



Unleashing impossible outcomes with enterprise AI

Inspiration from PegaWorld iNspire 2024



Enterprises in healthcare and the government sector are at an AI crossroads.

The choice is AI that gets more of the same done, faster, or AI that revolutionizes internal processes, transforms citizen services 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 it can help address pain points in health and government, such as:

- Slow, fragmented, and paper-based legacy operations
- Low customer satisfaction due to a lack in understanding of what individual customers need
- Case-resolution and customer communications being impacted by disjointed platforms

The transformational power of AI

This year's PegaWorld was centered on harnessing the power of AI decisioning and automation to address the unique challenges faced in health and government.

We tackled the complexities of your industry – legacy IT operations, the need for seamless citizen experiences across channels, the pressure to modernize processes, and the imperative to get better visibility and insight from data – and demonstrated how Pega's AI solutions can turn the impossible into reality.

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 years¹.

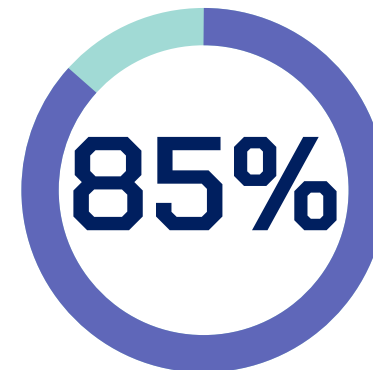
01.

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

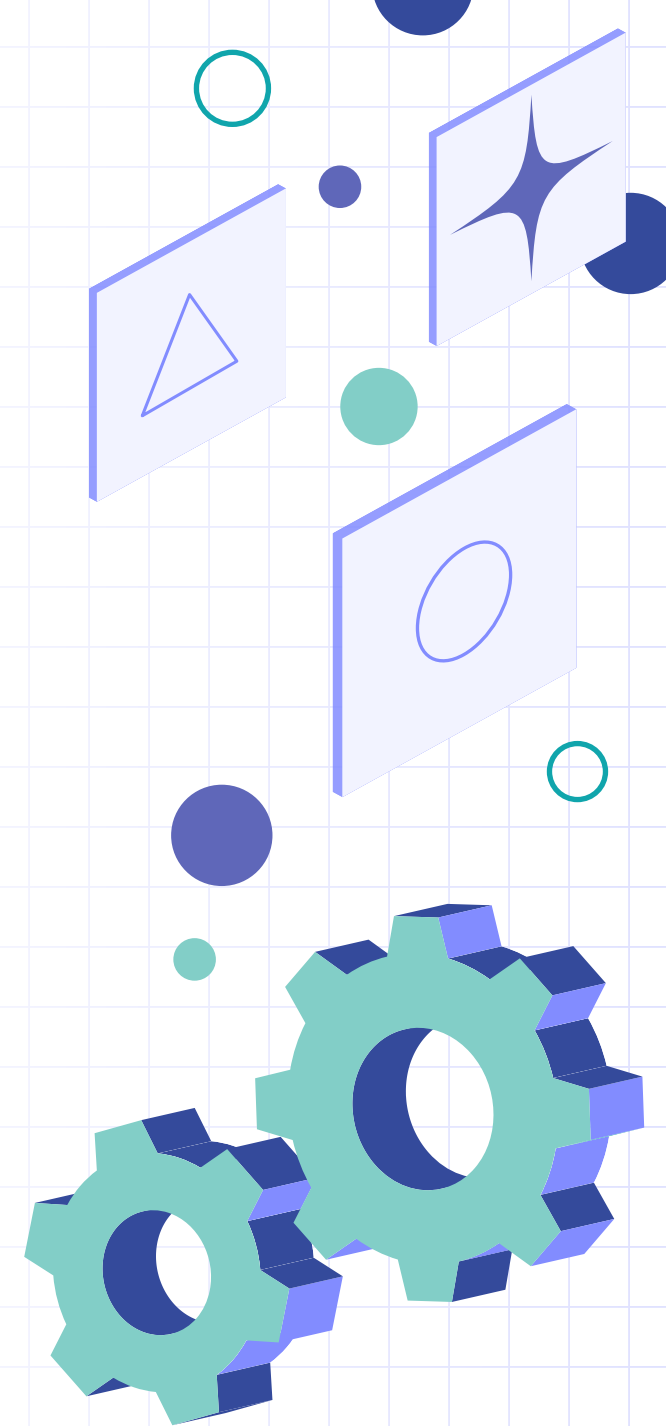
In modern healthcare and government, citizens expect organizations to understand them, if you don't adapt, you'll be left behind.

