



Mainstage | Pega Keynote

Community Forum

The Autonomous Enterprise: The future
of AI and Automation





How close are we to the Autonomous Enterprise?

And how do we get there

Complex forces are driving disruption

making things harder than ever for your customers and your business

ECONOMIC

Customers struggling to keep up with inflation



EMPLOYMENT

Competitive labor market, distributed workforce



GEOPOLITICAL

Regulatory and revenue stream uncertainty



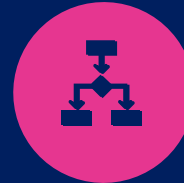
SUPPLY CHAINS

Supply chain reliability and cost pressures



ENVIRONMENTAL, SOCIAL & GOVERNANCE

Stakeholder expectations and the rise of ESG



BUSINESS MODEL

New market entrants, disruptive business models



Global, regional, and industry market pressures

**Leaders are
already
transforming**



**Hyper-personalized
engagement**



**Agile
everywhere**



**Seamless as-a-Service
experiences**



**Intense focus on
efficiency and margins**



There is no finish line.

You can't stop the rate of change

**You can only
build for it.**

Pega builds agility into your organization so you can work smarter, unify experiences, and adapt instantly

Our low-code platform for AI-powered decisioning and workflow automation lets you:

Personalize
Engagement



£100M profit
increase in a single
market from 3x higher
offer acceptance

Accelerate
**Acquisition
& Onboarding**



From days to hours
reduction in time to
onboard new vendors

Automate
**Customer
Service**



3-minute reduction
in average handle time
across 10K agents and
100 service processes

Streamline
Operations



2X productivity
of 400K field staff
with zero downtime

Resolve
Exceptions



86% faster
payment dispute
resolution

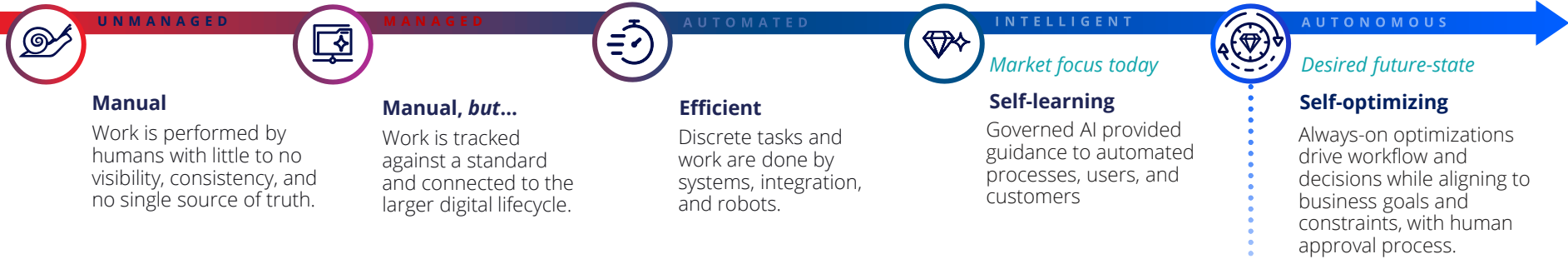
The Autonomous Enterprise







Road to Autonomy



PREREQUISITES FOR AUTONOMOUS OPTIMIZATION



AI-powered decisioning and workflow automation

Bring together intelligence and automation to drive optimal experiences

Layer Cake

Low-code structure that captures and organizes the information needed to run your app

Center-out Business Architecture

Centralized definition, execution monitoring, and control

Distributed Cloud

Low-code Innovation Factory and Process Fabric to build and run at scale

Potential Business Value

Mary K Johnson
Policyholder

Customer value	Churn risk
Platinum	High
Verification status	Verified
Call back	+1 781 555 3333
Email	mary.johnson1812@gmail.com
Address	107 Main St. Apartment 101, Meadow, UT, 84644, USA
Active policies	2
Open claims	1
Last claim date	Feb 28, 2022
Last interaction	Web Messaging - Aug 24, 2023

Policies

Policy history

Customer activity

Recent offers

Suggested actions

Change address
Task

Homeowners Insurance

Thank you for calling U+Insurance, my name is Bill Carter. U+Insurance is saddened by the ongoing natural events in your area, and we are here to provide support during these times, Mrs. Johnson. I see that you are planning to move. Is that why you have reached out to us today?

