

Pega Prediction Studio

Build, monitor, and deploy AI models

Pega Prediction Studio provides a dedicated home for data scientists within the Pega Customer Decision Hub™. It provides a single module where they have full control over the predictive and adaptive models used to make predictions and engage customers one-to-one.

More specifically, users can:

Create new predictive or adaptive models

Prediction Studio guides users through the process of creating new predictive (regression, decision trees, genetic algorithms, etc.) or adaptive machine-learning models to predict customer behaviors – like purchasing a new product, needing service, churning, or defaulting over the life of the product.

Integrate models for real-time use

Most systems only allow you to use models created in their product, but Pega's AI is open. Prediction Studio allows users to import any PMML-compliant, H2O-3, or H2O Driverless AI model, and execute it in real time as part of a decision strategy. Likewise, Pega can also initiate service call-outs to models created in Google Cloud Machine Learning or Amazon SageMaker, as the decision is being made.

Control AI transparency with the Pega T-Switch

In Prediction Studio, business users simply define the appropriate level of transparency needed for each model using a sliding scale from one (most opaque) to five (most transparent). The transparency scores help guide users to build responsible AI systems – maintaining regulatory compliance and mitigating potential risks, while still delivering an exceptional customer experience.

Monitor and optimize model performance

Prediction Studio constantly monitors the performance of your AI models versus their expected outcomes. When a model needs attention, users receive actionable insights to help identify what needs improvement.

Challenge

Analytics-driven organizations are moving beyond offline, batch-driven modeling. They're using centralized AI with real-time decisioning to personalize experiences "in the moment," and scale analytics across the enterprise. But what if your models and data weren't designed for real time? How do you get to the next level, without tremendous cost and risk?

Solution

The power is in your hands with Pega Prediction Studio. Data scientists now have the tools they need to build and score models in real time, manage changes, and ensure every decision is relevant to the individual recipient. And the decisioning process is transparent, with all outputs screened for bias – so your business is always protected.

Rapidly develop real-time models

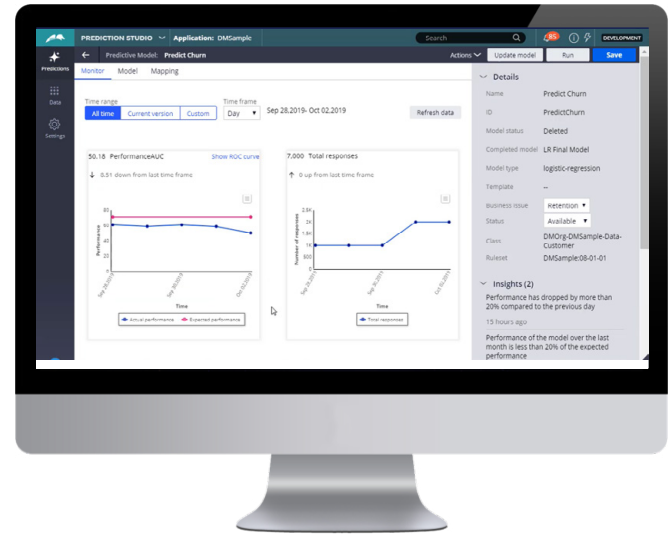
Prediction Studio's visual, easy-to-use wizards empower users to create powerful predictive and adaptive models – which are then used to score and personalize experiences in real-time, across channels.

Constant refinement and optimization

With cross-channel responses collected and reported in real-time, data scientists have a steady flow of contextual data to train models, engineer new features, and optimize performance.

Drive better business outcomes

With Prediction Studio's Open AI, Pega provides the flexibility you need to do the job right. You can operationalize almost any model for real-time use by combining our predictive and adaptive modeling capabilities and integrating third-party AI services. That combined level of predictive power increases customer relevance, improves response and conversion, and drives huge lift in overall customer lifetime value.



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