



PegaWorld **iN**spire

PegaWorld **iN**spire for Developers: How to Get the Most Out of Pega and PegaWorld **iN**spire

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iNtroduction & Agenda



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iNtroduction & Agenda

Maximizing PegaWorld iNspire '23:
Unlock Your Superpower

Pega Community & Tools:
Realize Your Superpower



Transformation Starts with Strategy



Center-out™

Business architecture

Designed around customers and outcomes to avoid silos, centralizing business logic to connect customer experience



3 pillars

Rapid configuration

Guide the business using low-code configuration in App Studio to capture your **Microjourneys™**, **personas** and **channels**, and the **data** you need



Pega Express™

Delivery approach

Brings Center-out to life with the 3 pillars, delivering your project iteratively using best practices, underpinned with design thinking techniques

Maximize PegaWorld **iN**spire '23: Unlock Your Superpower



Embrace Low-code Development

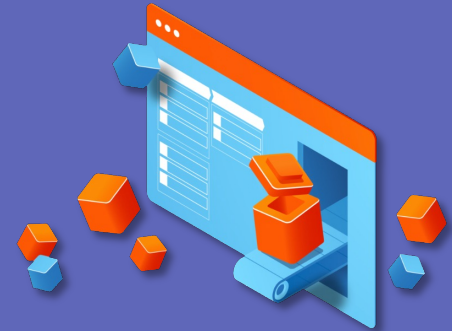
By 2026, 80% of low-code development tool users will be from outside formal IT departments

Source: Gartner, December 2022



The Pega Vision

- Low-Code has always been part of our DNA...since 1983!
- Fostering Business-IT engagement with Low-Code App Factory
- Products are just tools – empower those who need to execute at scale



As a professional and technical developer...

- Have the right mindset to embrace it
- Champion citizen developer impact
- Set them up for project success



As a citizen and business developer...

- Find the right projects to make an impact
- Seek professional developer allies
- Think systematically about your approach
- Invest the time to learn the tools

Low-Code @ PegaWorld iNspire '23: Innovation Hub

Pega Express



Client Success and Innovation

Pega Cloud and Support

Academy and Community



Learn Your Way @ Pega

App Studio
Low-code App Factory
Ai-assisted Development



Workflow Automation

User Experience

Robotic Automation

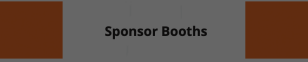
AI and Autonomous Enterprise



The Hub Lounge



New at Pega Experience



Sponsor Booths

1:1 Customer Engagement

Customer Service

Healthcare

Insurance

Government

Communications

Financial Services



Low-Code @ PW iNspire '23: Sessions

| SESSION | WHEN | WHERE |
|--|--|----------------------------|
| Realizing the Promise of Citizen Development: Perspectives on Challenges and Success | Completed | Pega.com [Watch Replay] |
| Citizen Development Is Not What You Think It Is: Establishing an Innovation Factory for Low Code Development | Tuesday, June 13, 2023 12:45PM - 1:30PM | Chairman's Ballroom 363 |
| Strategy and Lessons Learned Enabling a Global Low Code Citizen Developer Community at JPMC | Tuesday, June 13, 2023 3:15PM - 4PM | Premier Ballroom 315 |

Post PW iNspire '23 Resources

RESOURCE

WHERE

Pega Role Hubs

community.pega.com/roles

Low-Code App Factory Hub

community.pega.com/low-code-factory

Citizen Dev How-to Video Library

community.pega.com/video

Pega Express Methodology

community.pega.com/project/express-delivery

Low-Code App Builder
Low-Code App Builder Extended
Business Architect

academy.pega.com

Excel with Process Optimization

On average, large enterprises have approximately 129 independent business applications running – an increase of 68% in the past 4 years