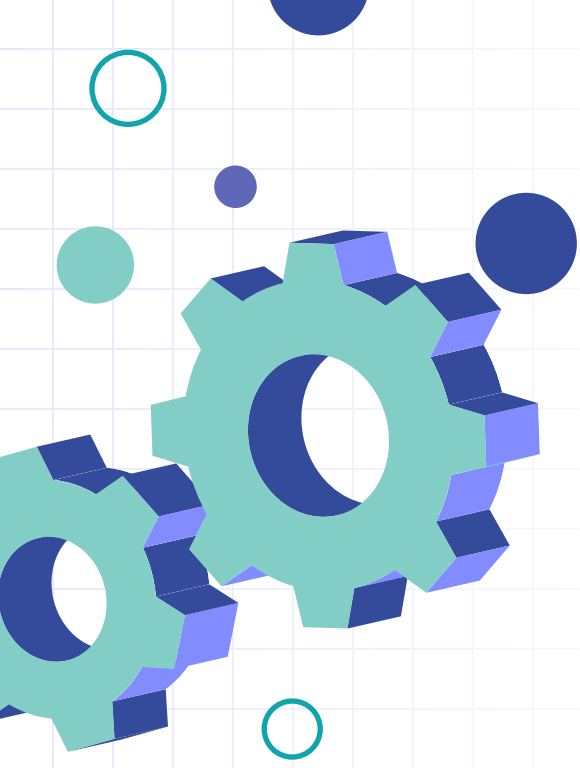
How can AI help you deliver contextual, relevant next best actions during every interaction across every channel, while enabling your employees and developers to intuitively understand peoples' needs and communicate with them in a timely, accessible way?

“



of businesses spend up to **half of their annual IT budget on AI solutions².**”





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 can act on citizens' data in real time, where marketers can deliver relevant communications across the customer lifecycle, and your developers can spin up an enterprise-grade application at speeds that were impossible just a few years ago.

Delivering AI-powered customer centricity

AI enables public organizations to anticipate their customers' needs better and faster, so you can personalize services, simplify internal processes and improve collaboration between IT and your other departments. 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, increasing service productivity and customer satisfaction, with smarter, tailored workflows.

And you can continually to learn what is and isn't working, and find new ways to unlock the value of your data. So, whether it's streamlining application processes, unleashing cross-functional collaboration or dealing with citizens' queries faster, you are always improving.

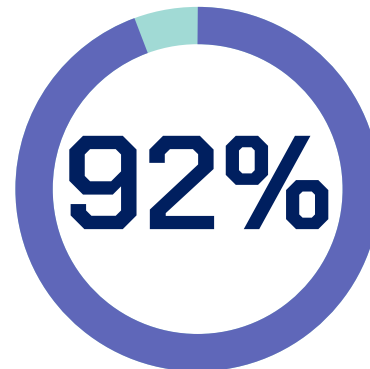
02.

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 health and government.

