Pega Keynote

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English

Unlock transformation

Setting a course for the Autonomous Enterprise

Pegasystems | 2024

Digital Transformation is no longer just an opportunity,
It is an imperative.

Time to chart a course for transformation

Enterprises that thrive will make a crucial decision

AI that gets more of the same done faster

Generate more code, more efficiently

Build applications for users

AI that accelerates your enterprise transformation

Accelerate modernization and innovation

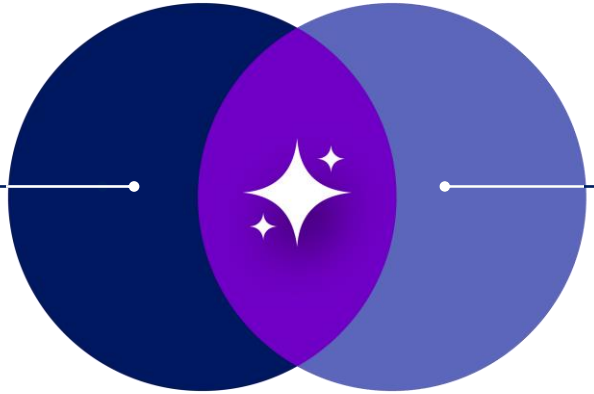
Build software around the work and outcomes

Leaders are changing the way they build software

Centered on *outcomes* and optimized with AI and automation

Easy experiences that cut across channels

with seamless decisions & workflows that operate in every interaction



Optimized processes enterprise-wide

with automations that work across back-end systems

Enterprise leaders are using AI for transformational change

$150M+ Ave. incremental value per 10M customers

50% Faster workflow design

20-40% Improvement in Net Promoter Score

Transformation unlocks massive value

Imperative to thrive in the digital economy

Valuable customers for life engaged by **real-time personalization**

vodafone

£100M PROFIT INCREASE

in a single market

Massive efficiency and ubiquitous self-service delivered by **Autonomous Automation**

Google

90% TIME REDUCTION

to process access requests

"First to market" speed and continuous optimization on a **Digital platform**

Deutsche Telekom

500 WORKFLOWS

transformed and optimized

Three steps to unlock transformative value

Raise the
legacy anchor

Build the right
BOAT

Set a course for the
Autonomous Enterprise

Enterprises are anchored by legacy apps

In the US, **$1.14 trillion** is spent every years on maintenance of existing IT investments[1]

Your customer journey, **fractured.**

Teams spend up to **60% of their workdays** bridging gaps between disconnected systems[1]

Your data, **trapped.**

79% of organizations that have embraced real-time analytics reported **revenue growth averaging 15% within a year**[2]

Your agility, **stifled.**

Legacy maintenance accounts for **57% of overall IT investment** in the US.[3]

PEGA

But traditional modernization efforts don't cut it.

