



JUNE 1-3, 2025 | LAS VEGAS

# Ask Me Anything: Pega GenAI Blueprint

Ask Us *Anything*

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# Today's Speakers



**Tara DeZao**  
Senior Director, Product Marketing  
1-1 Customer Engagement

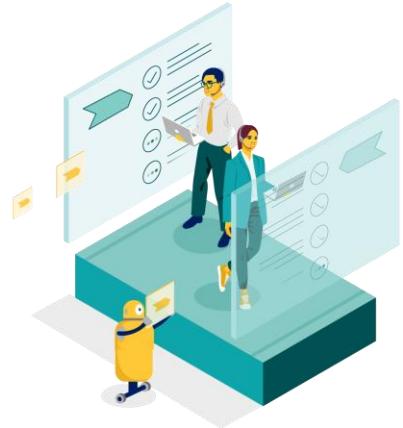


**Matt Healy**  
Sr. Director, Product Marketing  
Workflow Automation

# Pega GenAI Blueprint™

## Envisioning transformation

is often the biggest roadblock to making it happen.



- ▶ Pega GenAI Blueprint represents a paradigm shift in the way Pega applications are designed and developed
- ▶ Is the fastest way to envision, validate and transform your ideas into applications
- ▶ Enables business & IT collaboration and will help IT deliver more projects more successfully
- ▶ Is a strategic part of Pega's overall low-code delivery methodology

# Pega GenAI Blueprint – Customer Engagement

## Seamless Omnichannel Customer Experiences

is the ideal state for brands, but biggest challenge for marketers.

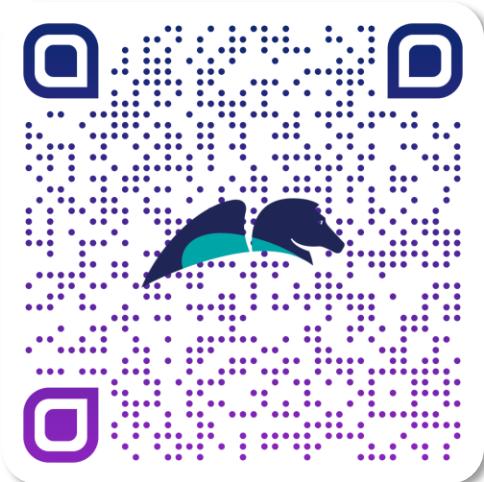


- Customer Engagement Blueprint helps brands visualize and transform the way they engage customers throughout their journey.
- Use Blueprint to visualize AI-driven personalization, journey orchestration, and new programs leveraging your own brand identity.
- Understand what's possible with new offers and capabilities to optimize and modernize your existing Customer Decision Hub strategy.
- Explore adding new lines of business, use cases, channels, and data sources to your 1:1 customer engagement programs—and share it with your team.

Envision your next app, today.

## Pega GenAI Blueprint™

Optimize workflow design, fast, with the power of Pega GenAI™.



Transform customer engagement.

## Pega GenAI Blueprint™

Customer Engagement

Turn everyday moments into extraordinary experiences.





# PegaWorld

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