Source: Octa Business @Work Report, 2019

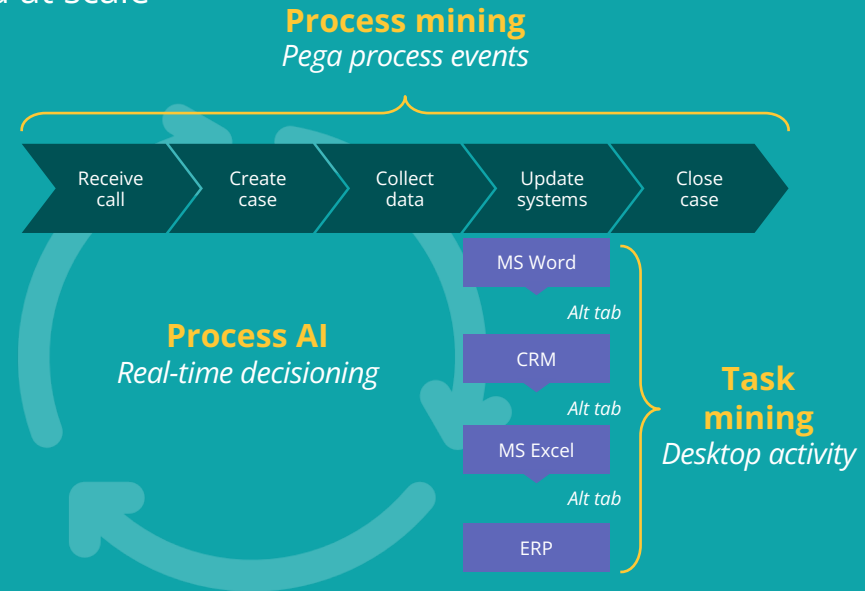


The Pega Vision

- The world isn't static – neither are your processes – you need to continuously evolve
- Put workflows and decisions at the center to drive smarter, optimized solutions
- Optimization needs to be quick, easy, automatic, and at scale

As a developer...

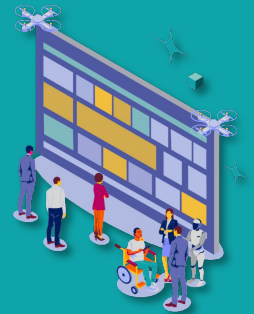
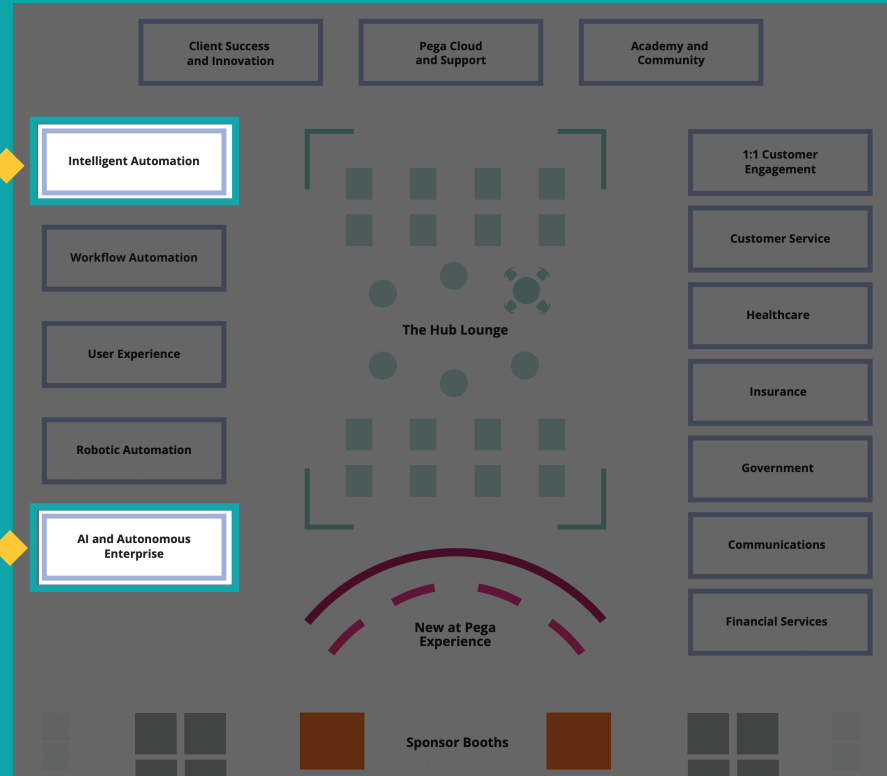
- Gain a better understanding of what and why – no longer just the how
- Learn to quickly identify inefficiencies
- Think about new and existing case types or solutions – how might they be improved?



