



# Unleashing impossible outcomes with enterprise AI

Inspiration from PegaWorld iNspire 2024



## Enterprises are at an AI crossroads.

The choice is AI that gets more of the same done, faster, or AI that accelerates transformation and unleashes impossible outcomes, which build on each other to scale across the enterprise.



At PegaWorld iNspire 2024, some of the industry's brightest minds gathered to discuss the infinite potential of AI – global leaders with real-world experience of unleashing impossible outcomes from AI. And they came to show you how.

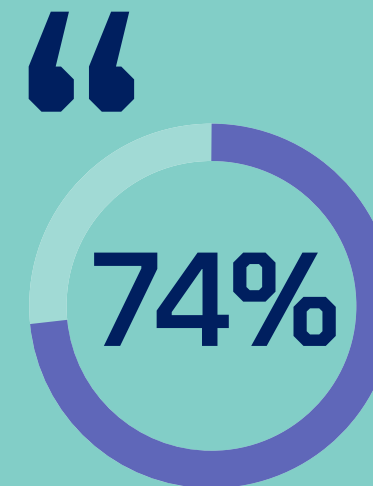
# The transformational power of AI

This year's PegaWorld was driven by 'the power of AI decisioning and automation'.

We took your hard stuff – your customer challenges, your growing pains, your tech debt – and showed you how we make the impossible possible.

**Read on as we unpack this year's 3 leading trends and help you realize outcomes you hadn't yet imagined.**

- 01. Starting on the path to AI** with Pega GenAI Blueprint to unleash impossible outcomes, wherever you are on your AI journey.
- 02. Building impossible outcomes** and scale across your enterprise with Pega AI decisioning and automation.
- 03. Embracing what's possible** with AI to build a self-optimizing Autonomous Enterprise.



**of businesses are confident AI can add transformational business value to their organization within the next 5-10 years<sup>1</sup>.**

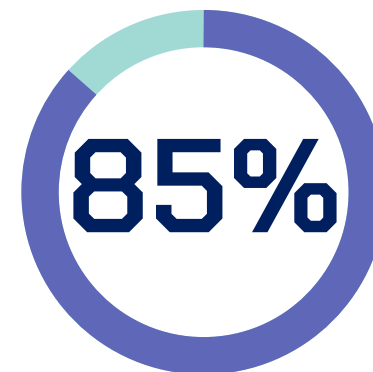
01.

