



PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

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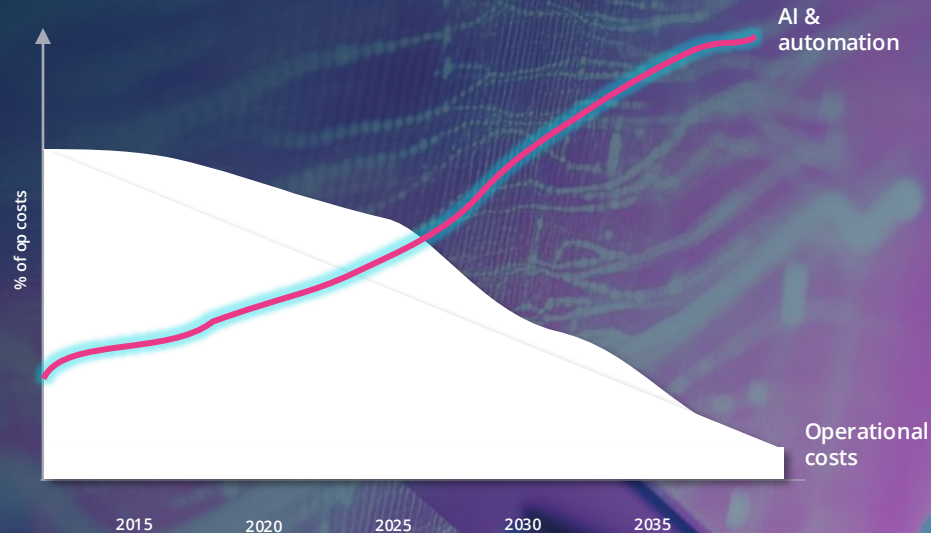
# Pega-as-a-Service & GenAI: The Autonomous Enterprise in Action!

Rahul Ashok, VP Cloud Acceleration Group  
Stu Smith, Modernization Success Director



Gartner predicts that by 2026

# AI will cut labor costs by \$80 billion



# What could it mean for your business

if you could harness the power of agents and the predictability of workflows?