Process Optimization @ PW iNspire '23: Innovation Hub

Process Mining
Task Mining

Process AI



Process Optimization @ PW iNspire '23: Sessions

SESSION

WHEN

WHERE

Achieving Process Excellence with Task Mining and Process Mining at Navy Federal Credit Union

June 12, 2023
12:45PM – 1:30PM

Premier
Ballroom 315

Process Mining 101: Continuously Improve and Transform Your Pega Workflows with Process Mining

June 13, 2023
3:15PM – 4:00PM

Chairman's
Ballroom 357

Post PW iNspire '23 Resources

RESOURCE

WHERE

Process AI Documentation

Process Mining Documentation (Coming Soon)

Workforce Intelligence Documentation

docs.pega.com

How Process Mining Tools Can Take Your Business Where It Needs To Go the Rise of the Autonomous Enterprise

pega.com/insights

Pega Process AI Essentials

Optimizing Workflows with Pega Process AI

Pega Process Mining Essentials (Coming Soon)

academy.pega.com

Enable High-Impact User Experiences

By 2025, over half of all new digital products globally will be traceable to a platform-based or open-sourced design system

Source: Gartner, September, 2022



The Pega Vision

- Paradigm shift to center-out design – no hard-coded business logic in the channels
- Orchestrates workflow with any modern front-end
- Accelerate authoring and maintaining apps with prescriptive front-end
- Best in class, standards-based architecture supporting accessibility

As a developer...

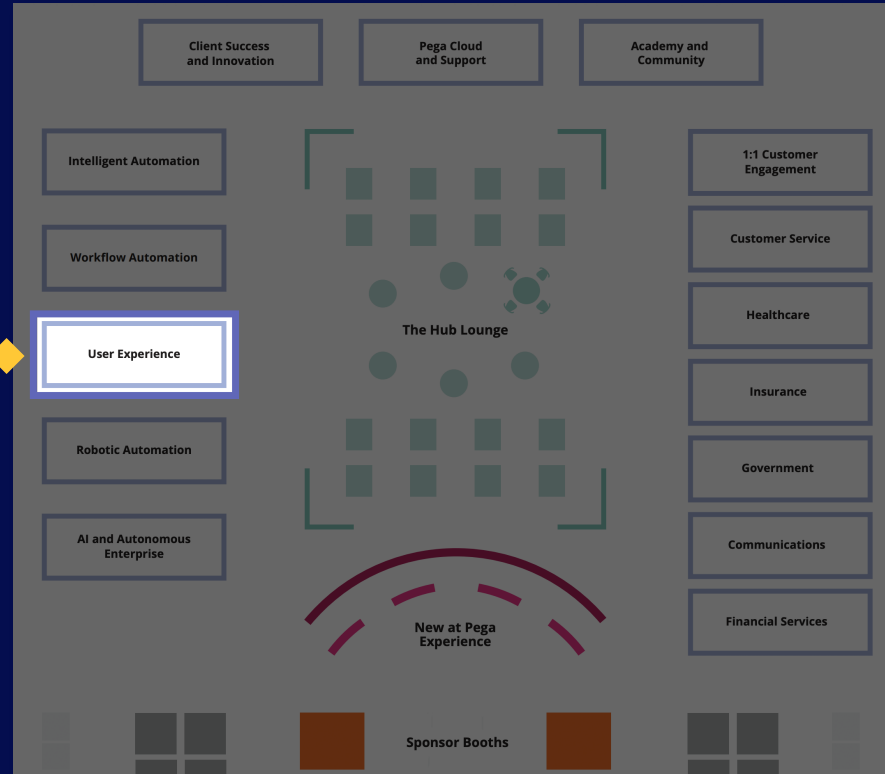
- Configure new applications on Constellation
- Understand how existing apps with traditional UI co-exist with new case types built on Constellation
- Focus more effort on business logic and simplified data models



User Experience @ PW iNspire '23: Innovation Hub



Constellation



User Experience @ PW iNspire '23: Sessions

SESSION

WHEN

WHERE

Building for the Total User Experience with Pega Constellation

June 13, 2023
2:00PM - 2:45PM

Chairman's
Ballroom 363

Inside Scoop – Product Vision & Roadmap Hot Seat for Pega Platform and Architecture [*Panel*]