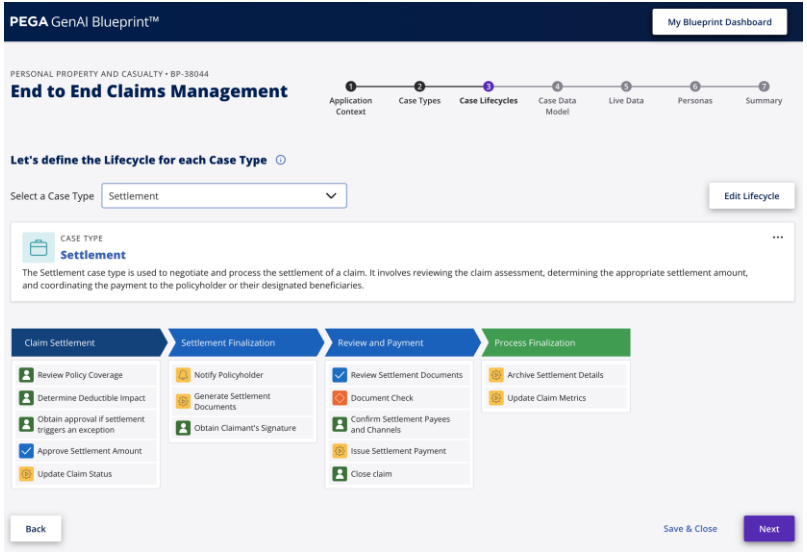
Manual discovery
Long & costly

Partial migrations
Duplicate costs, never fully retire

Lift & shift
Millions is missed optimization opportunities

GenAI opens a new approach to modernization

But it requires the right structure



THE RISE OF OF APPLICATION GENERATION PLATFORMS

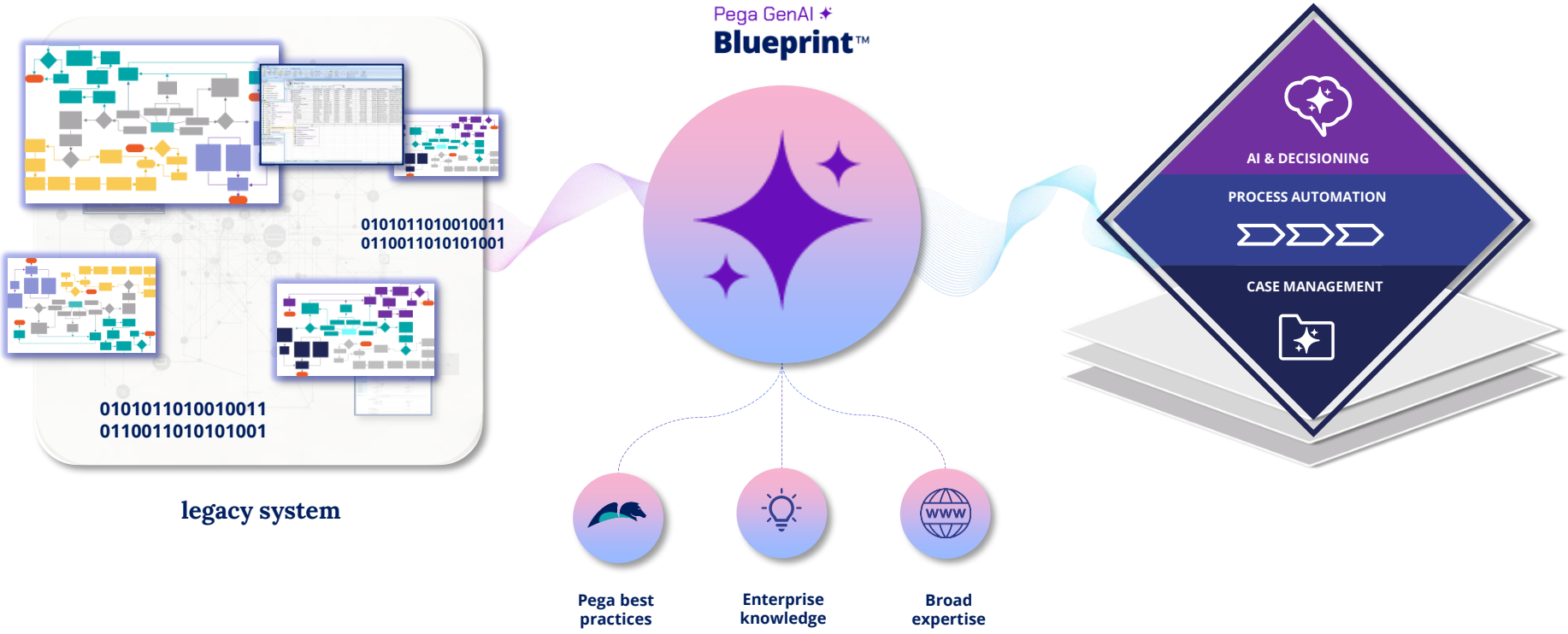
"Application generation (AppGen) platforms represent the evolution of practical platform engineering to take full advantage of AI (especially generative AI) while mitigating its drawbacks."