Your **operation & customer service**

Agent Experience



Your **workflows**

Agent Steps, Dynamic  
AI Workflows

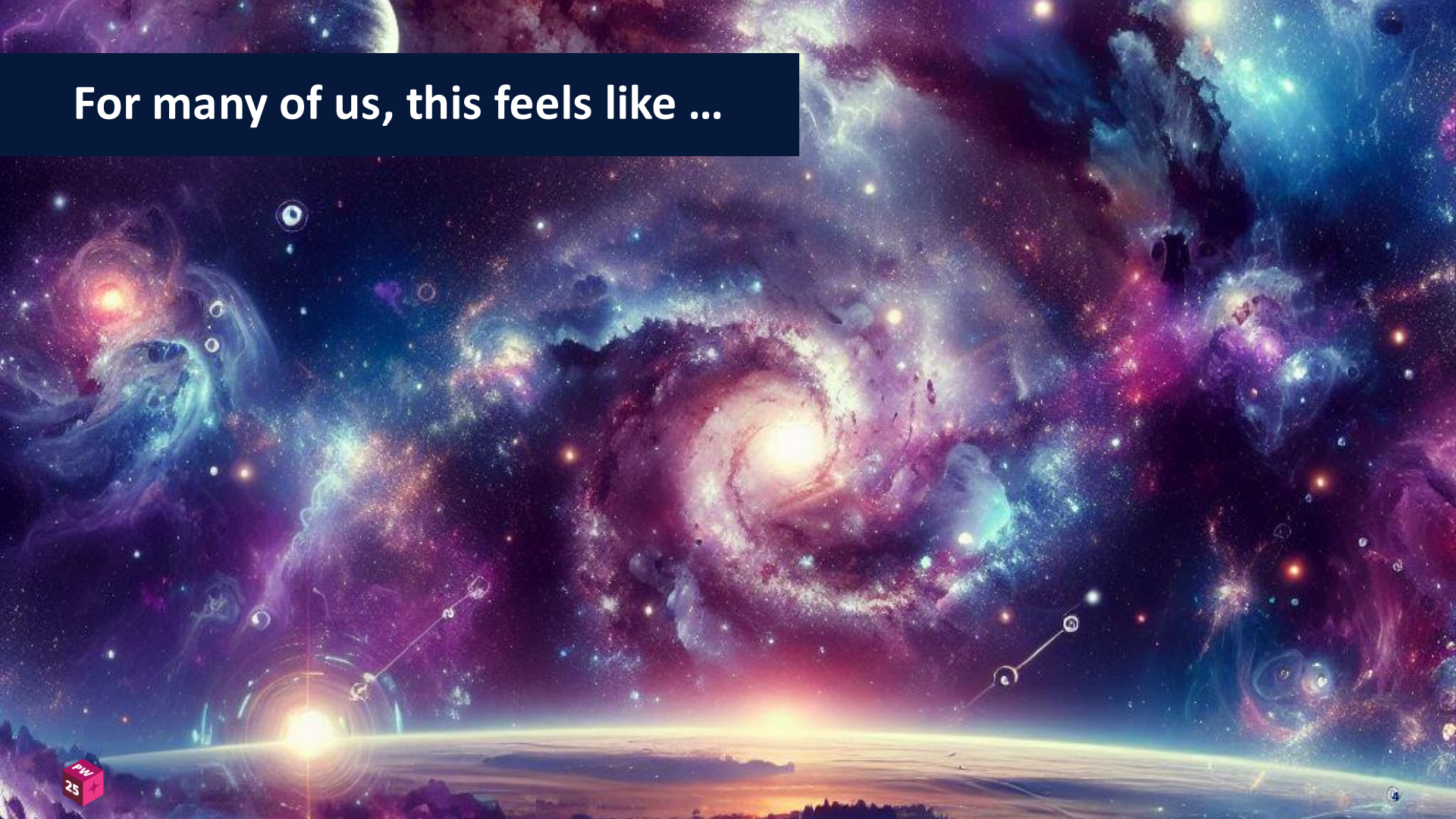


Your **workforce**

Agents, Coaches, Buddies,  
and more



For many of us, this feels like ...



# How did we get here?



**At first**, most clients start with strong alignment between what they could do with Pega and what they are doing with Pega.

**Over time**, the two diverge with new Pega releases, approaches and capability – changes don't keep pace with innovation.

