

THE POWER TO SIMPLIFY™

A FAST-CHANGING WORLD

Pega® 7

Introducing Pegasystems' next-generation Build for Change® Platform.

- Business Process Management, Dynamic Case Management, Adaptive Decision Management
- Marketing Automation, Sales Force Automation, Customer Service
- Industry-specific Solutions

THE AGILITY TO BRING PRODUCTS TO MARKET FASTER; MAKE, MARKET AND SELL MORE PROFITABLY; AND DELIVER SUPERIOR CUSTOMER ENGAGEMENT.

EXPERIENCE WHAT BETTER BUSINESS SOFTWARE CAN DO FOR YOU.

WORKS THE WAY YOUR BUSINESS THINKS



CASE LIFECYCLE MANAGEMENT™

An insightful new way for business and IT to accurately capture, realize and evolve the full scope of work. Intuitive visual tools mirror the way business people naturally think about how work gets done and eliminate much of the complicated syntax of traditional BPM.



PREDICTIVE AND ADAPTIVE ANALYTICS

Actionable insight and better decision-making, now simpler and directly accessible by business people — eliminating the traditional dependence on long training and specialized expertise. Adaptive analytics continuously refine recommended actions based on data from a wide array of sources.

ENGAGES MORE USERS THROUGH MORE CHANNELS



OMNI-CHANNEL UX™

Opens your apps to mobile and social channels with consistent, attractive and intuitive user experiences across all channels of interaction. By automatically adjusting to the device or channel, its "design once, access anywhere" user interface cuts the time and cost to create today's multi-channel applications.



PEGA PULSE™ SOCIAL COLLABORATION

Encourages and governs enterprise social collaboration. On-line conversations are stored in the context of work being done for later reference or audit. Users can advance a process or resolve a case directly from their conversation feeds, and even incorporate conversations from external social media networks.

SIMPLIFIES AND ACCELERATES



ZERO-DISRUPTION ARCHITECTURE

Eliminates the need for planned downtime, and immediately recovers from unplanned events. Delivers high availability both on premises as well as in Pega Cloud™, the industry's most secure and reliable cloud platform.



PEGA LIVE DATA™

Simplifies the use of data in business processes by automatically applying the right data, in the right places, at the right time. Re-usable data objects cut development time. Easily integrates with your systems of record and big data sources. Built-in caching and predictive retrieval improve application performance.



GLOBAL ECOSYSTEM

More than 10,000 consultants globally will be ready to help your business adopt Pega 7. New Pega Academy on-line video courseware simplifies and accelerates enablement.

About Pegasystems

Pegasystems revolutionizes how leading organizations optimize the customer experience and automate operations. Our patented Build for Change® technology empowers business people to create and evolve their critical business systems. Pegasystems is the recognized leader in business process management (BPM) and is also ranked as a leader in customer relationship management (CRM) software by leading industry analysts.

For more information, please visit us at www.pegasystems.com/pega7.

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BUILD FOR CHANGE®