"The core authoring experience will be a cycle of natural language prompting and subsequent iteration through efficient and visual mediums."

FORRESTER®

Unlock innovation with AI-led transformation

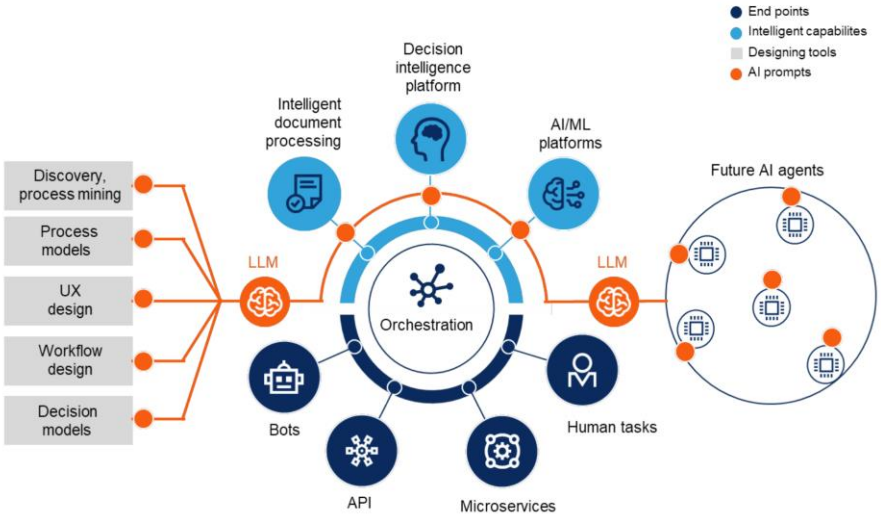
Pega provides the proven structure to reimagine and retire your legacy



With the right platform,
modernization enables transformation.

