



JUNE 1-3, 2025 | LAS VEGAS

Transforming Marketing with Customer Engagement Blueprint

Pega | Adqura | NatWest Group | Suncorp Bank

Information shared during PegaWorld is not an offer or commitment by Pegasystems and does not create any legal obligation for Pegasystems, including to deliver any material, code, or functionality. The timing of the development and release of any features or functionality described about our products remains at our sole discretion. ©2025 Pegasystems Inc.





Philip Mann
Director, Pega Business Excellence
1:1 Customer Engagement



Aimee Ross-Taylor
Personalisation &
Experimentation Manager
Suncorp Bank



Leana Kielkowicz
Decisioning Lead
NatWest Group



Sameer Prakash •
Adqura - CTO and Co-Founder
1:1 CE Thought Leader



Pega GenAI ✨ Blueprint™ Customer Engagement

OBJECTIVES

Educating stakeholders on the NBA Paradigm.

Educate

1

Create

Creating artefacts for import into CDH.

3

Pega GenAI ✨
Blueprint™
Customer Engagement

2

Ideate

Ideating and refining the possibilities.

USE CASES

Delivering an MLP with a new client.

Start

1

3

BAU

Business operations for an existing client.

Pega GenAI ✨
Blueprint™
Customer Engagement

2

Grow

Expanding the scope of an existing client.



PegaWorld

JUNE 1-3, 2025 | LAS VEGAS



PEGAWORLD.COM