# Join the path wherever you are on your AI journey, with Pega GenAI

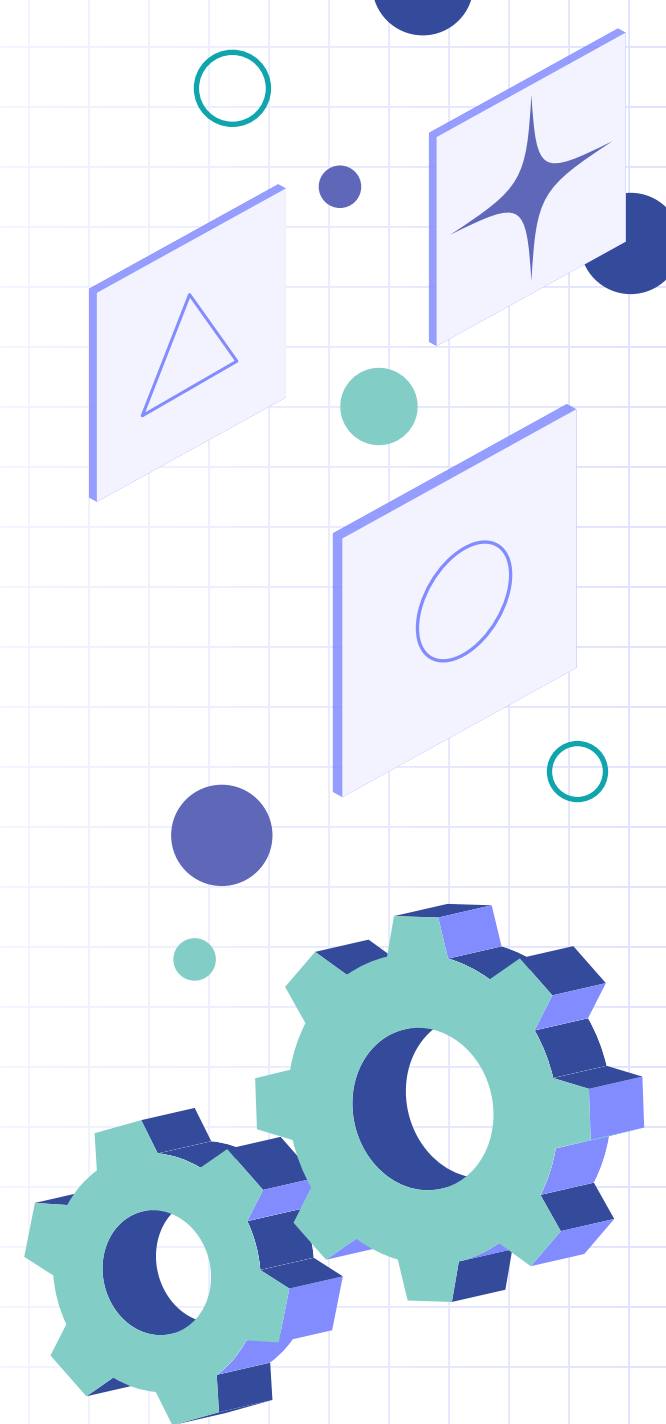
In a market where personalization is now a basic expectation, if you don't adapt, you'll be left behind.

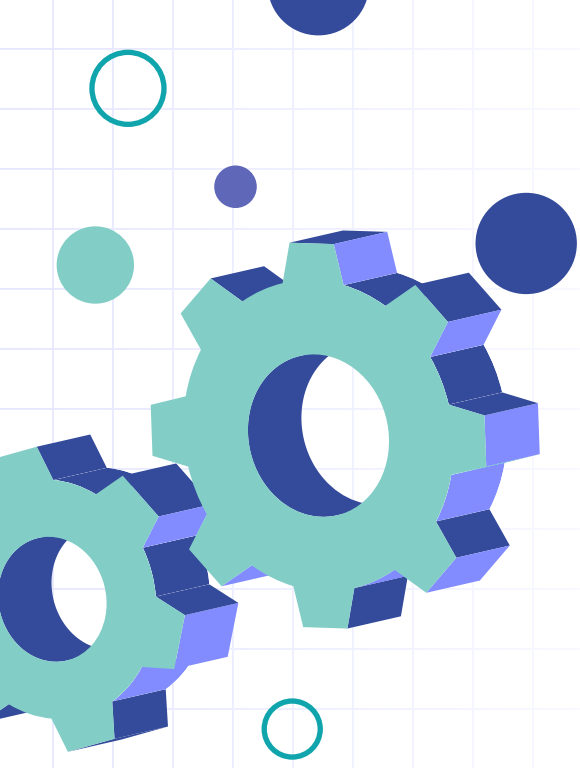
How can AI help you transform to deliver more value for your customers, while simultaneously enabling your employees and developers to be more productive and efficient?

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of businesses spend up to **half of their annual IT budget on AI solutions<sup>2</sup>.**”





## Entering the age of real transformation

With Pega, digital transformation means taking a different approach to building software, so you can modernize with Pega Cloud and stay current. It means going from hundreds and thousands of old, outdated applications to fewer modern applications that are cloud native and model driven – they're built quickly and can be changed easily with AI built into them.

GenAI is a revolution in technology that will move us out of the age of information into the age of real transformation. An age where your employees have answers to questions at their fingertips, your marketers can precisely target customers with the right offers, and your developers can design an enterprise-grade application in a matter of seconds.