Your platform for transformation is a BOAT

Business Orchestration and Automation Technology



Source: Gartner

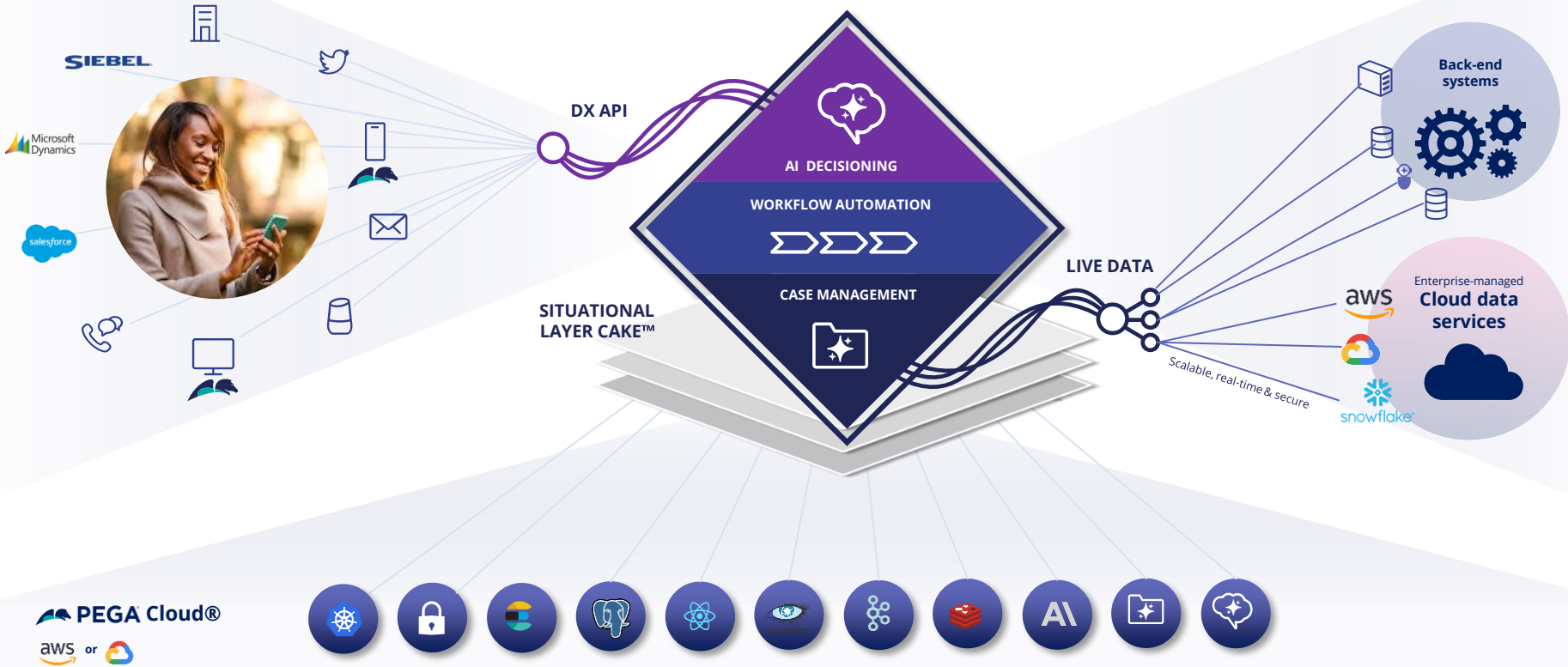
AN AUTOMATION PLATFORM FOR THE AI FUTURE

"BOAT is a class of technology that enables orchestration of a wide range of business processes to automate them while connecting disparate enterprise applications and augmenting business operations with embedded AI capabilities."

