



PEGA CUSTOMER SERVICE

PRICING MATRIX

April 2020

PEGA CUSTOMER SERVICE EDITIONS

<p><i>"The best ability to build, maintain, and change complex cases".</i></p> <p>Gartner</p>		<p>Unified Messaging Edition</p> <p><i>Engage customers on any digital messaging channel from a streamlined desktop</i></p>	<p>Case Management Edition</p> <p><i>Infuse best-of-class case management into your existing desktop</i></p>	<p>Enterprise Edition</p> <p><i>Empower your agents with a powerful desktop for increased productivity</i></p>	<p>Digital Customer Engagement Edition</p> <p><i>Digitally transform your omni-channel engagement</i></p>
		<p>User-based pricing <i>Priced per user/month</i></p>	<p>From \$145¹</p>	<p>From \$97</p>	<p>From \$165</p>
and					
<p>Case-based pricing² <i>Priced per customer service request case, regardless of channel (assisted or self-service)</i></p>		<p>From \$0.80 / case</p>	<p>From \$0.47 / case</p>	<p>From \$0.80 / case</p>	<p>From \$1.26 / case</p>
		<p>Pega Cloud-only desktop ideal for chat & messaging</p>	<p>Includes Pega Infinity™ Platform, plus</p>	<p>Includes Case Management Edition, plus</p>	<p>Includes Enterprise Edition, plus</p>
<p>Business Productivity Tools</p>	<p>Dynamic and Ad-Hoc Case Handling</p>	•	•	•	•
	<p>Business Rules and Processes</p>	•	•	•	•
	<p>Comprehensive Audit Trail</p>	•	•	•	•
	<p>Intelligent Automation - Including attended and unattended Robotic Process Automation (RPA)</p>		•	•	•
	<p>Workforce Intelligence²</p>		Additional fee applies	Additional fee applies	Additional fee applies
<p>Extensibility / Integration Points</p>	<p>Connectors and Adaptors - Interface with external systems</p>	Unlimited	Unlimited	Unlimited	Unlimited
	<p>Data Virtualization - To speed integration points</p>		•	•	•
	<p>Self-Service UI Mashup - Embed Pega within current web/mobile interface</p>		•	•	•
	<p>Digital Experience API - Build custom front-end UX using angular, react, etc.</p>		•	•	•

¹ Cloud minimum applies: \$5,000 / per month includes up to 25 users

² Case-based pricing sold in blocks of 10,000 cases per year. Examples of cases include address change, billing inquiry, etc. Each service interaction may generate one or more case

Industry-specific Data Models, Applications And Workflows <small>(one industry application per purchase)</small>	Financial Services - Including retail and commercial							
	Insurance - Including property & casualty and life							
	Communications - For service providers							
	Healthcare - For member and provider servicing							
Analytics, Monitoring & Reporting	System Monitoring							
	Customizable Dashboards and Reports		•					
Agent & Supervisor Productivity Tools	Service Level Management		•					
	Role-based Portals / Agent Desktop		•					
	Augmented Agent Assistant - assignment of time-consuming data collection forms to bots, to streamline chat and messaging interactions							
	Personalized Interaction Coaching							
	Customer Surveys							
	Mobile Client							
Omni-channel Engagement	Chatbots³ and Intelligent Virtual Assistants (IVA) - AI-powered chatbot and Natural Language Processing (NLP) capabilities	Case license required			Case license required	Case license required	Case license required	Case license required
	Email Bots⁴ - AI-powered email servicing capabilities				Case license required	Case license required	Case license required	Case license required
	Chat⁵ - Live web chat interactions		•				Additional fee applies	•
	Two-way SMS	Carrier fees apply						Carrier fees apply
	Social: Facebook and Twitter		•					•
	Messaging: Facebook Messenger, Twitter DM and WhatsApp		•					•
	Apple Business Chat (iMessage)		•					•
Telephony / IVR Integration	Co-Browse⁶ - Securely share pages with customers; includes annotation, recording, and masking tools							•
	CTI integration - Pre-built connectors supports industry-leading telephony platforms for contextual screen pops and IVR personalization						•	•
	Open CTI integration - Client and server-side API's to allow custom integrations with 3 rd party CTI providers						•	•
Knowledge Management	Inbound / Outbound Calls						•	•
	Knowledge Management for Employees Internal use only. Includes content authoring tool along with Communities and Troubleshooter for employees						•	•
	Knowledge Management for Customers External use. Includes Pega Communities and Troubleshooter for customers					Additional fee applies for customer view(s)/self-service	Additional fee applies for customer view(s)/self-service	
AI & Decisioning Capabilities	AI-Augmented Agent - Suggests contextual content and replies for agent chat integrations							•
	AI-infused Next Best Action AI digital brain for real-time agent guidance use in Pega Customer Service Contact Center channels							Requires a separate license for Pega Customer Decision Hub™ (CDH)

³ Chatbots require a case-based license for usage

⁴ Email Bots require a case-based license for usage

⁵ Chat engine required to run on cloud. Other components may run on on-premise

⁶ Co-browse engine required to run on cloud. Other components may run on on-premise. 100 user minimum.

Cloud Services

Infrastructure And Support	Dev/Test, QA, And Production Environments	•	•	•
	Single-Tenant Virtual Private Cloud	• ⁷	•	•
	Hybrid Cloud Ready		•	•
	AI-Powered Performance Management	•	•	•
	Software Updates on Your Schedule	•	•	•
	24x7 Support	•	•	•
	Integrated DevOps	•	•	•
	No-Code Authoring	•	•	•
	Unlimited Online Training Via Pega Academy	•	•	•
	Pega Exchange Access - Easily extend your solution with pre-built components	•	•	•

Contact for questions and quote: <https://www.pega.com/contact-us> | **617-374-9600**

Free trial: <https://www.pega.com/products/try-now>

⁷ **Unified Messaging Edition:** Single-tenant VPC for CRM and case data. Multi-tenant cloud for desktop.