# Our 3 Step Plan to the Autonomous Enterprise

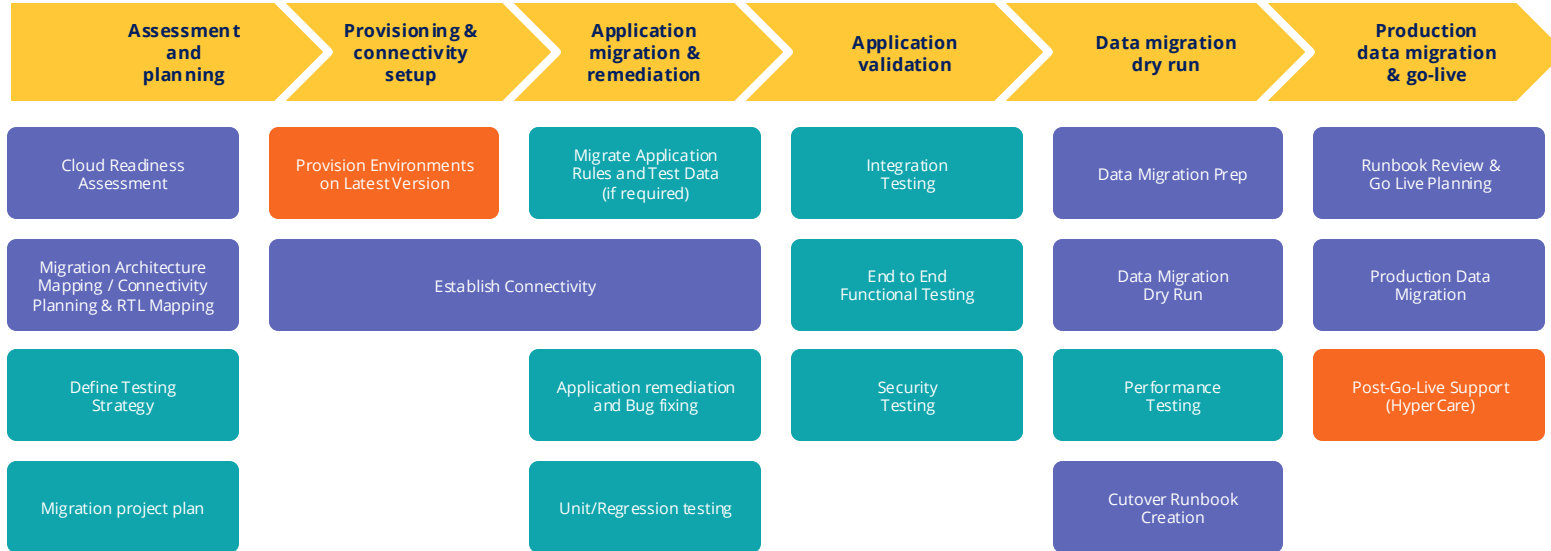


# Playbook for Pega-as-a Service

Stages and steps for migrating applications on a single system



View our  
comprehensive  
migration  
documentation



- Client /Partner responsibility
- Pega + Client/Partner responsibility
- Pega responsibility

# How do we define Modernization?





## The 3 lenses ...

**Operations**



**Business**

**Technology**

# Modernization – A Business Lens?

Operations

- ✓ Clear business vision
- ✓ Blueprint Adoption
- ✓ AI Strategy
- ✓ Capability Use
- ✓ Change Sponsor Effectiveness