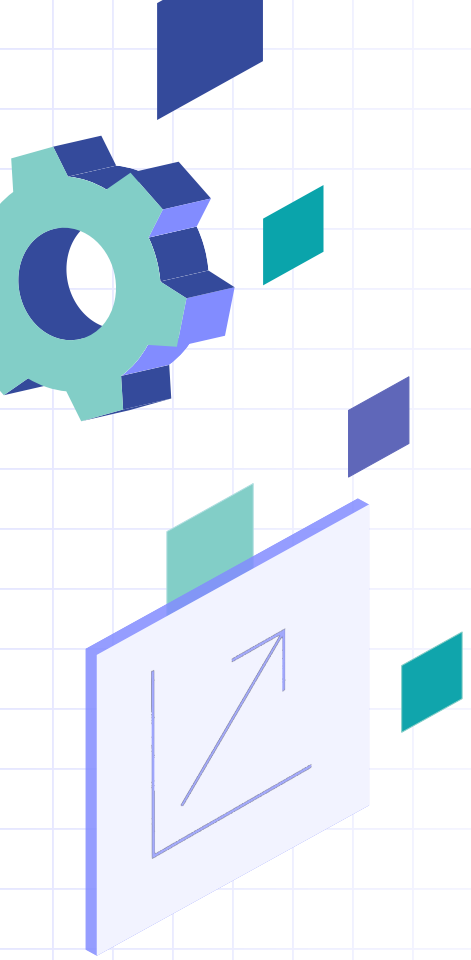
And AI is the orchestrator analyzing data, using it to offer relevant experiences and streamlined service, while creating the smart workflows needed to simplify everything from digitization of internal processes to communicating effectively with citizens.

“



of businesses are likely to increase their use of AI in the next 5 years³.”





Achieving AI-driven autonomy

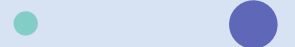
With capabilities such as the power to analyze vast datasets in real-time, Generative AI is unleashing impact in communications. It's how you connect those capabilities to your organization that will set you apart. And the best part is you can start small and scale up as and when you need to. Because 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 in health and government involves driving continuous, real-time optimization into your organization. By applying AI technology in pragmatic ways, you can drive loyalty through seamless, personalized experiences powered by digital, data-driven workflows. Applying that change continuously creates a transformational snowball that just keeps on rolling.

Connecting your operational and IT teams

One of the biggest bottlenecks in digital transformation is the disconnect between different teams within organizations. There can often be misinterpretations and misunderstandings because the two teams come from completely different worlds, and it can slow down everything from citizens' applications to collaboration. Pega Blueprint helps you deliver a common language that reconnects teams and gives them the tools to be proactive and precise.

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.



03.