## Delivering AI-powered customer centricity

AI enables organizations to anticipate their customers' needs better and faster, so you can deliver more personalized and consistent experiences. With Pega, you can do this at scale across your organization, and data plays a critical role. By plugging your data into Pega's systems, frontline workers will have easy access to the information they need to make decisions at critical moments, with the assurance they are making the most informed decision and delivering the result most relevant to your customers.

And you can continue to learn what is and isn't working, and find new ways to unlock the value of your data. So, whether it's breaking down silos from legacy systems or reducing customer churn, you are continuously improving.

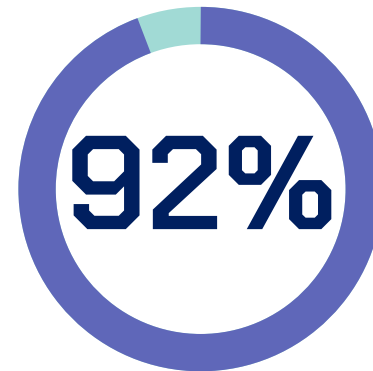
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# Scale across your enterprise with Pega AI decisioning and automation

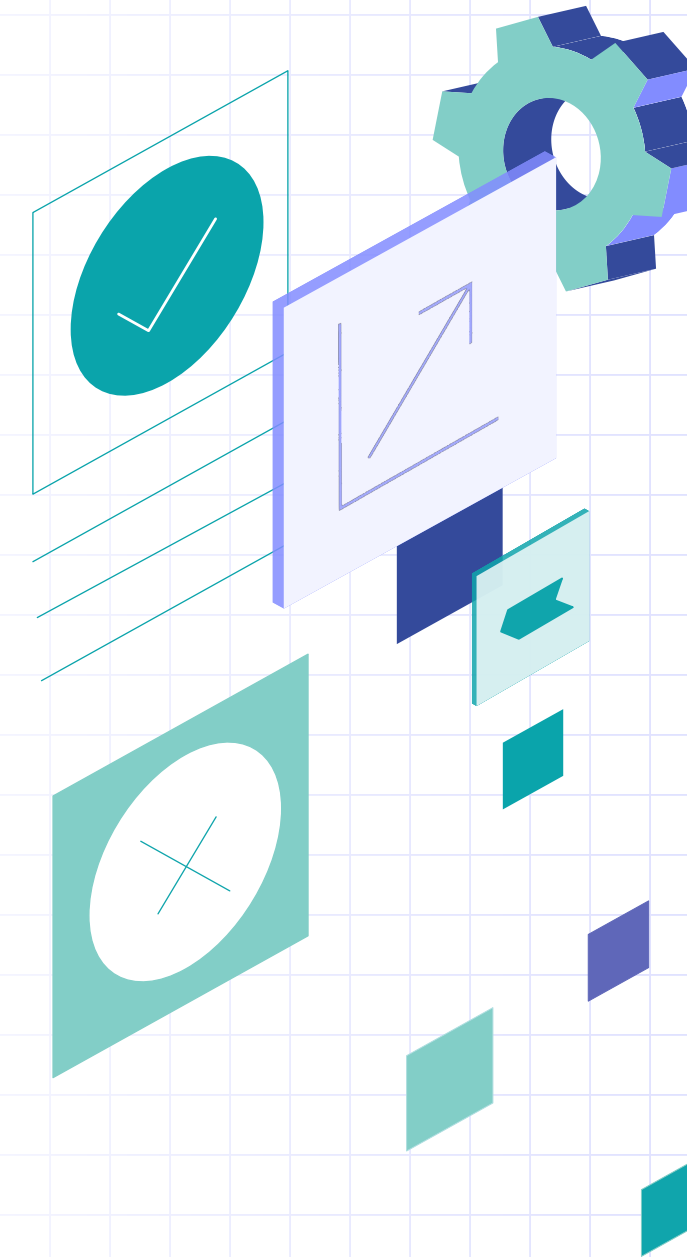
Becoming an Autonomous Enterprise is no longer a pipedream, it's a tangible vision being realized in organizations across industries.