Business

Technology

# Modernization - An Operational Lens?

**Operations**

**Business**

**Mature COE / COI** ✓

**Upgrade / Patch Maturity** ✓

**PDC Adoption** ✓

**Data Archiving** ✓

**Dev Ops** ✓

**Technology**

# Modernization – A Technology Lens?

Operations

Business

Minimal Customization ✓

Security ✓

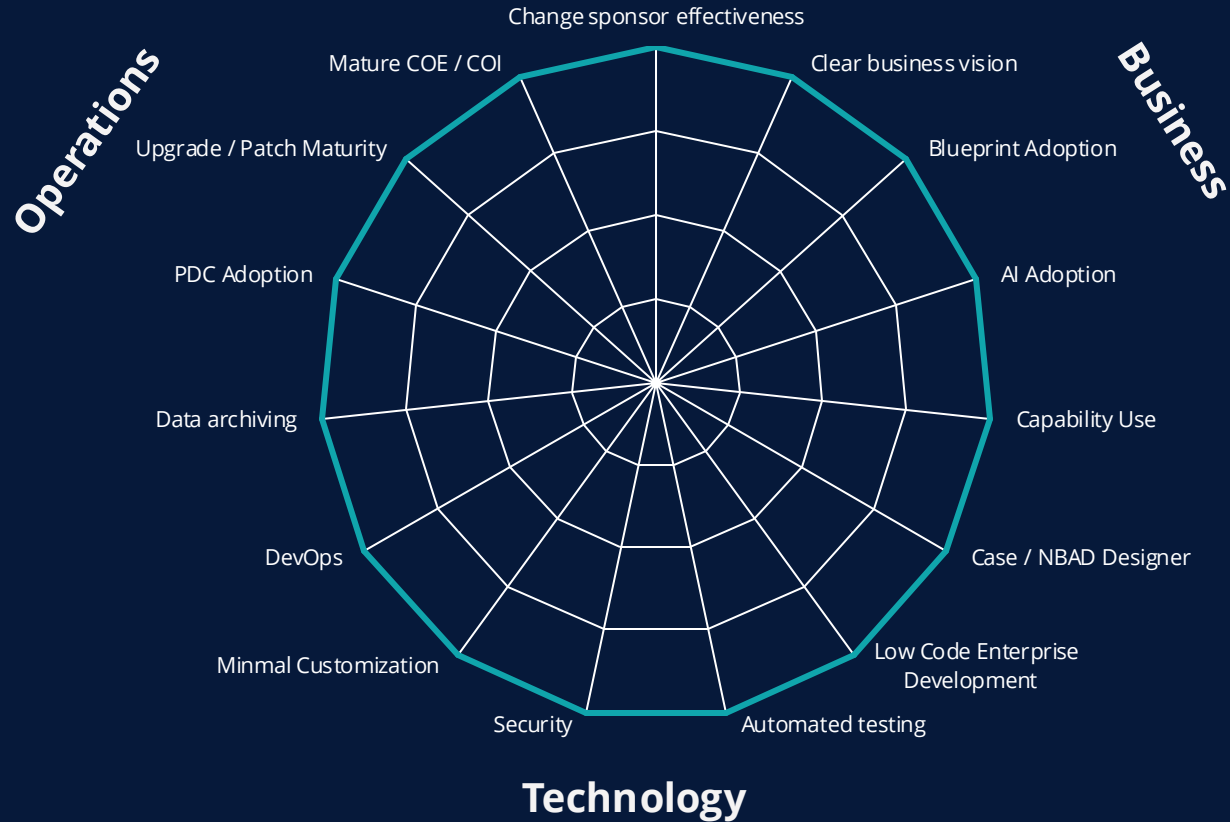
Automated Testing ✓

✓ Case / NBAD Designer

✓ Low Code Development

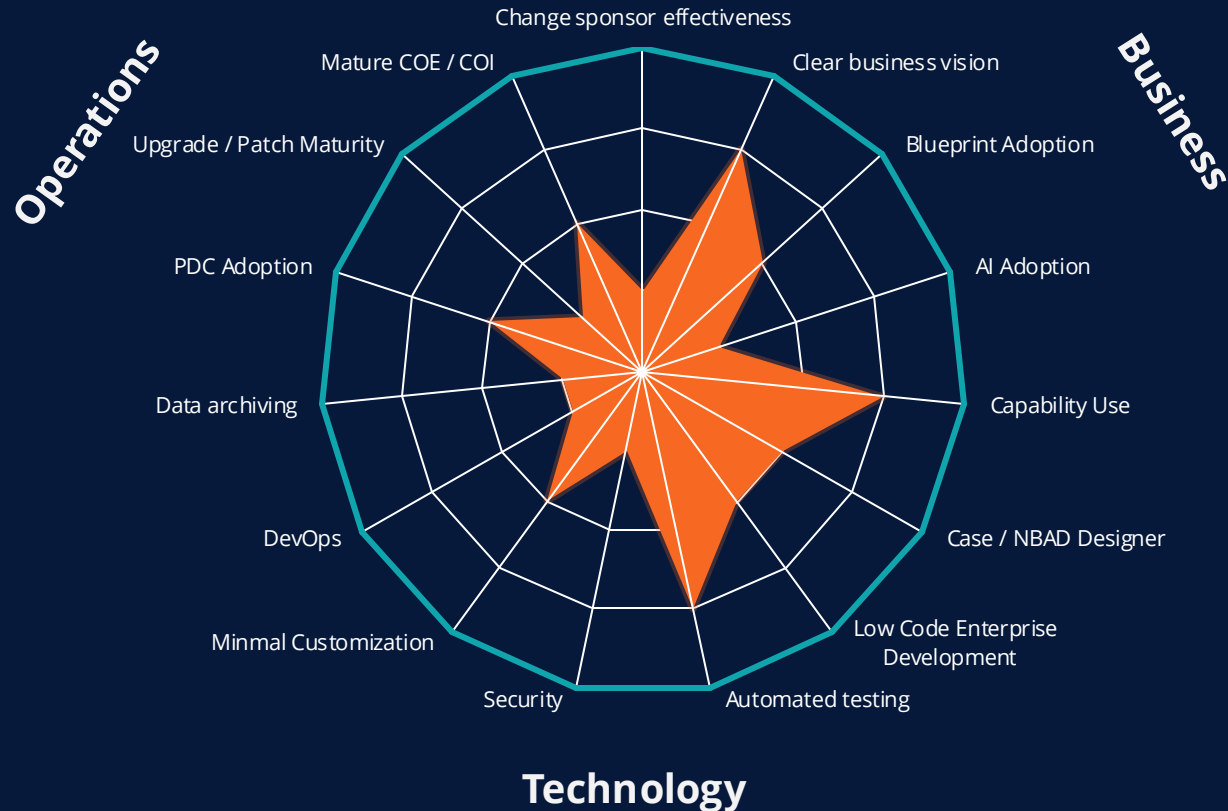
**Technology**

# Discovery – One Single View





# Discovery – Completed Example



# Modernization Hyperdrive

Introducing the Application Signature Tool



# Blueprint Reimagined – Foundational Principles



## Automated Discovery

- AI Assisted
- Time and Cost Savings
- Consistency and Repeatability



## Reimagine Case Types

- Automate and Optimize Work
- Modern UX (Constellation)
- Agentic AI Ready



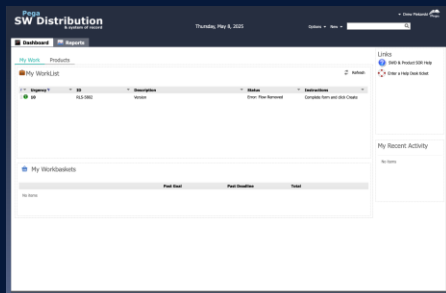
## Maximize Reuse

- Leverage Existing Investment
- Built-on Application Approach
- Incrementally Modernize

# Heritage Modernization

Application Signature Tool + Pega GenAI Blueprint

Identify Target Application



Heritage App: Product System of Record

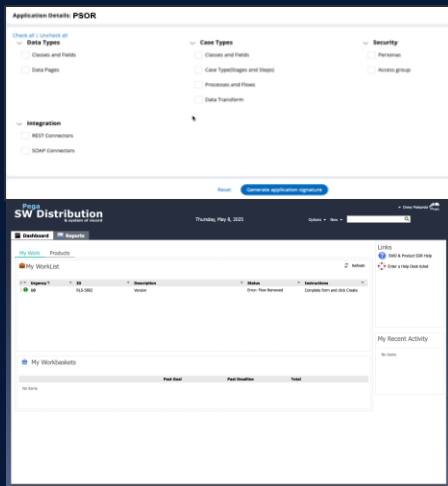
# Heritage Modernization

Application Signature Tool + Pega GenAI Blueprint

Identify Target Application