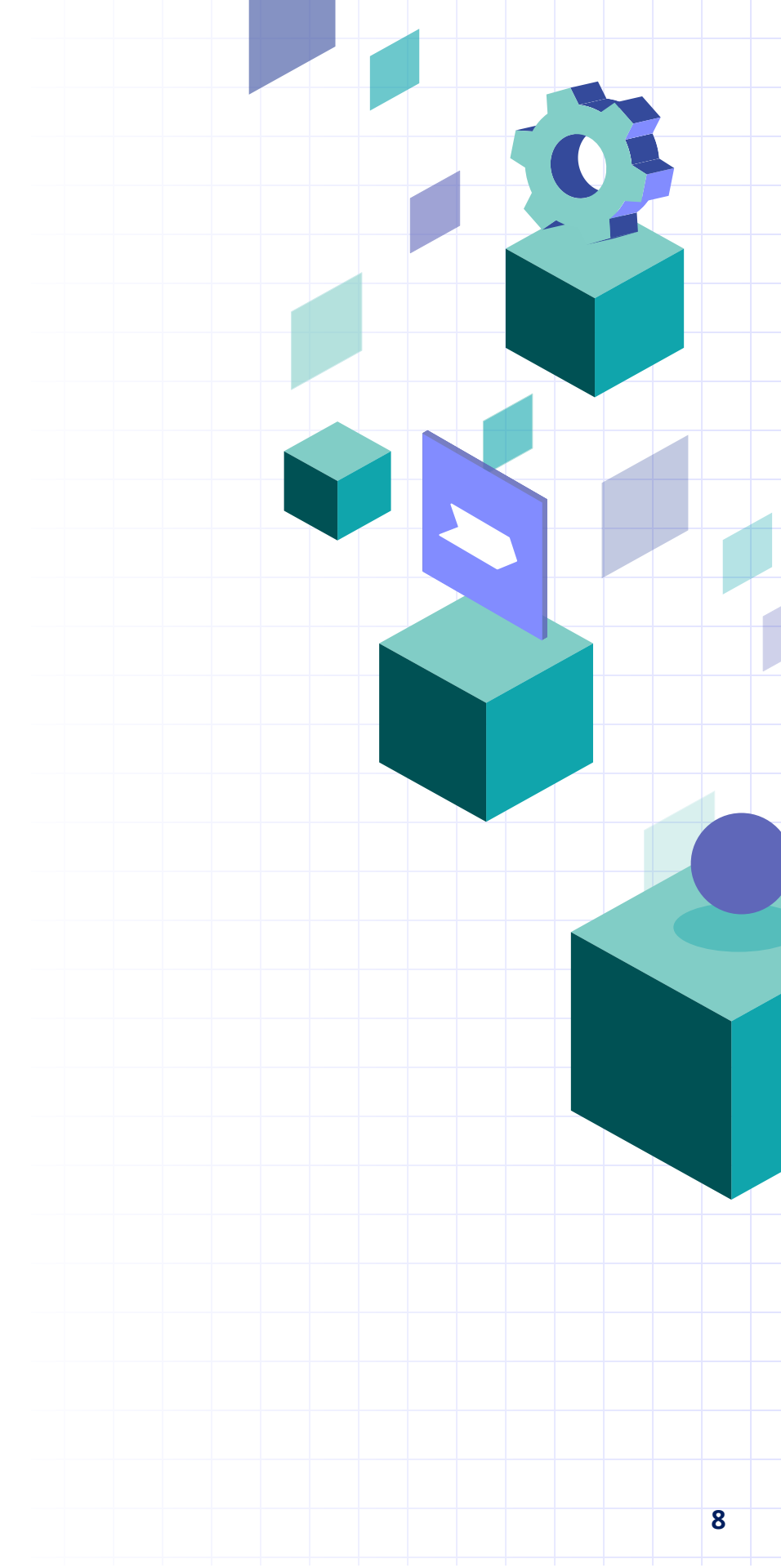
Embrace what's possible to build a self-optimizing Autonomous Enterprise

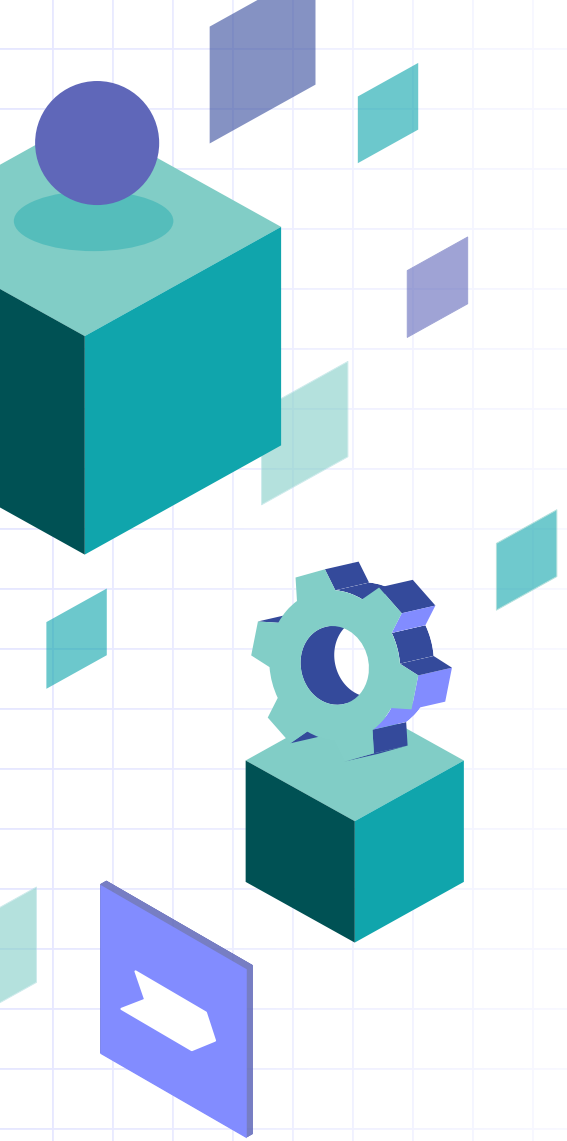
By weaving AI throughout your organization, you can accelerate transformation and continuously optimize and innovate your digital workflows and employee experiences. But to maximize its value, it's crucial that you focus on the areas where AI can make a significant impact.