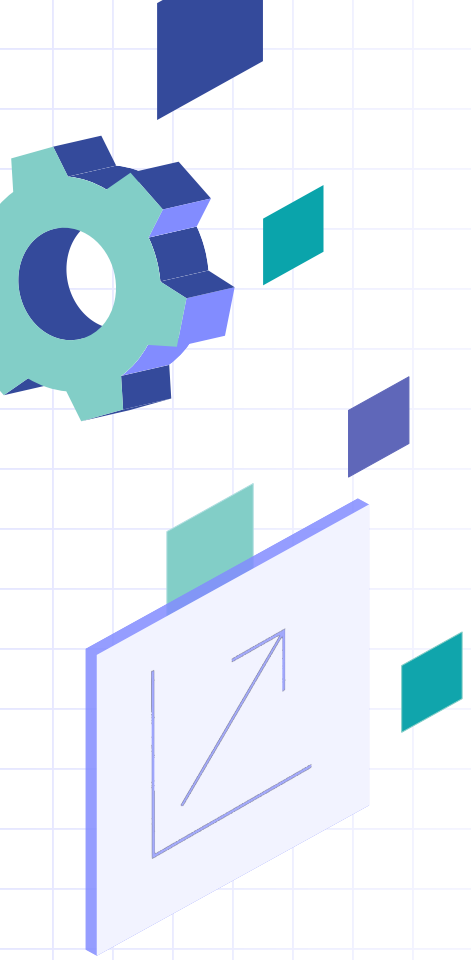
And AI is the orchestrator analyzing data, adapting to dynamic environments, and transforming business processes with never-seen-before efficiency and precision.

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of businesses are likely to increase their use of AI in the next 5 years<sup>3</sup>.”





## Achieving AI-driven autonomy

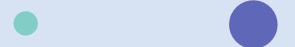
With capabilities such as the power to analyze vast datasets in real-time, Generative AI is making a significant impact across every industry. It's how you connect those capabilities to your business that will set you apart. And the best part is you can start small and scale up as and when you need to. Because in an Autonomous Enterprise, processes, decisions, and workflows are living, breathing things. They connect to your customers and to your employees, they learn and get better, and then they evolve.

The future of AI is going to happen by driving continuous, real-time optimization into your business. By applying AI technology in pragmatic ways, you can enable step changes in how you innovate, how productive you are, and in the experiences you give to your customers. Applying that change continuously creates a transformational snowball that just keeps on rolling.

## Connecting your business and IT teams

One of the biggest bottlenecks in digital transformation is the disconnect between business teams and IT teams within organizations. There can often be misinterpretations and misunderstandings because the two teams come from completely different worlds, and it can slow things down. Pega Blueprint helps you deliver a common language that reconnects them.

It allows both teams to describe processes in their own words and terms, in a way that is meaningful to them. And it adds key things that might be forgotten, so you can use it as a checklist to run through the cornerstones of any project. It's a structure that translates into speed. And with the preview function, you get a clear idea of the outcomes you can expect, so you can adapt accordingly and go live sooner.