Extract Assets

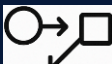
## Introducing: Application Signature Tool



Heritage App: Product System of Record



Case Types



Flows



Decisions



Flow Actions



Service Level Agreements

Workflow



Classes



Schemas



Connect-REST



Validation

Data / Integration



Personas



Access Groups



Work Queue

Personas



Email

Other



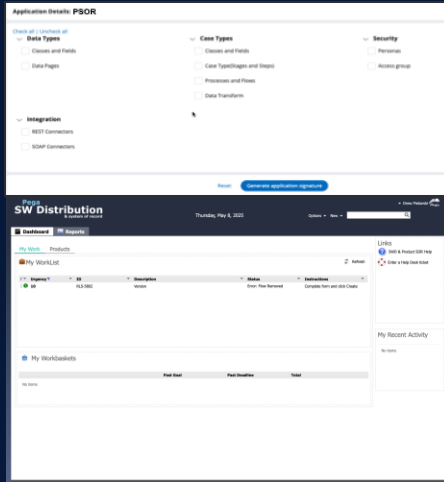
# Heritage Modernization

## Application Signature Tool + Pega GenAI Blueprint

Identify Target Application

Extract Assets

### Application Signature Tool



Heritage App: Product System of Record

```
(+) PSOR_Updated.json > No Selection
1 {
2   "CaseTypeList":[
3   {
4     "CaseCount":"1"
5     "Description":"Personal Edition"
6     "Name":"Personal Edition"
7     "pyClassContext":"AtPegaSWD-Work-Request-PersonalEdition"
8     "pyIsSelected":"true"
9     "TotalOpenCaseCount":"679"
10    "TotalResolvedCaseCount":"68827"
11    "WorkClass":"AtPegaSWD-Work-Request-PersonalEdition"
12    "Case_Type":{
13      "pxResults":[ ]
14    }
15    "Data_Transform":{
16      "pxResults":[ ]
17    }
18    "Flow":{
19      "pxResults":[ ]
20    }
21    "Work_Properties":{
22      "pxResults":[
23      {
24        "Name":"RequiresAEReview"
25        "PropertyMode":"String"
26        "PropertyType":"True-False"
```