June 12, 2023
3:15PM - 4:00PM

Premier
Ballroom 316

Post PW iNspire '23 Resources

RESOURCE

WHERE

Pega Constellation Design System

design.pega.com

Pega User Experience Hub

community.pega.com/user-experience

UX Documentation Journey (Coming Soon)

docs.pega.com

Pega Constellation View-Based UI for Designers Mission

Other Relevant Modules:

- Pega Digital Experience DX API and Constellation UX Design
- Customizing UI Elements
- Configuring Constellation Applications
- Constellation for Business Architects (Coming Soon)

academy.pega.com

Elevate to Cloud-Native Infrastructure

Kubernetes will propel app modernization with DevOps automation, low-code capabilities, and site reliability engineering (SRE)...organizations should accelerate investment

Source: Forrester's Infrastructure Cloud Survey 2022



The Pega Vision

- Pega Platform enables your evolution to future-proof modern architecture
- Applications will need to change to take advantage of microservices approach
- New business-capabilities will deploy as independent microservices with API-led interactions

As a developer...

- Fully understand the impact of your organization's cloud choice
- Evolve your development processes to take advantage of devops and testing
- Shift your deployment mindset from monolith apps to microjourneys



Cloud-Native @ PW iNspire '23: Innovation Hub

Client Modernization



Client Success and Innovation

Pega Cloud and Support

Academy and Community

Pega Cloud Self-service

Microservice Architecture



Intelligent Automation

Workflow Automation

User Experience

Robotic Automation

AI and Autonomous Enterprise

The Hub Lounge

New at Pega Experience

Sponsor Booths

1:1 Customer Engagement

Customer Service

Healthcare

Insurance

Government

Communications

Financial Services



Cloud-Native @ PW iNspire '23: Sessions

| SESSION | WHEN | WHERE |
|--|------------------------------------|----------------------------|
| Inside Scoop – Product Vision & Roadmap Hot Seat for Pega Platform and Architecture [<i>Panel</i>] | June 12, 2023 3:15PM - 4:00PM | Premier Ballroom 316 |
| Achmea's High Five Mega Modernization Drive | June 13, 2023 11:30AM - 12:15PM | Chairman's Ballroom 363 |
| Panel-How the Pega 'as a Service' Experience Unlocks the Power of Pega for Leading Enterprises | June 13, 2023 2:00PM - 2:45PM | Premier Ballroom 316 |
| Pega Solutions Built by Google: How Google Built Their Solid Foundation to Scale Quickly Across Alphabet | June 13, 2023 3:15PM - 4:00PM | Premier Ballroom 317 |

Post PW iNspire '23 Resources

RESOURCE

WHERE

Externalization of Services in Your Deployment
Externalized Services FAQs

docs.pega.com

Externalization Deployment Changes FAQs

support.pega.com

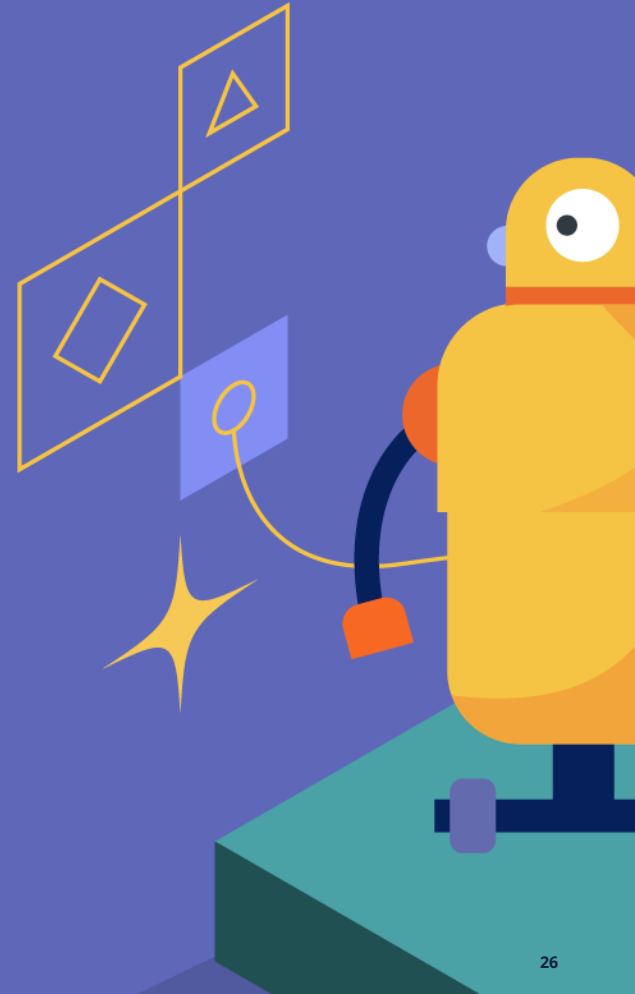
Pega Cloud Essentials
Modular Enterprise Reuse Foundation