Cases Wrap up + Add case

Policies

Policies

Personal Automobile - 3384

Policy number	Next payment amount	Next payment date
PA1411133384	\$137.50	Sep 1, 2023

Insured parties	Outstanding premium	Annualized premium
Rachel K Johnson, Mary K Johnson, Jim K Johnson	\$825.00	\$1,650.00

Policy status	Last payment amount	Billing method
In force	\$137.50	Direct

Issued on	Last payment date	Billing frequency
Jun 1, 2023	Aug 2, 2023	Monthly

Renewal date
Jun 1, 2024

Vehicles & Coverages Drivers Claims Agents Transactions

Vehicle details 2 results

Year	Make	Model	VIN	Rated driver	Usage	Lienholder
2009	Honda	Civic	3T2AE10E2PC132414	Mary K Johnson	Personal	--
2015	Subaru	Impreza	2T1AE09E1PC021203	Mary K Johnson	Personal	Sovereign Inc.

Vehicle coverages 20 results

Coverage type	Limits	Deduct...
Vehicle: 2015 Subaru Impreza (10)		
Coverage: Compulsory (4)		
Bodily Injury By Underinsured Motorist (Per Person/Accident)	\$100,000/ \$300,000	\$0.
Bodily Injury By Uninsured Motorist (Per Person/Accident)	\$100,000/ \$300,000	\$0.
Bodily Injury to Others (Per Person/Accident)	\$100,000/ \$300,000	\$0.
Personal Injury Protection (Per Person)	\$50,000	\$0.
Coverage: Optional (6)		
Collision (Loss Settlement (ACV, Stated))	--	\$250.
Comprehensive (Loss Settlement (ACV, Stated, Agreed))	--	\$100.
Damage to Someone Else's Property (Per Accident)	\$100,000	\$0.
Medical Payments (Per Person)	\$25,000	\$0.
Substitute Transportation (Day/Maximum)	\$30/ \$900	\$0.
Towing And Labor (Per disablement)	\$250	\$0.
Vehicle: 2023 Honda Civic (10)		

Web Messaging Context

Mary K Johnson

- C I'm moving - how do I find out what will happen to my premium?

12:35 PM

Authenticated as "mary.johnson1812@gmail.com"

12:35 PM

When you move your premium can be impacted based on a number of factors. When you are ready, you can complete the ["Change Address"] (https://pagesystems.giluhub.io/np/us-wss/insurance) form to see how you are impacted.

12:35 PM
- MJ I have other questions, can I chat with an agent?

12:35 PM

Sure, let me connect you to an available agent.

12:35 PM

12:35 PM: Customer has connected.

Thank you for calling U+Insurance, my name is Bill Carter. U+Insurance is saddened by the ongoing natural events in your area, and we are here to provide support during these times, Mrs. Johnson. I see that you are planning to move. Is that why you have reached out to us today?

12:36 PM Sent

Suggested replies

Thank you for calling U+Insurance, my name is Bill Carter. U+insurance is saddened by the ongoing natural events in your area, and we are here to provide support during these times, Mrs. Johnson. I see that you are planning to move. Is that why you have reached out to us today?

Use

Phrases Send

Dish: Autonomous Enterprise

Recipe

Ingredients:

AI-powered decisioning

Workflow Automation

Low-code platform

Case Management

Channel independence

Generative AI

Business rules Responsible AI

Great UX

Mobile

Data and integration / Virtual data layer

Governed low code

Distributed work automation

AI-optimized processes

Next best action

Robotic Automation

Insights and reporting

Marketplace Reusability

Process Mining

Natural Language Processing

Email automation

Voice recognition

Chatbots

Event driven architectures

DevOps pipelines

Automated testing

Cloud architecture




Auto-documentation

Architecture:


Step One: Build a Center-out business architecture

Step Two: Allow for distributed, containerized deployment


Step Three: Leverage a scalable, low-code platform for agility

							
Process Fabric	Case Management	AI Powered Decisioning	Workflow automation	Channel independence	Low-code platform	Email Bot	RPA
							
Data and integration / Virtual data layer	Responsible AI	App Factory	Voice AI	DevOps	Insights	Automated Testing	Process AI
							
Reuse I	Reuse II	Mining	Mobile	Marketplace	Pega GenAI™	Pega GenAI™ Boost developer productivity	Pega GenAI™ Accelerate automation
							