Application Signature File

# Heritage Modernization

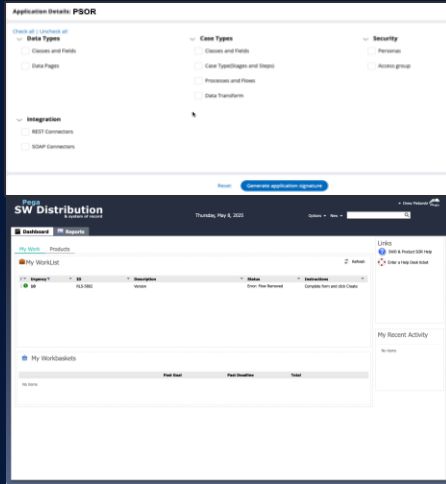
## Application Signature Tool + Pega GenAI Blueprint

Identify Target Application

Extract

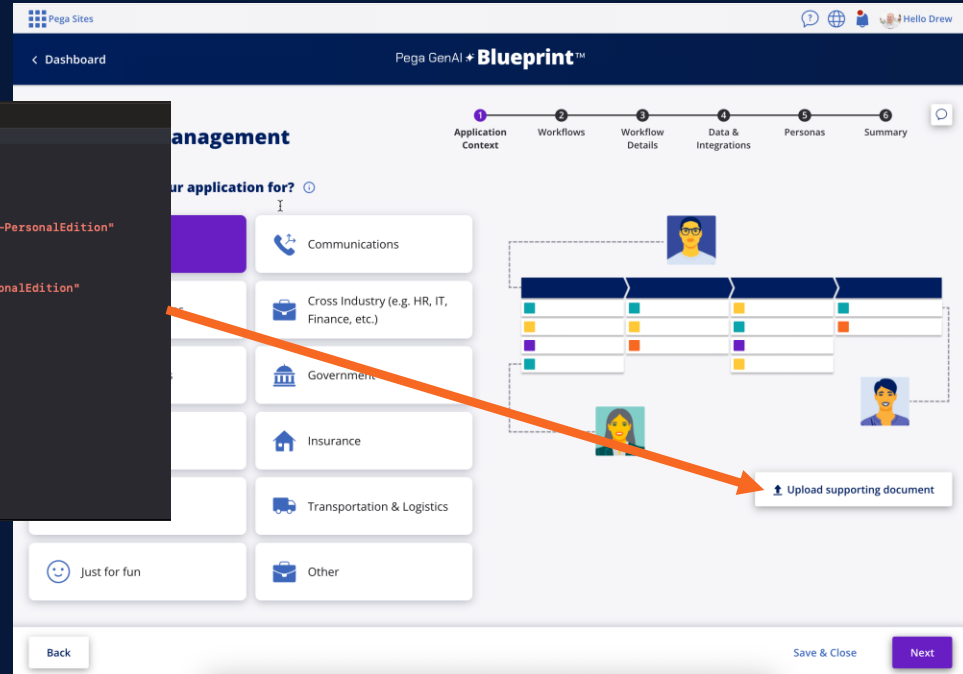
Create Blueprint

### Application Signature Tool



Heritage App: Product System of Record

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1 K
2 "CaseTypeList":[
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# Heritage Modernization

