transformation



UNLOCK AI TRANSFORMATION ON

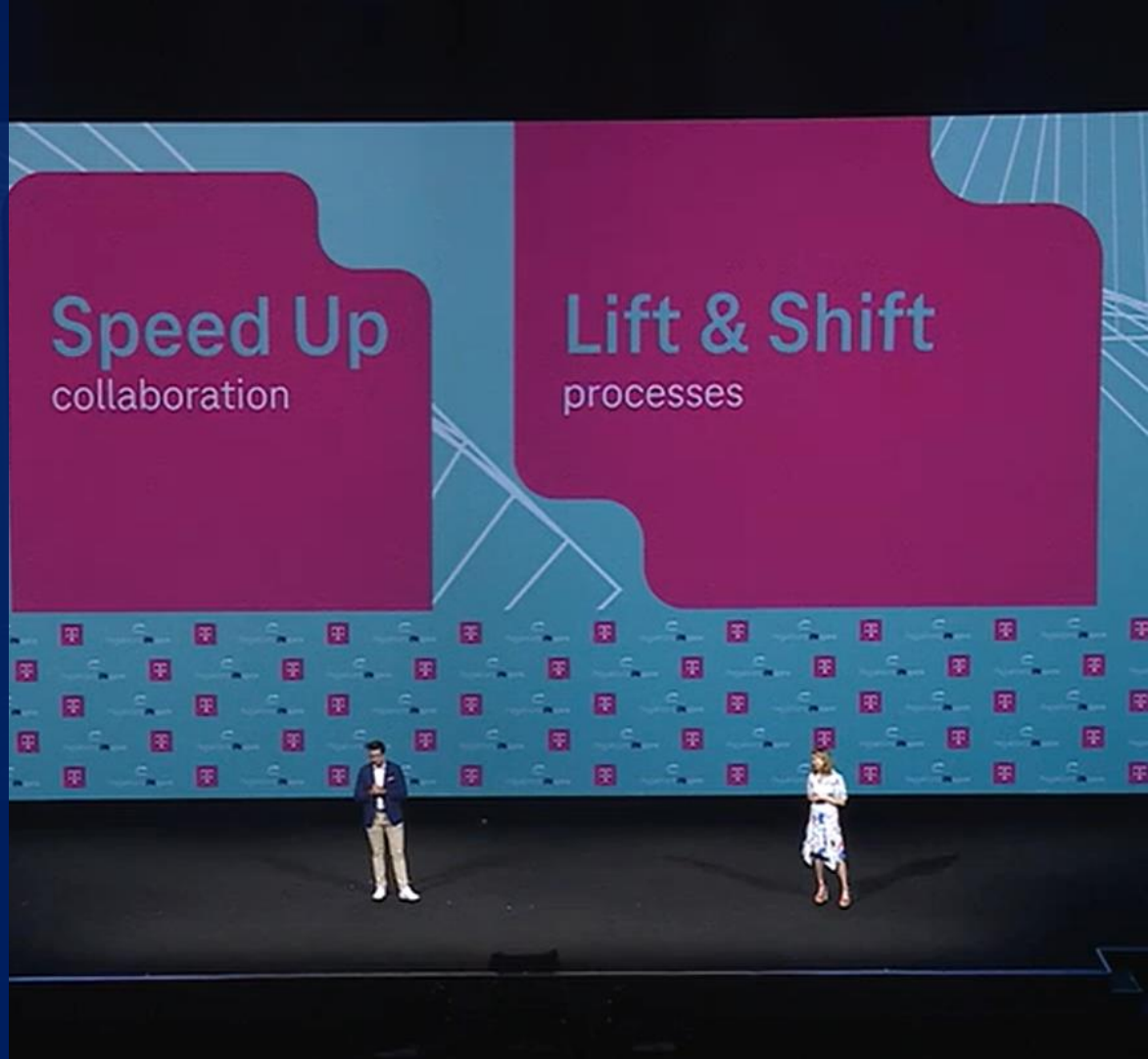
The #1 orchestration platform

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

Reimagining 800+ workflows & retiring legacy BPM, fast.

Blueprint “provides a structure which translates to speed.”

Daniel Wenzel
SVP Design Authorities
Deutsche Telekom
PegaWorld 2024



PEGA®