Pega GenAI™ Optimize customer engagement strategy	Pega GenAI™ Streamline contact center & customer self-service	Pega GenAI™ Cloud architecture	Pega GenAI™ Make knowledge management conversational	Pega GenAI™ Increase sales rep production	Pega GenAI™ Get instant operational insight I	Pega GenAI™ Get instant operational insight II	Pega GenAI™ Quickly and confidently build AI-powered capabilities

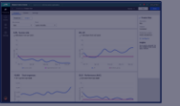
Pega Infinity '23




Process Fabric




Case Management




AI Powered Decisioning




Workflow automation



Channel independence




Low-code platform



Email Bot



RPA



Data and integration /
Virtual data layer



Responsible AI



Insights




Mobile



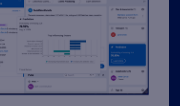
Marketplace



Pega GenAI™
Boost developer productivity



Pega GenAI™
Accelerate automation



Pega GenAI™



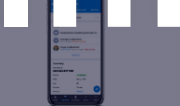
Reuse I



Reuse II



Mining



Pega GenAI™
Make knowledge management
conversational



Pega GenAI™
Increase sales rep production



Pega GenAI™
Get instant operational insight I




Pega GenAI™
Get instant operational insight II




Pega GenAI™
Quickly and confidently build
AI-powered capabilities



Pega GenAI™
Optimize customer
engagement strategy



Pega GenAI™
Streamline contact center
& customer self-service



Pega GenAI™
Cloud architecture




Pega GenAI™



Pega GenAI™



Pega GenAI™



Pega GenAI™



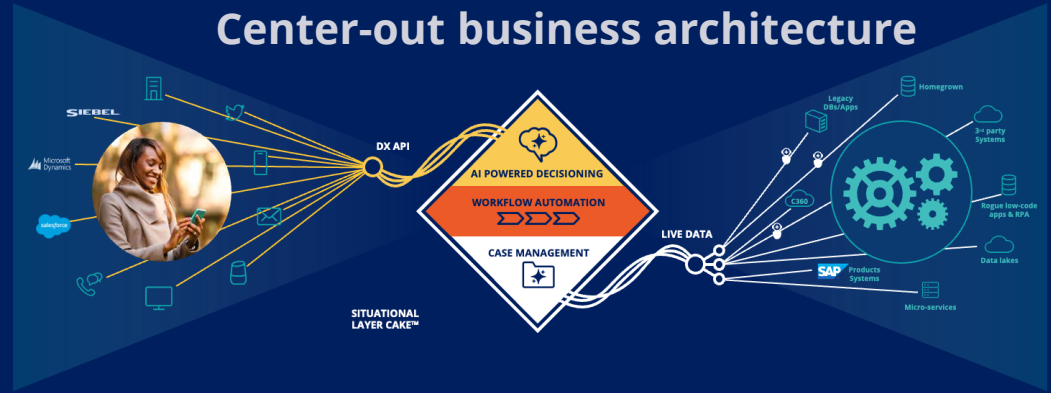
Pega GenAI™

The right architecture for the Autonomous Enterprise

Situational Layer Cake™



Center-out business architecture



Pega Process Fabric™



Low-code Innovation Factory

Autonomous Enterprise

AutoPilot



Pega AutoPilot

for developers



 Pega AutoPilot

Send

Pega AutoPilot

for business



 Pega AutoPilot

Send

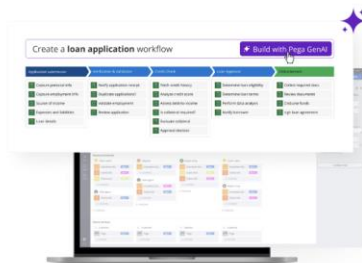
Experience the power of Pega GenAI

Create a workflow, and the associated personas, channels, and data models in seconds

PEGA GENAI DEMO

Turn ideas into enterprise-ready workflows

From just a workflow name, Pega GenAI™ builds all the elements needed for an enterprise-ready app: the workflows, the users, the data model, and more.



See it in action

Enter the name of any business process below and watch Pega GenAI build out the elements of a complete enterprise application.

Enter a process name [Build with Pega GenAI](#)

Max 100 characters (100)

Try something like:

[Home loan application](#) [Insurance claim](#) [Grant management](#)





PEGA[®]