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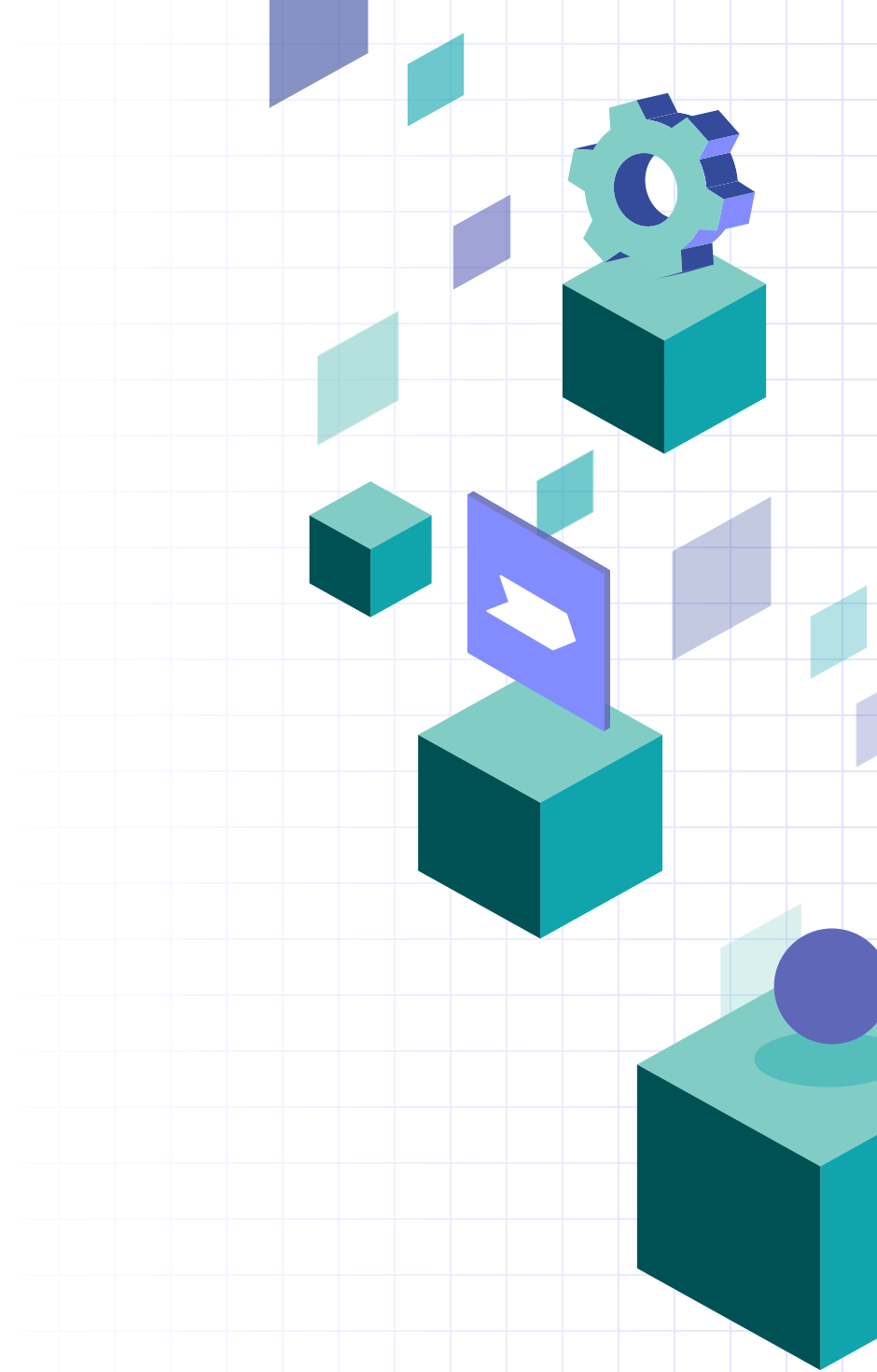
# Embrace what's possible to build a self-optimizing Autonomous Enterprise

By weaving AI throughout your organization, you can accelerate transformation and drive continuous, self-optimizing innovation. But to maximize its value, it's crucial that you focus on the areas where AI can make a significant impact.