Gartner®

Pega is *the* BOAT that works across channels and data

Center-out architecture for orchestration and automation on the cloud



The future will be defined by

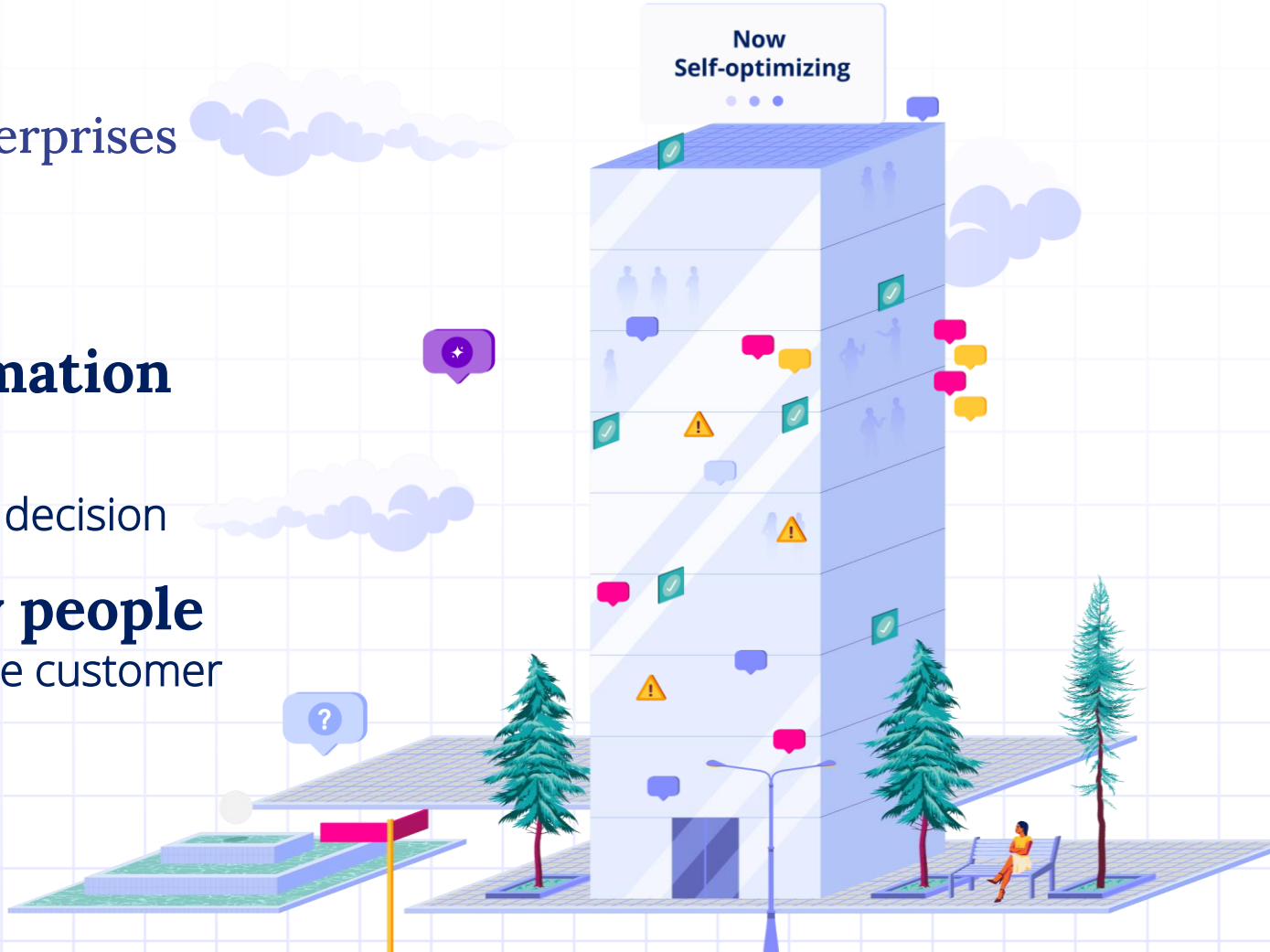
Autonomous Enterprises

Where...

Agentic Automation
does the work

AI optimizes every decision

Supervised by people
freed to focus on the customer



Too often, the map to autonomous feels mythical

And for regulated enterprises, even a little be scary

Customer Request

AGENTS!!!

