

Pega Client Lifecycle Management (CLM)

Putting clients at the center of everything you do – across business lines, geographies, and products

Pega Client Lifecycle Management (CLM) is the only globally-scalable, end-to-end technology solution for onboarding, amending information, adding new products, extending across jurisdictions or business lines accounts, and offboarding. Pega's integrated CLM solution, which includes Pega Know Your Customer (KYC), has been selected by the world's leading global banks to help them realize faster time to revenue, while ensuring compliance with global and local due diligence regulations.

Pega CLM orchestrates and transforms onboarding, KYC due diligence, account opening, and account maintenance operations. The solution allows complex financial institutions to deliver outstanding client experiences while achieving new levels of profitability and productivity despite a changing regulatory landscape.

- **Cut through the complexity**

Connect your customer, relationship manager, and sales support functions to back-office teams and systems seamlessly. Manage complex dependencies and provide visibility and control from front to back throughout the client lifecycle.

- **Accelerate time to revenue**

Maximize efficiency by eliminating duplicate data requirements and managing processes in parallel.

- **Reduce manual work**

Use intelligent automation tools to automate repetitive, low-value tasks. Drive straight-through processing while remaining compliant.

- **Apply a client-centric approach**

Our omni-channel capabilities let your clients decide how and where they connect with you. Keep your clients engaged at the right time, in the right way, and for the right reasons – face-to-face, on the phone, online, or by email. Use Pega CLM's client outreach functionality to request documents and data to keep information current across the client relationship. Enjoy visibility across the end-to-end process to keep up to date with where client cases are and next steps.

- **Respond to change rapidly and ensure compliance**

Enforce due diligence best practices, regulatory requirements, and internal policies across geographies and lines of business – all while you quickly update and maintain your rules with Pega's low-code factory approach.

Challenge

Fragmented manual processes, layers of complex regulations, and lack of global orchestration can result in long onboarding times, slow time to revenue, complex due diligence processes, high operational costs, dissatisfied customers, a lack of visibility, and regulatory pressures.

Solution

Pega CLM provides a unified architecture that includes robotics, AI, case management, and a low-code solution that allows financial institutions to orchestrate complex front to back office onboarding and due diligence functions – across lines of business and jurisdictions. Pega CLM ensures coordination, transparency, and efficiency.

Enhance the client experience

- Omni-channel user experience seamlessly transitions across any channel and device, including phone, mobile, web, email, chat, and co-browse.
- CLM controls all tasks from end-to-end for comprehensive visibility, tracking, and status reporting – anytime, anywhere.
- Pega's client outreach functionality enhances requests for documents and data, and cuts down on manual effort.

Accelerate onboarding and time to revenue

- Reduce onboarding time by up to 70% with a fully unified solution for multi-jurisdictional, multi-product, and multi-business line onboarding.
- Streamline and automate manual and repetitive tasks by applying intelligent automation tools such as OCR, NLP, and RPA.

Streamline KYC and ensure reuse

- Maintain a global master view of client entities and underlying parties across all lines of business, products, accounts, geographies, and complex direct/indirect and parent/child relationships.
- Specialize dynamic rules by country, line of business, and product to meet complex AML/CTF, tax, suitability, and OTC derivative regulations.
- Automate periodic and event driven reviews, as well as large-scale remediation projects to ensure timely completion.

Maximize operational efficiency with global scale

- Data captured during initiation and enrichment (e.g. booking entities, geographies, and products) drives auto case creation, routing, and task dependencies.
- Automated SLAs and escalation help prioritize and route due diligence and fulfillment tasks, ensuring timely and accurate completion across multiple users.

- Ensure reuse of documents, data, and completed due diligence.
- Implement and extend your global solution across all geographies, lines of business, and products as your business changes.

Reduce time to implementation

- Pega's low-code factory approach ensures fast ROI with a risk-based approach. Implement in parallel streams using iterative short cycles.
- Streamline integration to multiple KYC vendors across entity data, screening, and adverse media, as well as identification and biometrics using Pega's out of the box connectors. Or let us make the connections from your established vendor connections into Pega CLM.

Rapidly adapt to changing markets and regulations

- Pega's regulatory rules support requirements for 60 jurisdictions, including AML, Dodd-Frank, MiFID, CRS, FATCA, EMIR, and FINRA compliance rulesets and automated risk ratings.
- Pega's 88,000+ regulatory rules are developed by a global team of lawyers, former regulators, and policy makers – with ongoing input from our client community.
- Pega's KYC Rule Management portal allows banks to easily update and keep pace with global- and country-based regulatory and policy change.
- Pega's Rules Configurator allows compliance requirements to be built into familiar tools, like Microsoft Excel, and automatically configured in the application in minutes, for a true no-code experience.