academy.pega.com

Enhance with Generative AI

68% of executives believe that the benefits of generative AI outweigh the risks, compared with just 5% that feel the risks outweigh the benefits

Source: Gartner, May 2023



The Pega Vision

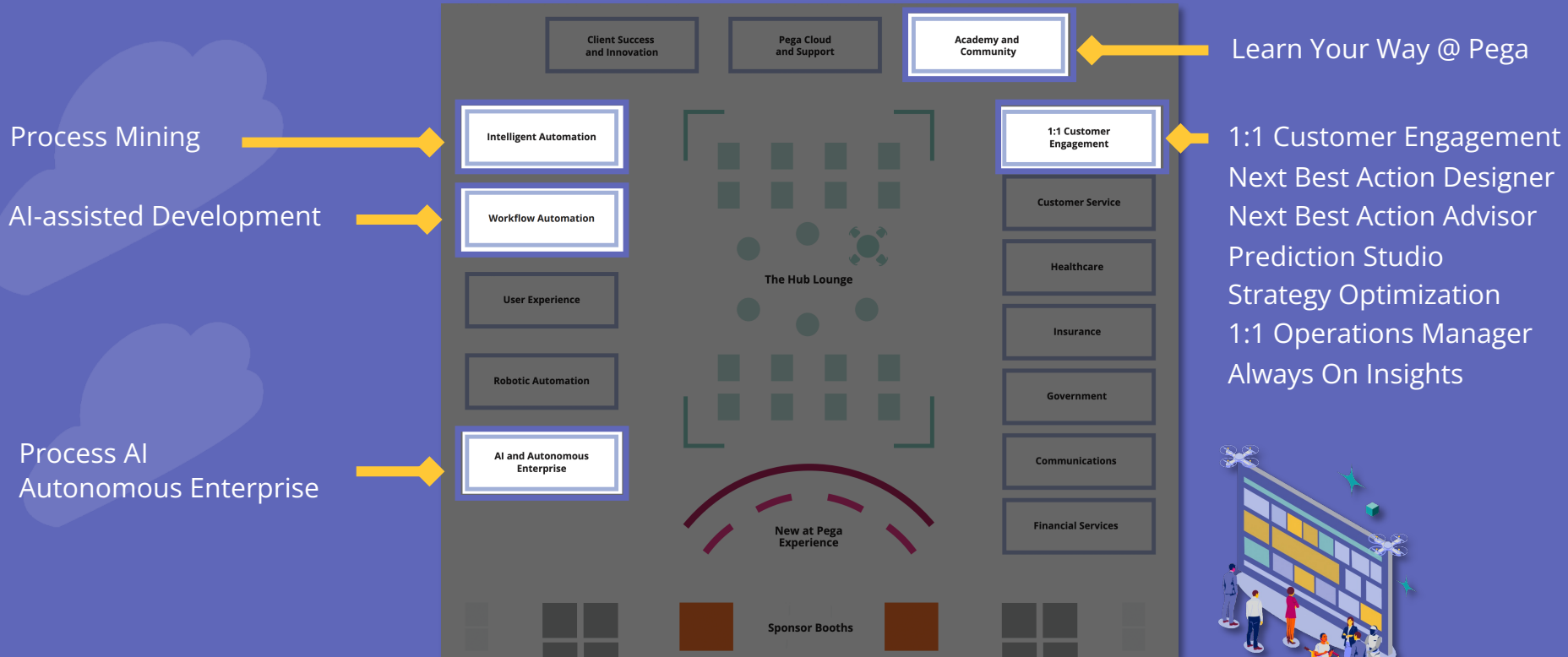
- API abstraction layer for large language model flexibility
- New generative AI-powered boosters integrated across Pega Infinity™ '23
- Building these cutting-edge technologies in a safe and responsible way

As a developer...