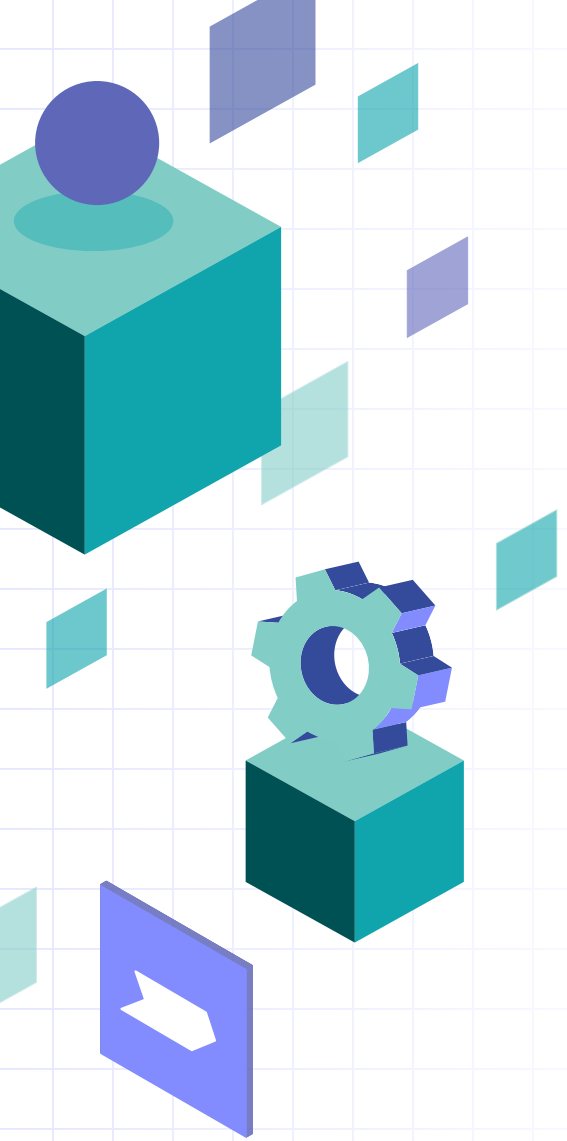


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**More than 1/3 of businesses see AI as a creative partner for innovation<sup>4</sup>.”**







## Approaching AI from the center out

To deliver business-transforming outcomes, you need engines supervised by people at the center of your architecture, that are capable of making AI-driven decisions and initiating workflows.

This idea of a center-out architecture is core to what makes Pega different, and to the vision of weaving AI throughout your organization. Pega case management connects enterprise systems and designs workflows centered around business outcomes, so you can innovate effortlessly.

It's powerful for realizing the self-optimizing Autonomous Enterprise, where the work that defines your business is an entity unto itself. Where you can drive business-changing outcomes without the assumption of humans, across different back-end systems and environments.

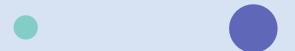
## Improving customer experience

With this center-out approach, you can transform how decisions are made and how work gets done, with AI and automation.

But first, you need to get to know your customers. Your frontline workers know your customers best, they're dealing with them day in, day out. You need to understand what they're looking for when they speak to a customer, and at which point in the conversation they usually require further support.

Take those findings, codify them, and put them into the system. For your employees, it means consistent experiences across channels, with seamless decisions and workflows, which operate in every interaction. And for your customers, it means a smoother, more valuable experience.

Secondary to that, knowledge is constantly building up over time. So, whether someone's been working with you for 5 minutes or 5 years, they can access the same information and deliver consistent customer experiences.



# Your vision, realized at scale with Pega

Make AI your partner in innovation with Pega. Envision how AI and automation can transform your workflows, and blueprint it.

GenAI™ Blueprint™ speeds up the process of achieving a center-out architecture, based on evidence of what actually works – and simultaneously speeds up the time to develop an application.

Since **going live** in April 2024, more than

**30,000**  
**blueprints** have been  
created by nearly

  
**500**  
organizations



# Unleash the impossible for your business

Pega meets you wherever you are on your AI journey and accelerates real transformation on the path to the Autonomous Enterprise future.

**Get in touch with your Pega team.**



Pega delivers a powerful low-code platform that helps the world's leading brands adapt to rapid change. Clients use our AI-powered decisioning and workflow automation to solve their most pressing business challenges – from personalizing engagement to automating service to streamlining operations. Since 1983, we've built our scalable and flexible architecture to help people focus on what matters most, so they can meet today's customer demands while continuously transforming for tomorrow.

<sup>1,2,3,4</sup> Pega research: The choice is yours: Generative AI and the future of enterprise AI

