



# PEGA CUSTOMER DECISION HUB - EDITIONS

September 2024 – Applicable for Customer Decision Hub v24.1

Capability		Owned Online Edition	Owned Mobile Edition	Owned Outbound Edition	Agent Assisted Edition	Paid Media Edition
Next-Best-Action Strategies	Next-Best-Action up-sell/cross-sell strategy	✓	✓	✓	✓	✓
	Next-Best-Action retention strategy	✓	✓	✓	✓	✓
	Next-Best-Action acquisition strategy	✓	✓	✓	✓	✓
	Next-Best-Action nurture strategy	✓	✓	✓	✓	✓
	Next-Best-Action loyalty strategy	✓	✓	✓	✓	✓
	Next-Best-Action onboarding strategy	✓	✓	✓	✓	✓
	Next-Best-Action collections strategy <sup>2</sup>	✓	✓	✓	✓	
Artificial Intelligence	Predictive model building	✓	✓	✓	✓	
	Import 3 <sup>rd</sup> party models using PMML	✓	✓	✓	✓	
	Import H2O.ai models (via mojo file or API)	✓	✓	✓	✓	
	Real-Time AI Connectors (Google Cloud Machine Learning & Amazon SageMaker)	✓	✓	✓	✓	
	Adaptive modeling & machine learning	✓	✓	✓	✓	
	Natural language processing & text analytics	✓	✓	✓	✓	
	Model transparency controls	✓	✓	✓	✓	
GenAI CDH Assistant (Intelligent Treatments, Insights – Ops Manager & Profile Viewer, CDH Portal Chat) <sup>3</sup>	✓	✓	✓	✓		
Customer Profiles	Customer Profile Designer	✓	✓	✓	✓	
	Customer Profile Viewer	✓	✓	✓	✓	
	Interaction history	✓	✓	✓	✓	
	Audience & profile data management	✓	✓	✓	✓	
	Multi-level customer data management	✓	✓	✓	✓	
	Complex event processing	✓	✓	✓	✓	
	Streaming data management	✓	✓	✓	✓	
Customer Journeys	Next-Best-Action Customer Journeys	✓	✓	✓	✓	
	Journey monitoring & visualization	✓	✓	✓	✓	
	Channel, treatment, engagement, and throughput monitoring	✓	✓	✓	✓	
Engagement Channels	Inbound (Online Channels) – Real-time web personalization, interactive digital-device microsites, ATM, kiosk, and more...	✓				
	Inbound (Offline & Agent-assisted) – Contact centers, retail stores, branches, and more. (Includes customized bundle recommendations) <sup>1</sup>				✓	
	Inbound (Mobile Channels) – Mobile device, in-app personalized recommendations and notifications. Includes preference management capabilities (GDPR compliant)		✓			
	Outbound (Owned Channels) – Direct mail, email, SMS/Text. Includes preference management capabilities (GDPR compliant)			✓		

	<b>Outbound (Paid Channels)</b> – Next-best-action strategies and tactic finder deployed on Google, Facebook, YouTube, Instagram, and more...					✓
	<b>Cross-channel offer/action/treatment library and management</b>	✓	✓	✓	✓	
<b>1:1 Strategy Optimization<sup>2</sup></b>	<b>Value Finder</b> – Simulations to identify underserved customers	✓	✓	✓	✓	
	<b>1:1 Operations Manager</b> – Business change management module	✓	✓	✓	✓	
	<b>Action Performance Tracker</b> – Out-of-the-box reports to proactively monitor next-best-action performance and lift	✓	✓	✓	✓	
	<b>Scenario Planner</b> – Simulations to assess reach, response, and financial impact of changes to next-best-action strategies	✓	✓	✓	✓	
	<b>Business Operations Environment</b> – Dedicated environment for designing and simulating production changes (Pega Cloud clients only)	✓	✓	✓	✓	
<b>Testing, Simulation and Control</b>	<b>Ethical Bias Check</b>	✓	✓	✓	✓	
	<b>Distribution Tests</b>	✓	✓	✓	✓	
	<b>Persona Tests</b>	✓	✓	✓	✓	
	<b>Impact Analyzer</b>	✓	✓	✓	✓	
	<b>Decision Funnel Analysis</b>	✓	✓	✓	✓	
	<b>Revision Management</b>	✓	✓	✓	✓	
<b>Reporting, Monitoring, &amp; Dashboards</b>	<b>20+ dashboards &amp; customizable reports</b>	✓	✓	✓	✓	
	<b>Customer engagement metrics / KPIs tracked versus goals</b>	✓	✓	✓	✓	
	<b>Impression &amp; click monitoring</b>	✓	✓	✓	✓	
	<b>Marketing program / campaign calendar</b>	✓	✓	✓	✓	
	<b>Attribution reporting</b>	✓	✓	✓	✓	
	<b>Predictive Diagnostic Cloud</b>	✓	✓	✓	✓	
<b>Connectors &amp; ISV Partnerships</b> (partial list, see marketplace for full list)	<b>Adobe Experience Manager</b>	✓	✓	✓	✓	
	<b>Adobe Event Forwarding</b>	✓	✓	✓	✓	
	<b>Celebrus<sup>2</sup></b>	✓	✓	✓	✓	
	<b>Tealium<sup>2</sup></b>	✓	✓	✓	✓	
	<b>H2O.ai</b>	✓	✓	✓	✓	
	<b>Adobe Audience Manager</b>					✓
	<b>Facebook Custom Audiences</b>					✓
	<b>Google Adwords</b>					✓
	<b>MailGun</b>			✓		
	<b>Mailjet</b>			✓		
	<b>Salesforce Email Studio</b>			✓		
	<b>Twilio (SendGrid)</b>			✓		
<b>Movable Ink</b>			✓			

<sup>1</sup> Per seat license required

<sup>2</sup> Additional license required

<sup>3</sup> Up to 1,000,000 responses per year, additional responses sold in blocks of 200,000.

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