- Build your knowledge in Pega GenAI™
- Shift your focus to more important questions
- Think about parts of the development process that slow you down



AI @ PegaWorld iNspire '23: Innovation Hub



AI @ PW iNspire '23: Sessions

| SESSION | WHEN | WHERE |
|--|---|----------------------------|
| Redefining the “A” in AI: AI and the Autonomous Enterprise | Completed | Pega.com [Watch Replay] |
| AI Did Not Write This: How Self-optimizing AI is Changing Business [<i>Keynote</i>] | Tuesday, June 13, 2023 9:00AM - 9:40AM | Grand Garden Arena |
| Rabobank: Revolutionizing Customer Experience with Low Code and AI [<i>Keynote</i>] | Tuesday, June 13, 2023 9:40AM - 10:00AM | Grand Garden Arena |
| The Autonomous Enterprise: The Future of AI and Automation [<i>Keynote</i>] | Tuesday, June 13, 2023 10:30AM - 11:00AM | Grand Garden Arena |
| Mapping the AI Landscape: From Generative, Predictive to Prescriptive AI | Tuesday, June 13, 2023 2:00PM - 2:45PM | Premier Ballroom 315 |

Post PW iNspire '23 Resources

RESOURCE

WHERE

Responsible AI:
Artificial intelligence. Real empathy

pega.com/responsible-ai

AI in the Enterprise

pega.com/insights/resources/enterprise-ai

Self-Study Buddy (Prototype)

buddy.pegaenablement.com

Pega Documentation Guides & Journeys
(Coming Soon)

docs.pega.com

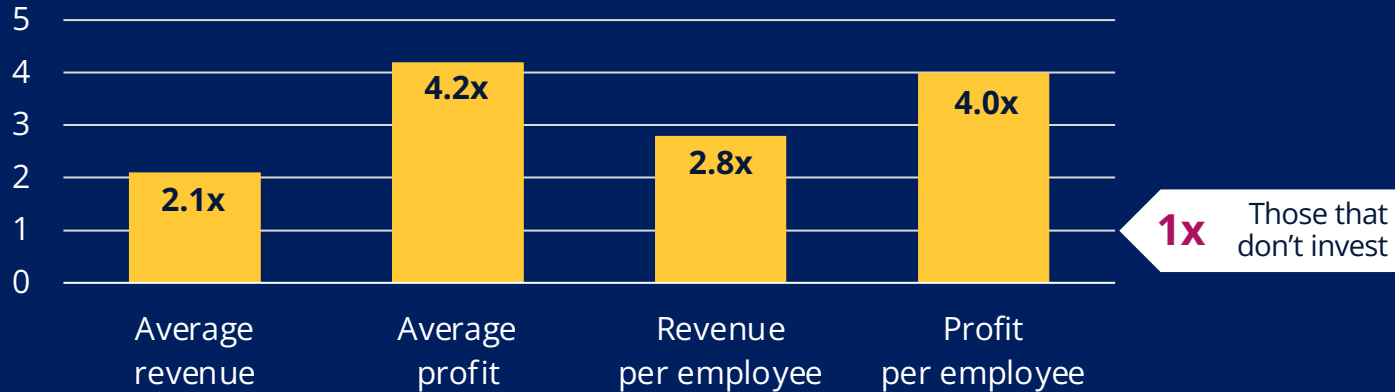
Pega Academy Missions
(Coming Soon)

academy.pega.com

Pega Community & Tools: Realize Your Superpower



Companies Who Invest in Employee Skills and Knowledge Outperform Those Who Don't...



Source: *The Employee Experience* (Wiley, 2017)