“

More than 1/3 of businesses see AI as a creative partner for innovation⁴.”





Approaching AI from the center out

To unleash transformational outcomes, you need engines supervised by people at the center of your architecture, that can make AI-driven decisions and initiate 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 organizational outcomes, so you can innovate effortlessly.

It's powerful for realizing the self-optimizing Autonomous Enterprise, in the public sector, where the work that defines your business is an entity unto itself. Where you can drive impossible 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 communicate with a citizen or manage an application, and how you can get the most relevant data in front of them, at the right point in the process to create the best outcome.

You can take findings from the front line, 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 citizens, 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.

Customer story

Unleashing paperless for US veteran services

At Pega World iNspire 2024, some of our biggest customers – who happen to be some of the world’s leading organizations – shared their stories of how AI is revolutionizing the customer experience.

One of those was the US Department of Veterans Affairs – who wanted to overhaul their legacy applications and customer relationship processes, to unlock efficiencies, improve accuracy, and create a more satisfying experience. Here’s how they found the winning formula with Pega and AI.

Pain point

Manual, hands-on processes

Veterans Affairs had a large legacy operation, reliant on ‘snail mail’ and paper-based processes to handle a vast amount of citizen communications and customer management.

Customer frustration

Veterans wouldn’t receive communications quickly, leading to unsatisfactory experiences and uncertainty.

Operational silos

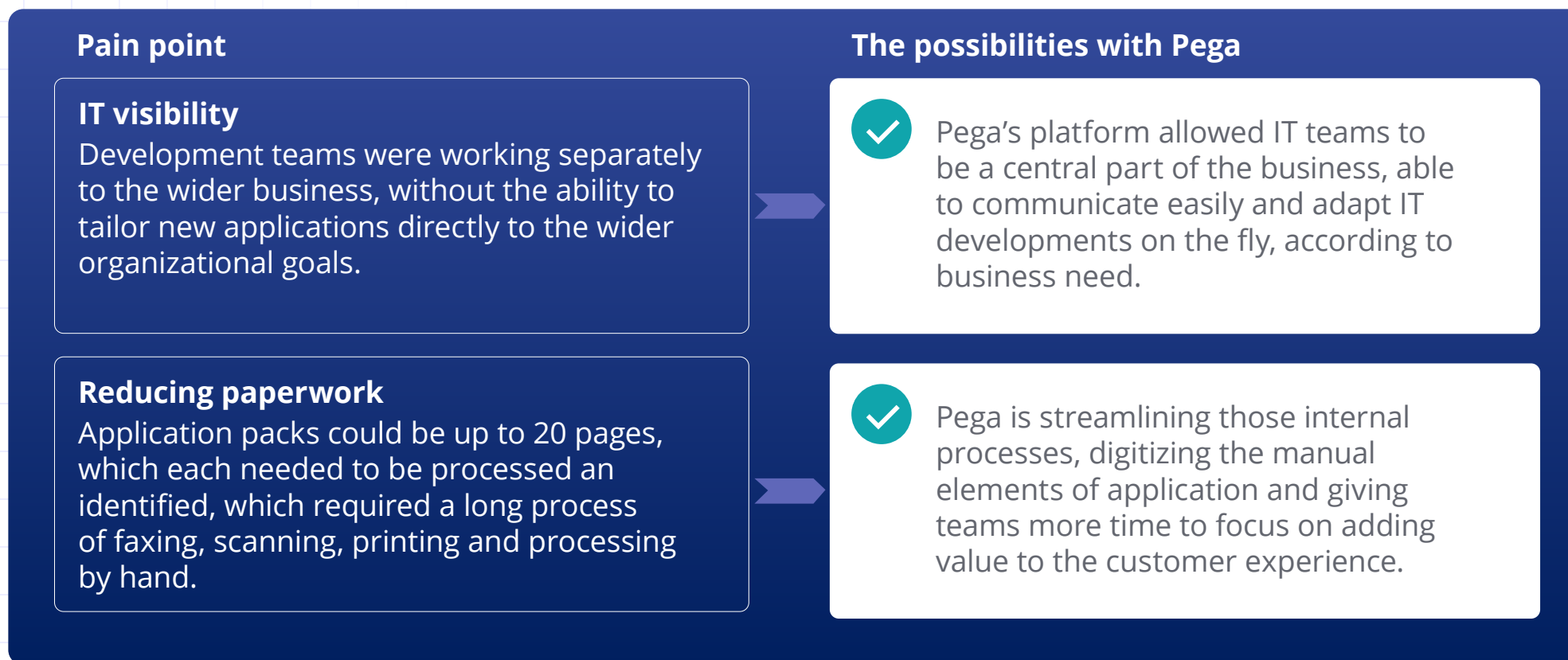
Teams were trying to be effective, but were unable to access a shared pool of information to help them work efficiently and understand the right actions to take.