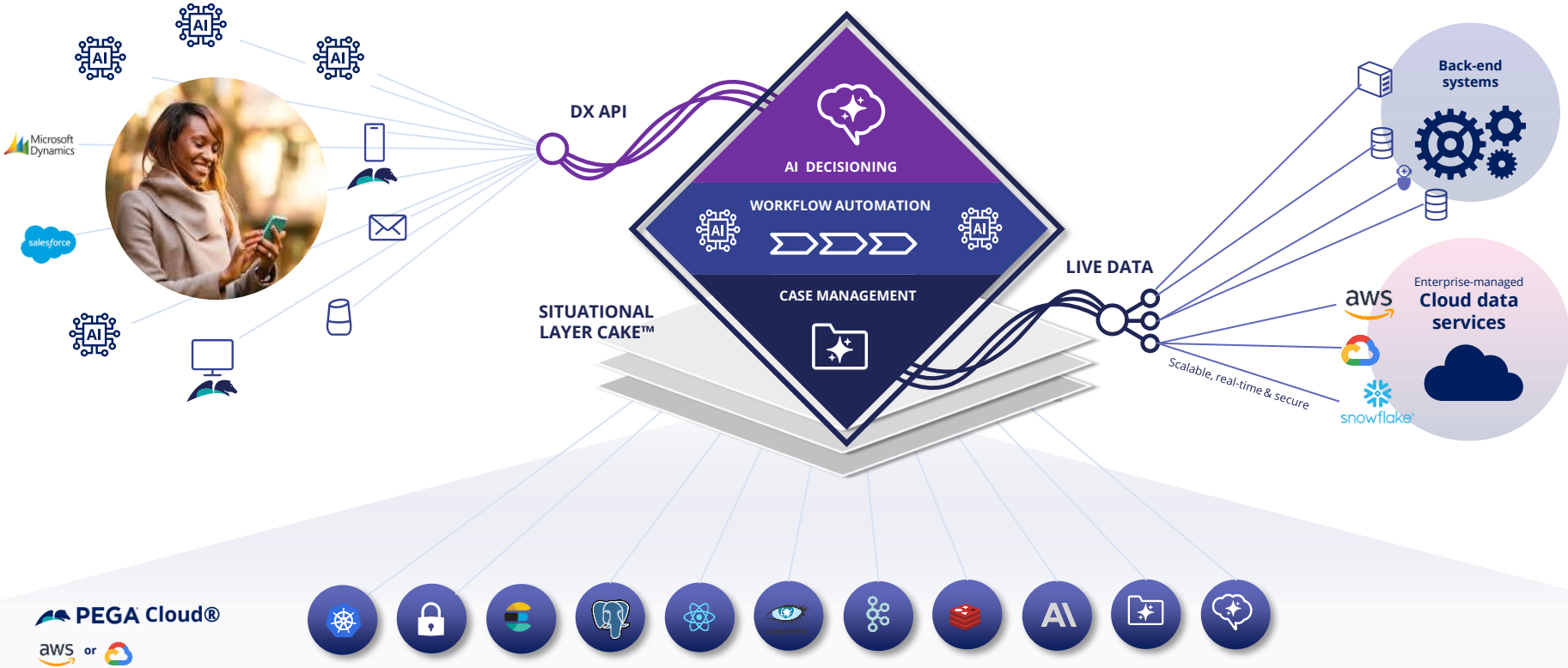
A bunch of enterprise documents

No consideration for:

- Auditing
- Predictability
- Consistency
- Adherence to regulations & best practices

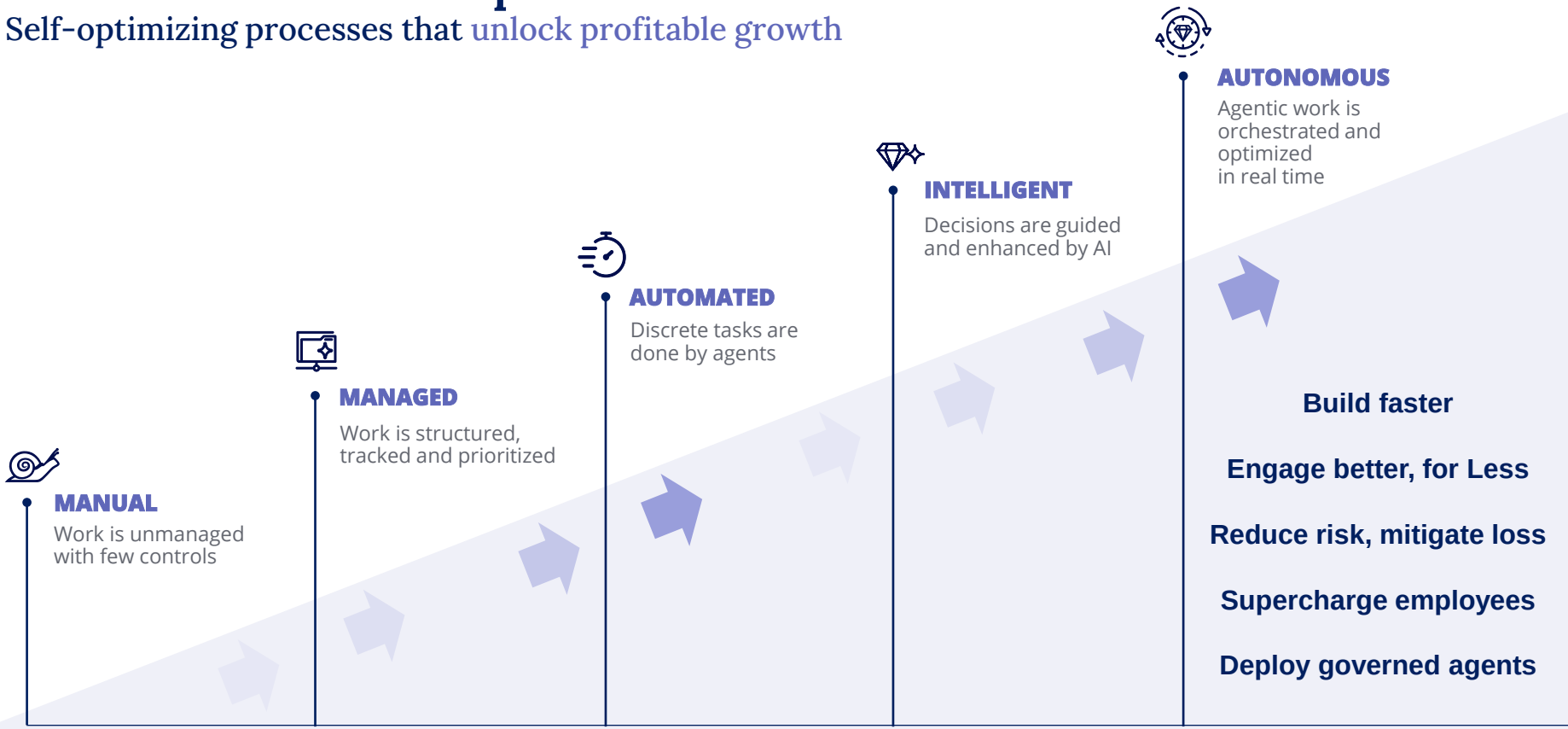
A proven architecture for governed agents

