



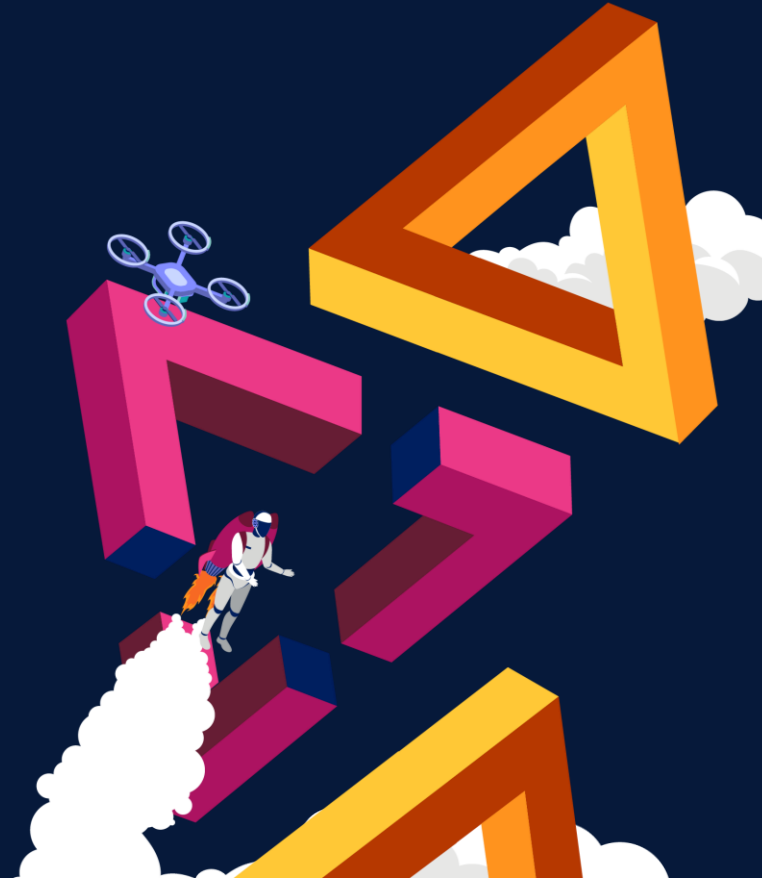
PegaWorld

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



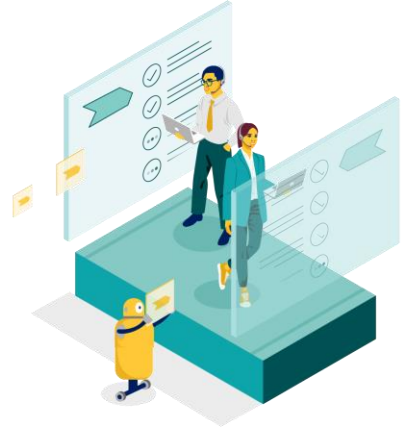
**Matt Healy**

Sr. Director, Product Marketing  
Workflow Automation

# Pega GenAI Blueprint™

## Envisioning transformation

is often the biggest roadblock to making it happen.

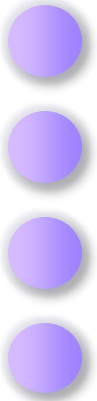


- Pega GenAI Blueprint represents a paradigm shift in the way Pega applications are designed and developed
- Is the fastest way to envision, validate and transform your ideas into applications
- Enables business & IT collaboration and will help IT deliver more projects more successfully
- Is a strategic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

# Pega GenAI Blueprint – Customer Engagement

## Seamless Omnichannel Customer Experiences

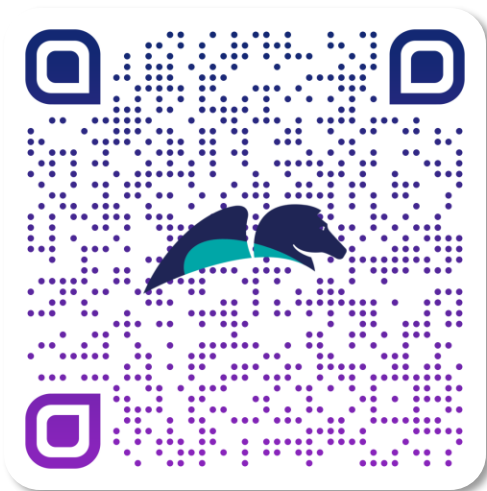
is the ideal state for brands, but biggest challenge for marketers.

- 
- ▶ 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.





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