



PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

Top 10 AI & Automation Use-cases to Boost Business Operations with Pega

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FORRESTER®



How has the landscape changed?



The 3 types of AI & how they're being used in operations



Traditional AI/ML



Generative AI



Agentic AI

**Predictions &
personalization**

**Creating content &
enabling conversations**

**AI for complex
workflows**

What if you could have
the power of agents



with the
predictability of
workflows?

Plus...the 2 types of Agentic AI



Assistive AI

Productivity & personalization



AI for Process Automation

Extension of workflow automation

How are enterprises using Agentic AI in operations?



AI Use Cases for Agentic AI

1. **Self-service that actually works.** Fully resolving customer requests without a human
2. **Goodbye manual work.** Eliminating tedious & repetitive work
3. **Instant info.** Giving employees the best info for the job they're tackling.
4. **Organizing the unexpected.** Turning ad hoc work into organized processes



How are enterprises using AI for process optimization?



AI Use Cases for Process Optimization

1. **Understanding how processes work.** Building process models to get visibility into the way work flows.
2. **Removing blockers to efficiency.** Finding the bottlenecks and roadblocks that slow you down.
3. **Automating compliance.** Making sure processes conform to guidelines and legal requirements.

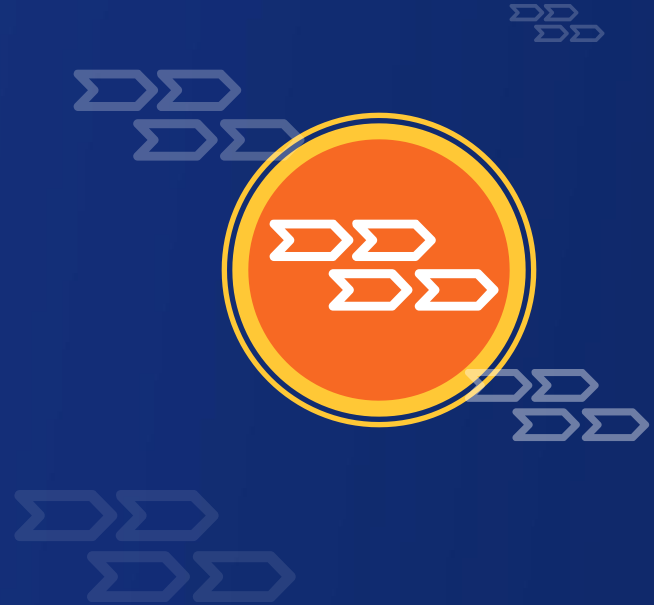


How are enterprises using AI for process automation?



AI Use Cases for Process Automation

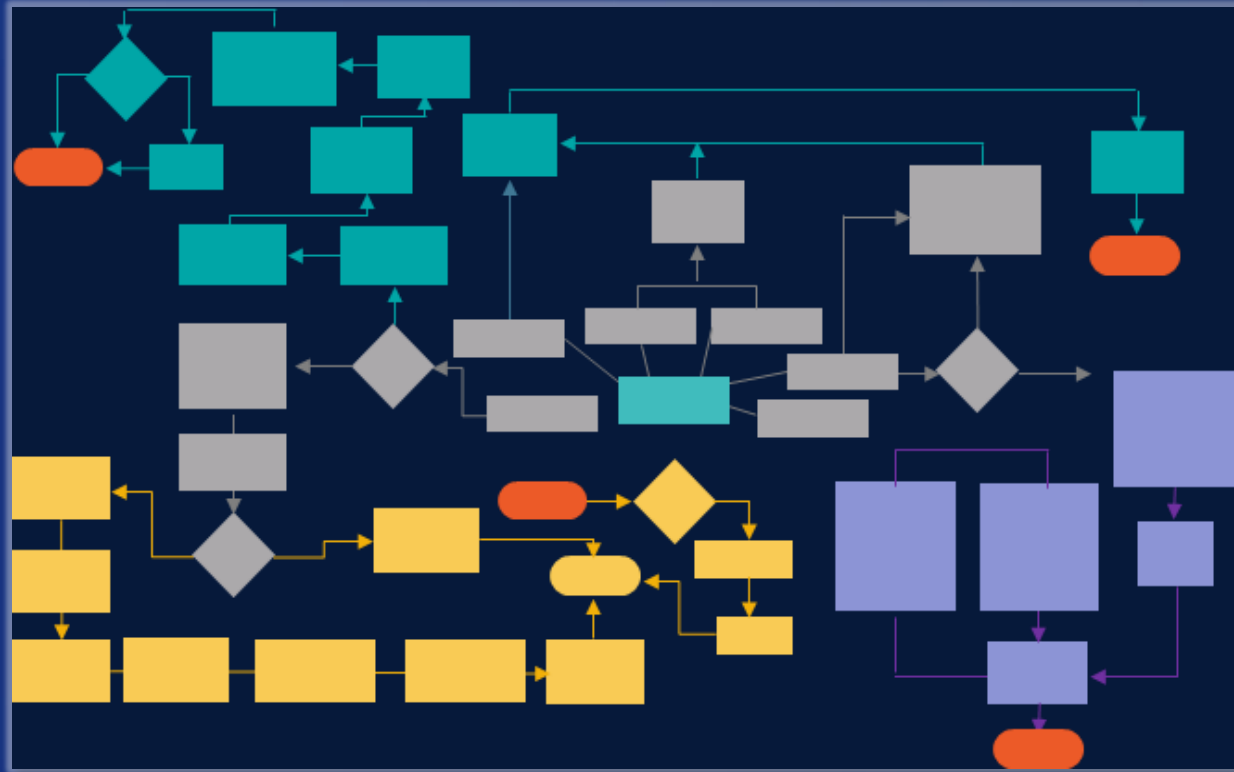
1. **Prioritizing high-impact work.** Focusing resources on the activities with the biggest impact.
2. **Adapting as you go.** Using the context of your workflows to change course and optimize for the best outcomes.



How are enterprises using AI to transform legacy systems?



74%
of organizations
fail to complete
their legacy
transformation
projects



AI Use Cases for Legacy Transformation

1. **The sky is the limit.** Completely transforming legacy processes into modern workflows.
2. **Designing & building new processes fast.** Ending the slog of traditional legacy transformation processes in favor of streamlined & swifter methods.



NEW Pega Research on AI Use Cases

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WHITEPAPER | PDF | 12 PAGES

Putting AI to work in operations: The best low-risk, high-impact use cases right now

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Using input from AI execs at Pega and other market-leading orgs, we've outlined a strategic approach to incorporating AI and automation into your operational ecosystem, with special consideration given to concerns about risk, time-to-value, and impact.





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