



PegaWorld

JUNE 7-9 | LAS VEGAS

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Modernizing VB Claims with AI-Driven Insight

Preserving what matters while
designing the claims experience for the
next generation.



Imagine a historic building serving the community

...but the community needs have changed.

How do we...



Modernize function



Preserve value





LEGACY REALITY

The hidden pipes problem exists in IT too

Business rules trapped in code.
Green screens.
Monolithic structures.
Documentation gaps.



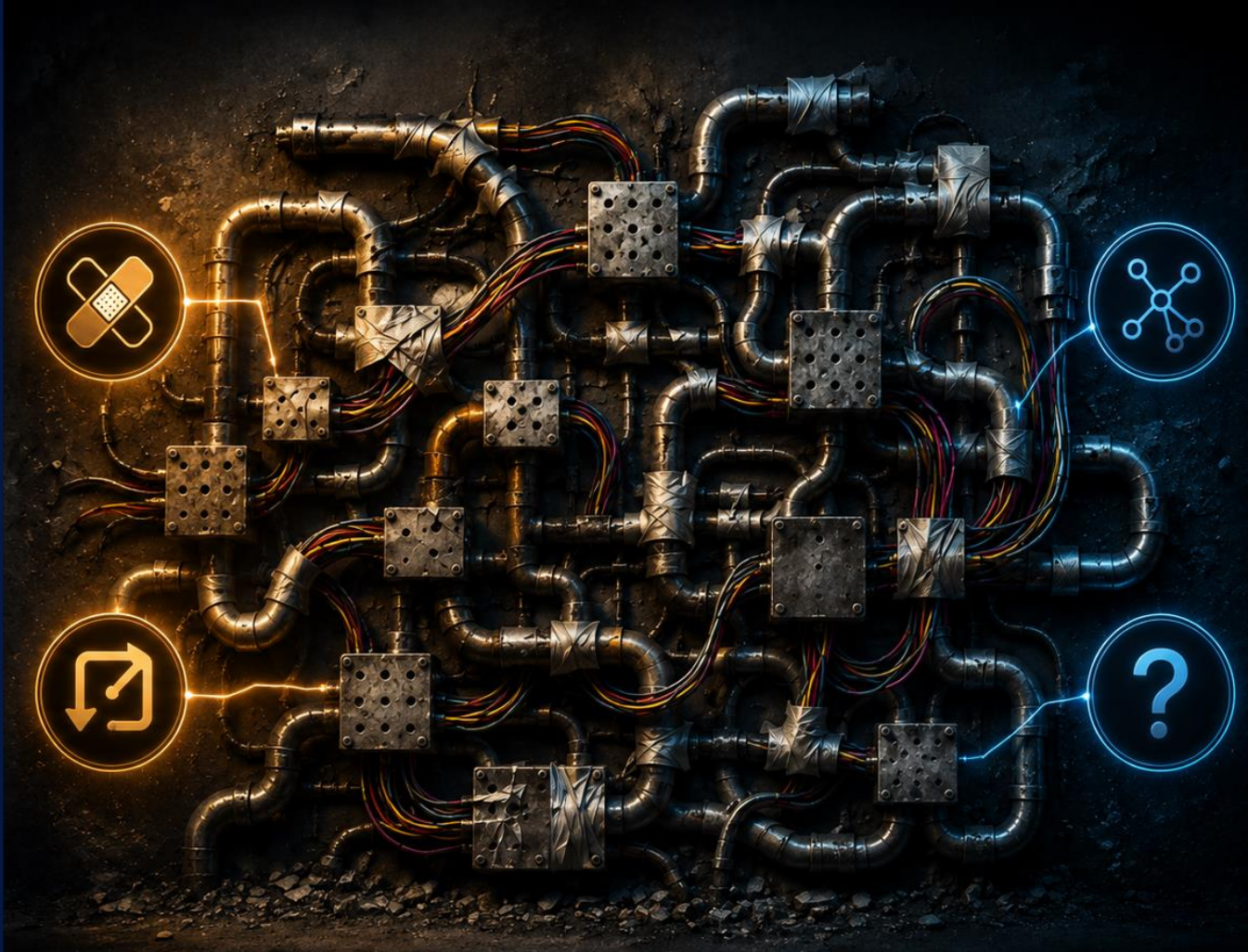
Decades of patches and reroutes



Business rules in green screens



You don't understand it until you open it up





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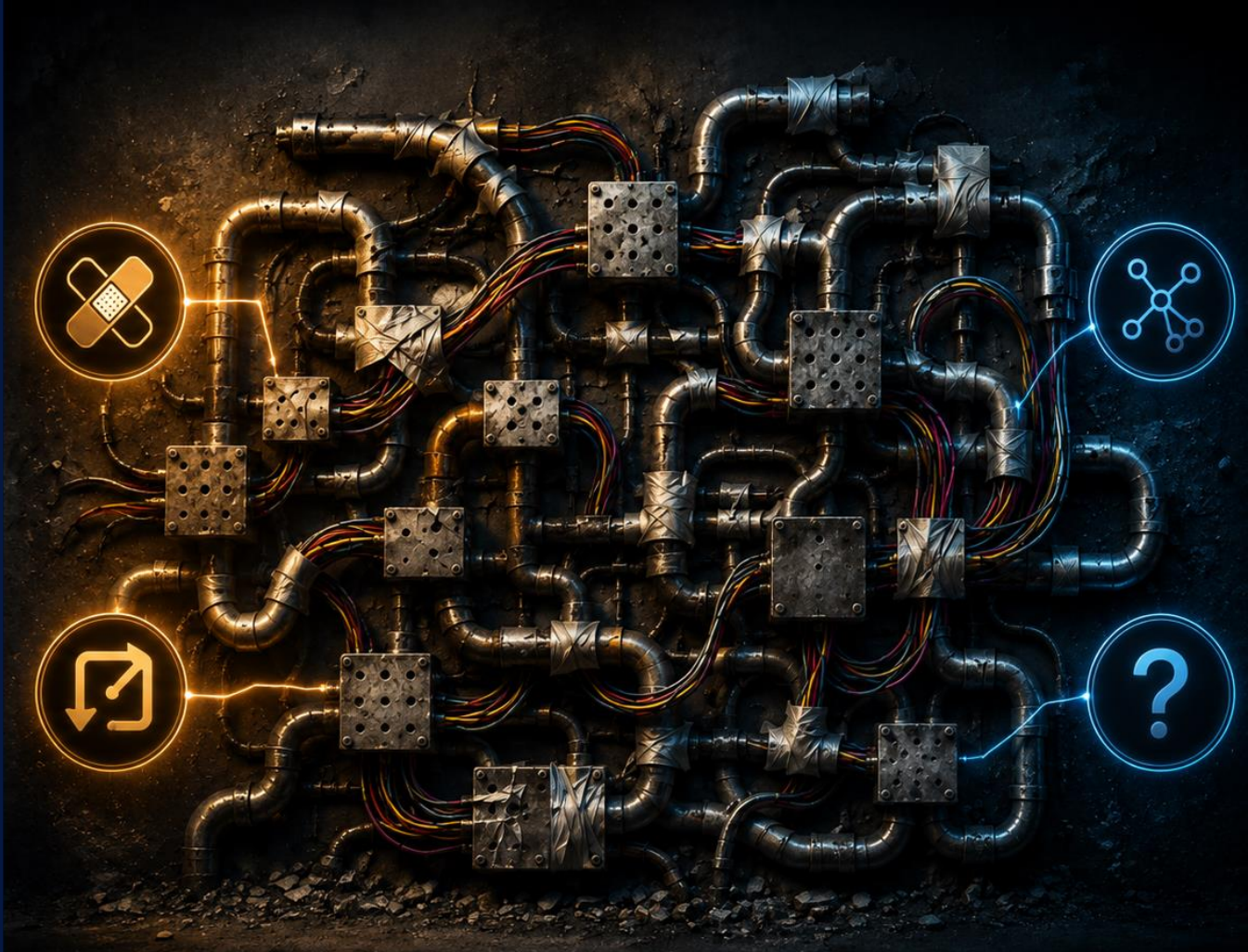
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THE QUESTIONS

How do you
modernize...
without losing
what matters?

How do you
reduce risk...
while still making
meaningful
progress?

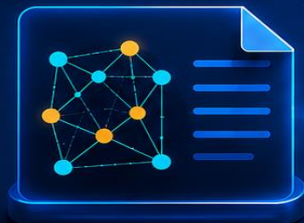
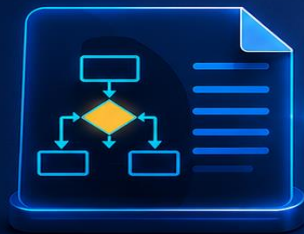




DESIGN THE FUTURE

Pega GenAI Blueprint defines the target experience

Use discovery outputs to
shape workflows, business
rules, data models, personas,
and user experience.



Process Transformation

Stakeholder Buy-In



PAST TO PRESENT

“The past is a pebble in my shoe.”

... We didn't always have shoes...



Technical constraints



Platform limitations



Legacy thinking



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CRITICAL DISTINCTION

This is not a lift-and-shift

Going back to the building analogy;
we're no longer just repairing rooms...
We're redesigning how people move through the space.

Enter

Interact

Experience



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LESSONS LEARNED

What we know now...

Discovery is deeper than expected. Start with experience. AI accelerates but doesn't replace judgment. Value depends on perspective.

Discovery

Experience first

AI + judgment

Customer grounding



1 THE SYSTEM ALWAYS KNOWS MORE THAN THE DOCUMENTATION.



2 START WITH THE EXPERIENCE, NOT THE LOGIC.



3 AI IS A POWERFUL ACCELERATOR...



4 ONE THING WE LEARNED QUICKLY—VALUE DEPENDS ON PERSPECTIVE.



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