Center-out puts the focus on outcomes for agent orchestration and optimization

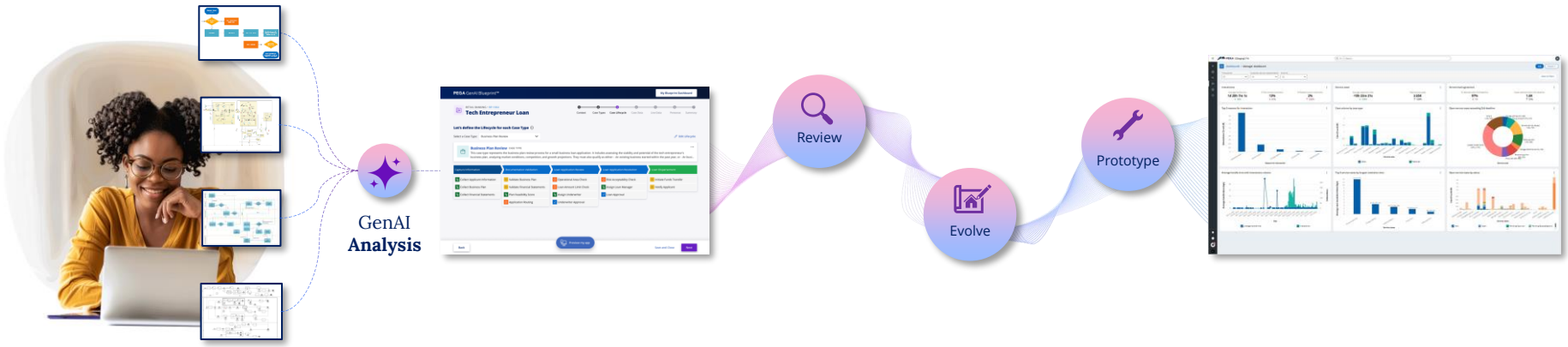


The Autonomous Enterprise

Self-optimizing processes that unlock profitable growth



Start your *AI-led transformation* today.



Blueprint workshop

1 day.

Take 1 process from legacy to reimagined workflows.

PEGA®