The possibilities with Pega

✓ Pega has helped to digitize communications in both directions, while improving their ability to collect data and personalize the citizen experience.

✓ The department can now deliver customer services more quickly at scale, improving satisfaction and processing applications faster.

✓ The department has been slashing backlogs, by improving access to data and consolidating processes that can make it easier to address customer needs in a personalized way.



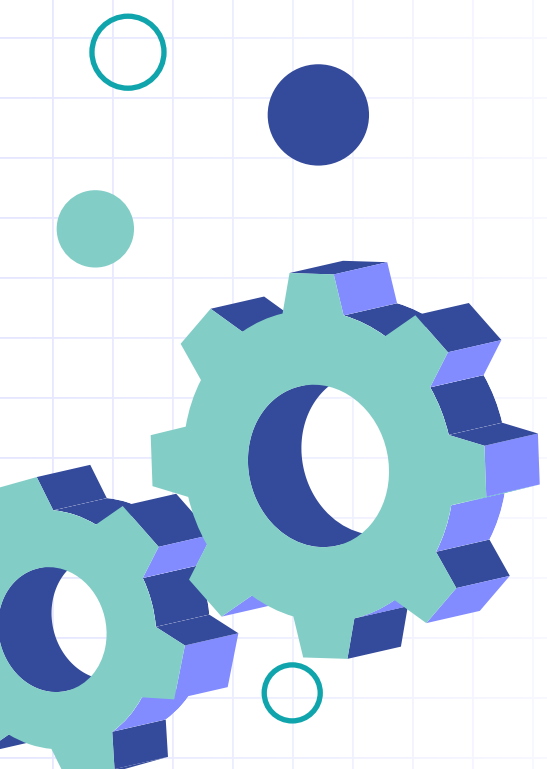
Working with Pega, the department was able to anticipate veterans' needs better and process applications faster – at scale across the organization. And as a result, they have built more efficient and consistent processes internally and unleashed better experiences across the board.

The outcomes:

- Reducing manual effort in the applications process through digitization
- Creating a robust foundation for the future, with more capacity to support more veterans as the government opens up new programmes
- Establishing a centralized customer relationship management system to eliminate the need for multiple systems

“ A lot of people can relate to the struggle of having old technology... We’re working towards a future where employees don’t have to get their hands on applications, and we can streamline that process. These are our first steps in that direction, where things are digitized and it’s improving the experience for our employees, which is increasing that performance for our beneficiaries.”

Katrina Fluss, Supervisory Program and Management Analyst, Department of Veterans Affairs



Your vision, realized at scale with Pega

In public health and government, innovation is essential to delivering the experiences that citizens deserve. Make AI your partner in driving this 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.

^{1,2,3,4} Pega research: The choice is yours: Generative AI and the future of enterprise AI