Over half CEOs believe labor/skills shortages will impact profitability

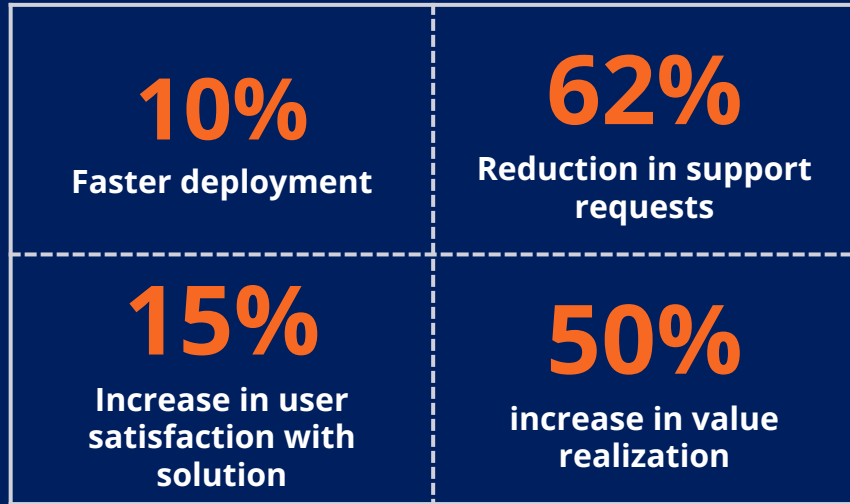
Qualified employees are more important than ever before

Skills and knowledge will decide your success in digital transformation

Source: PWC 26th Annual Global CEO Survey



Build Your Organization's Superpower with Enablement and Community Engagement



Source: Software industry metrics, IDC

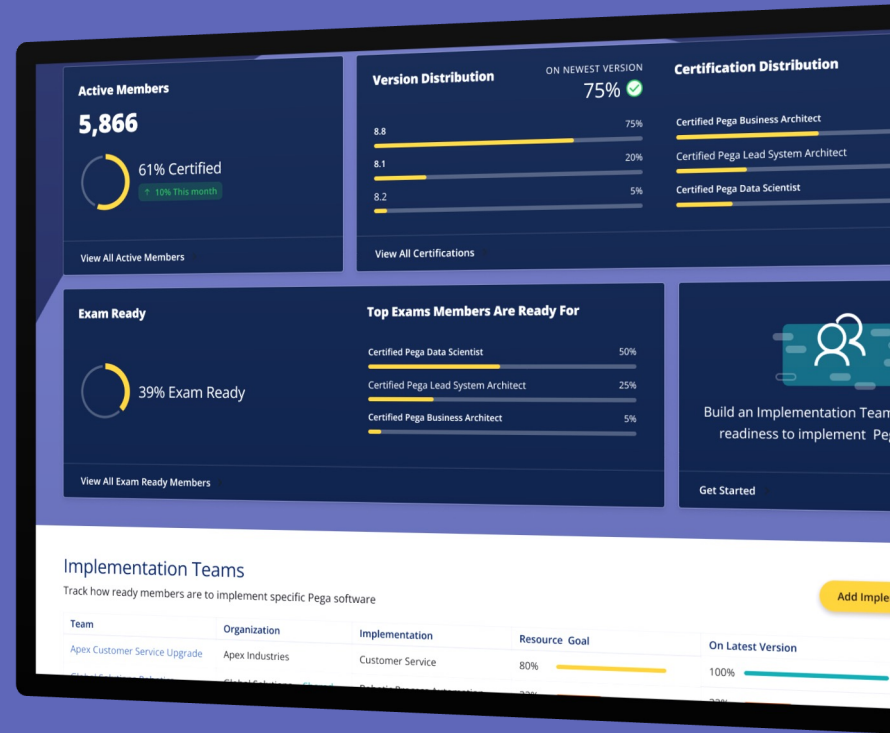


Do you measure up?

Use **My Pega** to view total enablement health for your organization

Answer key questions:

- How many certified Pega professionals does your organization have?
- How many of your users are ready to take a Pega certification exam?
- Is their Pega knowledge current or out-of-date?
- Are resources actively working towards earning new skills?





PEGA Community





PEGA Community

community.pega.com



Get Started

Start here as you explore your Pega enablement and engagement journey

Get Inspired

Discover dynamic **content hubs** for Pega roles, products, and concepts

Read fellow developer and **success stories** and **blog posts**

Visit the **video library** to watch how-to demos, what's new discussions, and TechTalks

Get Involved

Download **Pega Platform: Community edition** and get hands-on with full developer access

Register for **free events** to participate in role-based webinars and user groups

Join **impactful programs** such as the client advisory board or content contributor program



PEGA Community
community.pega.com



Accounts
accounts.pega.com

- Complete your profile to establish your **personal brand**
- View **achievement badges** for training, engagement and events
- Receive notifications by **following specific content** or by **creating tag sets** for relevant topics