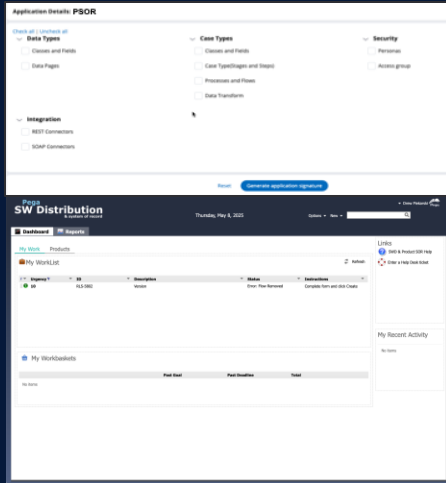
## Application Signature Tool + Pega GenAI Blueprint

Identify Target Application

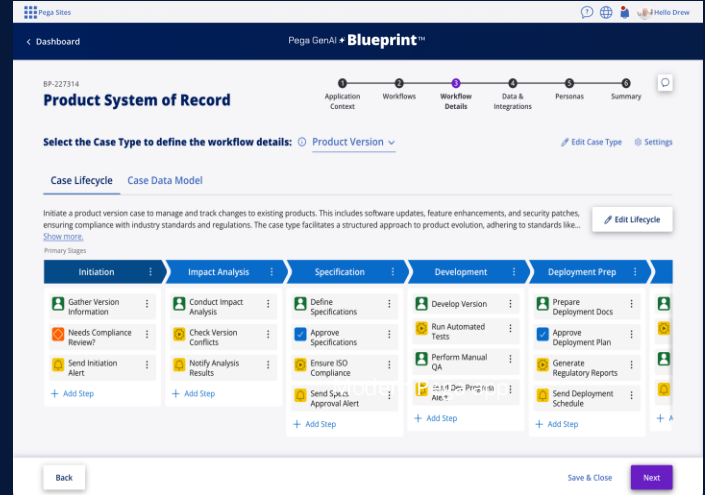
Extract Assets

Create Blueprint

### Application Signature Tool



Heritage App: Product System of Record



Modern Pega app

# Heritage Modernization

## Application Signature Tool + Pega GenAI Blueprint

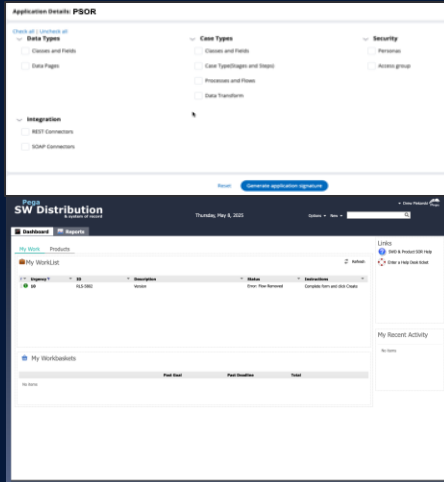
Identify Target Application

Extract Assets

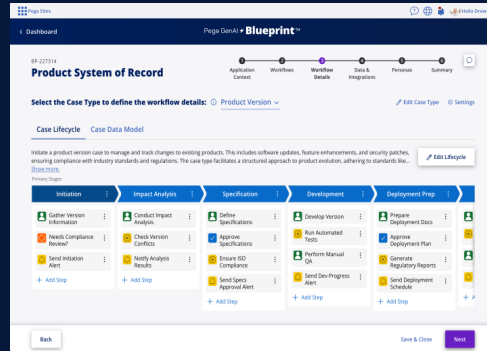
Create Blueprint

Import , Complete, Go Live

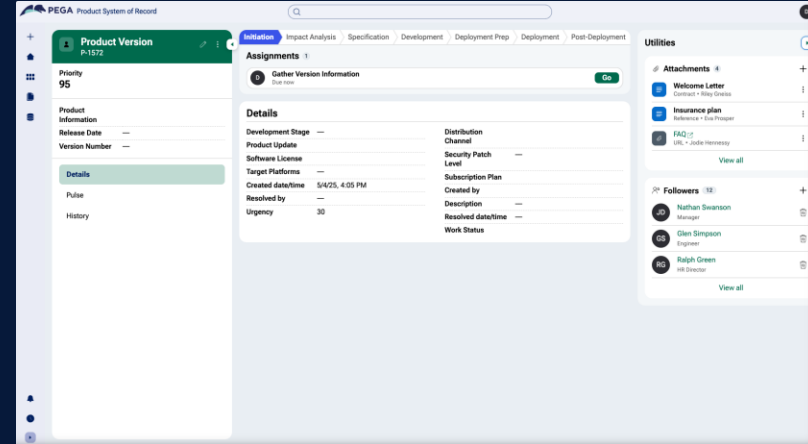
### Application Signature Tool



Heritage App: Product System of Record

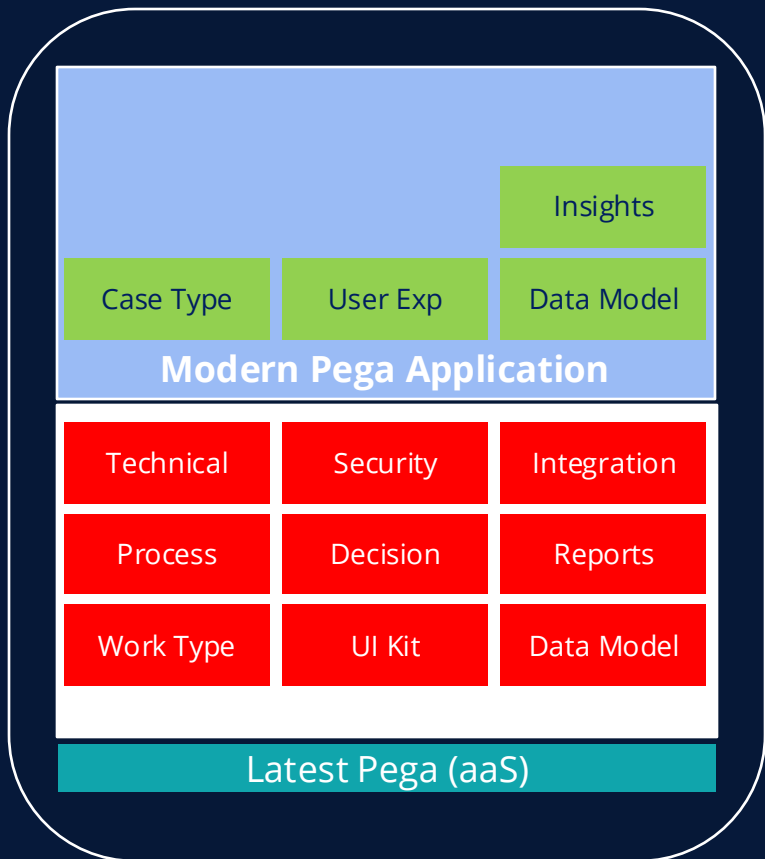


Blueprint Vision



Modern Pega app

# The Modernization Journey



1. Existing Pega heritage application is updated to latest Infinity release
2. Blueprint re-imagined Pega application
  - Built-on heritage application
  - Reuse existing business rules from heritage application
3. Immediately take advantage of Pega's latest best practices
  - Case Structure
  - Modern User Experience (Constellation)



# The Modernization Journey – Future State

|           |          |             |
|-----------|----------|-------------|
| Technical | Security | Integration |
| Process   | Decision | Insights    |
| Case Type | User Exp | Data Model  |

|           |          |             |
|-----------|----------|-------------|
| Technical | Security | Integration |
| Process   | Decision | Reports     |
| Work Type | UI Kit   | Data Model  |

Latest Pega (aaS)

- Cases powered by agentic workflows
- Incrementally modernize new Pega application
- Transform reusable business rules from heritage application



Rules comply with modern Pega



Rules do not comply with modern Pega



Rules to retire

# Reality of Learning Curve

Client Journeys



# What is the experience so far?

Clients at PegaWORLD



**JUNE 2, 2025, 3:15 PM - 4:00PM PDT**  
**CHAIRMAN'S BALLROOM 355**



**JUNE 3, 2025, 11:30AM - 12:15PM PDT**  
**CHAIRMAN'S BALLROOM 361**

# What's Next ?

Innovate and Iterate

1. Reach out to your Pega AE to schedule a deeper conversation
2. Follow up with us via: [modernization@pega.com](mailto:modernization@pega.com)
3. Let's innovate together!



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