My Pega
my.pega.com

- **Track user Pega skills** to better staff your projects – even as needs shift
- Ensure your team **maintains current knowledge** to keep projects moving
- **Gain deeper insights** into your organization's enablement
- Create a team and **align relevant resources** to your specific goals



Pega Academy
academy.pega.com

- 150+ **missions**, 790+ **modules**, and 380+ **Challenges** for self-study
- Full catalog of **instructor-led** and **blended** learning courses
- **Earn badges** and quickly identify what skills you need to **keep current**
- Create and assign **custom training** and leverage **LMS integration** with Pega academy choice



PEGA Community

community.pega.com



Documentation

docs.pega.com
docs-previous.pega.com

- Browse product **mega maps** that bundles all relevant docs in one TOC
- Explore **curated documentation journeys** to help you stay on track
- Personalize doc experience by **creating a custom library** of articles you care about most



Support Center

support.pega.com

- Dedicated **global moderation team** to monitor posts and replies
- Easily identify **answered questions**
- **Climb the leaderboard** and make a name for yourself by helping others
- Find **support docs** and **videos**

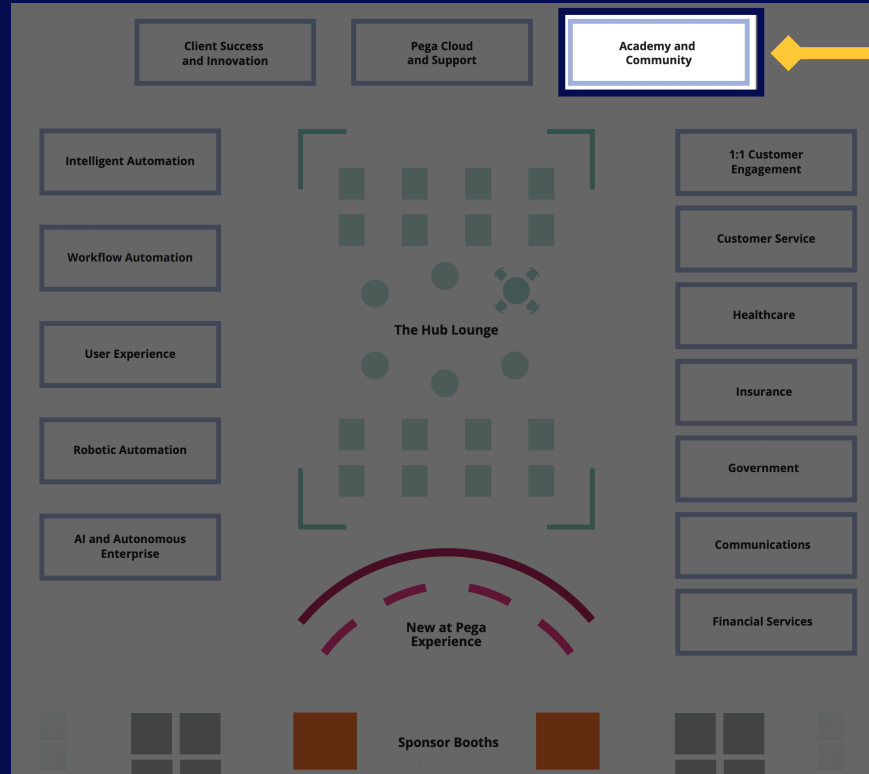


Marketplace

community.pega.com/
marketplace

- 400+ components, connectors, blueprints and applications to **extend or enhance your Pega apps**
- Download and request **free language packs** for your Pega products
- Offerings provided by **Pega and many 3rd party partners**
- Filter by **product, industry, capability, and security status**

Engagement & Enablement @ PW iNspire '23: Innovation Hub



Community & Engagement
Learn Your Way @ Pega
Pega University Program
Become a Pega Advocate



Wrap Up & Summary

- Industry trends & drivers
- Pega's vision & approach to the shifting landscape
- Impact to you, your team and your organization
- Where and how to dig deeper and learn more
- How Pega community and tools can help:
 - Accounts
 - My Pega
 - Pega academy
 - Documentation
 - Support center
 - Marketplace

It's time to get ready for Pega Infinity '23!





PegaWorldiNspire

Thank you!

