Digital Transformation - for REAL

Alan Trefler, CEO and Founder, Pegasystems

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Building a mobile app

CRM on the cloud

Opening an innovation lab

Designing an open workspace

Implementing a chatbot

Architecting microservices

Deploying a bunch of RPA bots

Chasing Digital Transformation…

"It gives me the power to see around corners."
Tom Siebel, Jan 21, 2001

"Every question I could possibly have I'm able to ask Einstein."
Mark Benioff, May 18, 2017

… in a world of digital chaos

Three well-intentioned MISTAKES

1. **Channels**, not journeys
2. **Tasks**, not outcomes
3. **Silos**, not end-to-end

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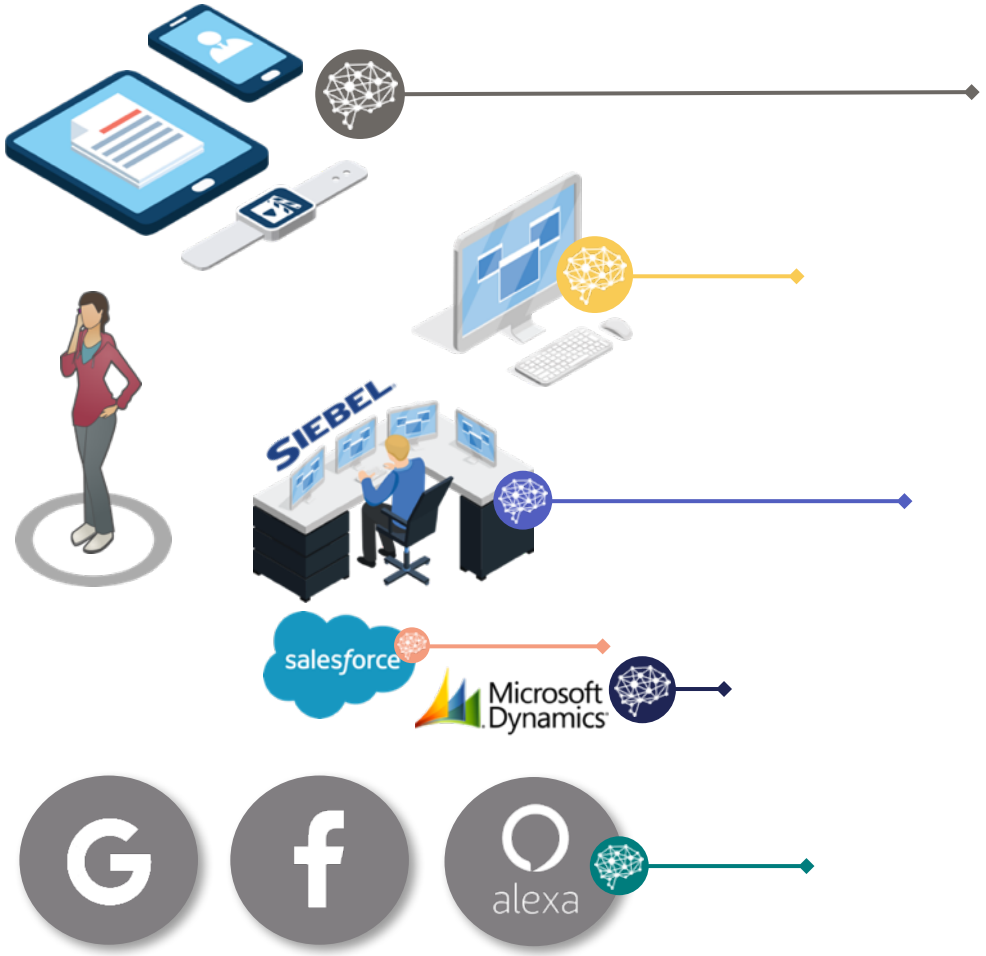


1 Channels, not journeys

SYMPTOMS

- Customers can't move between channels
- Siloed development teams custom-coding logic into channels

RESULTS

- Bad, inconsistent experiences
- Frustrated employees and inefficiency
- Lack of reuse drives increased costs and freezes innovation

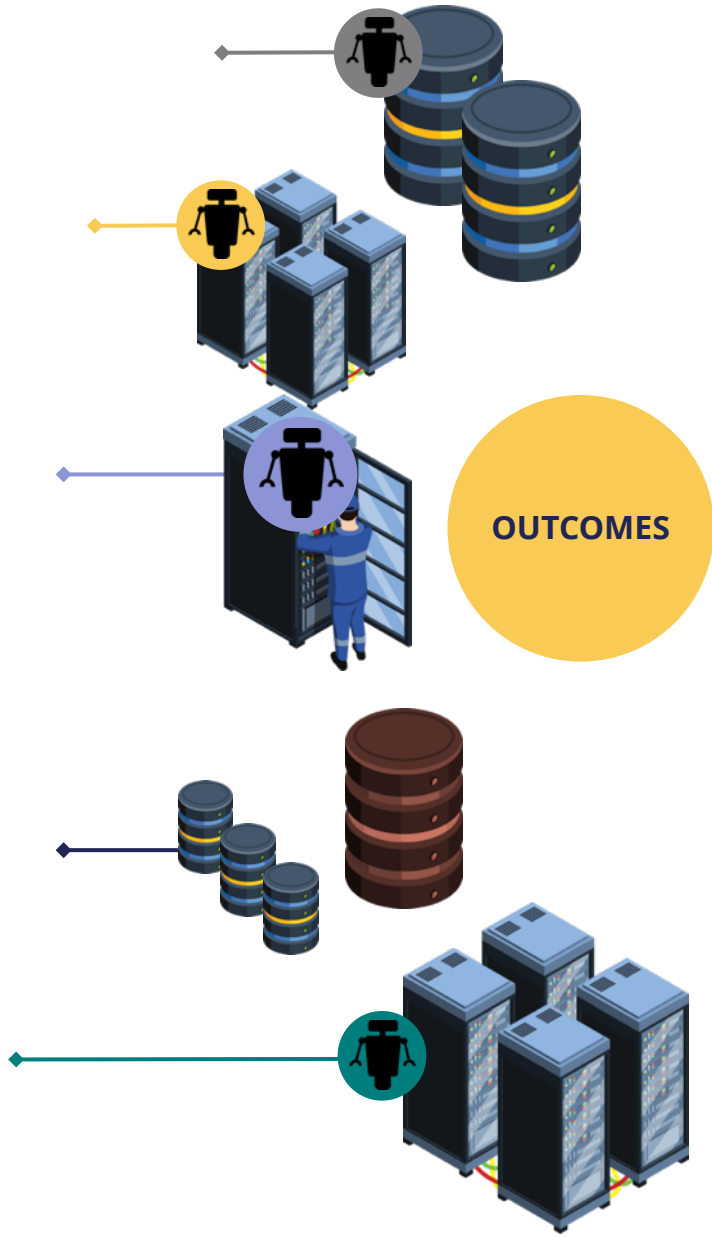
2 Tasks, not outcomes

SYMPTOMS

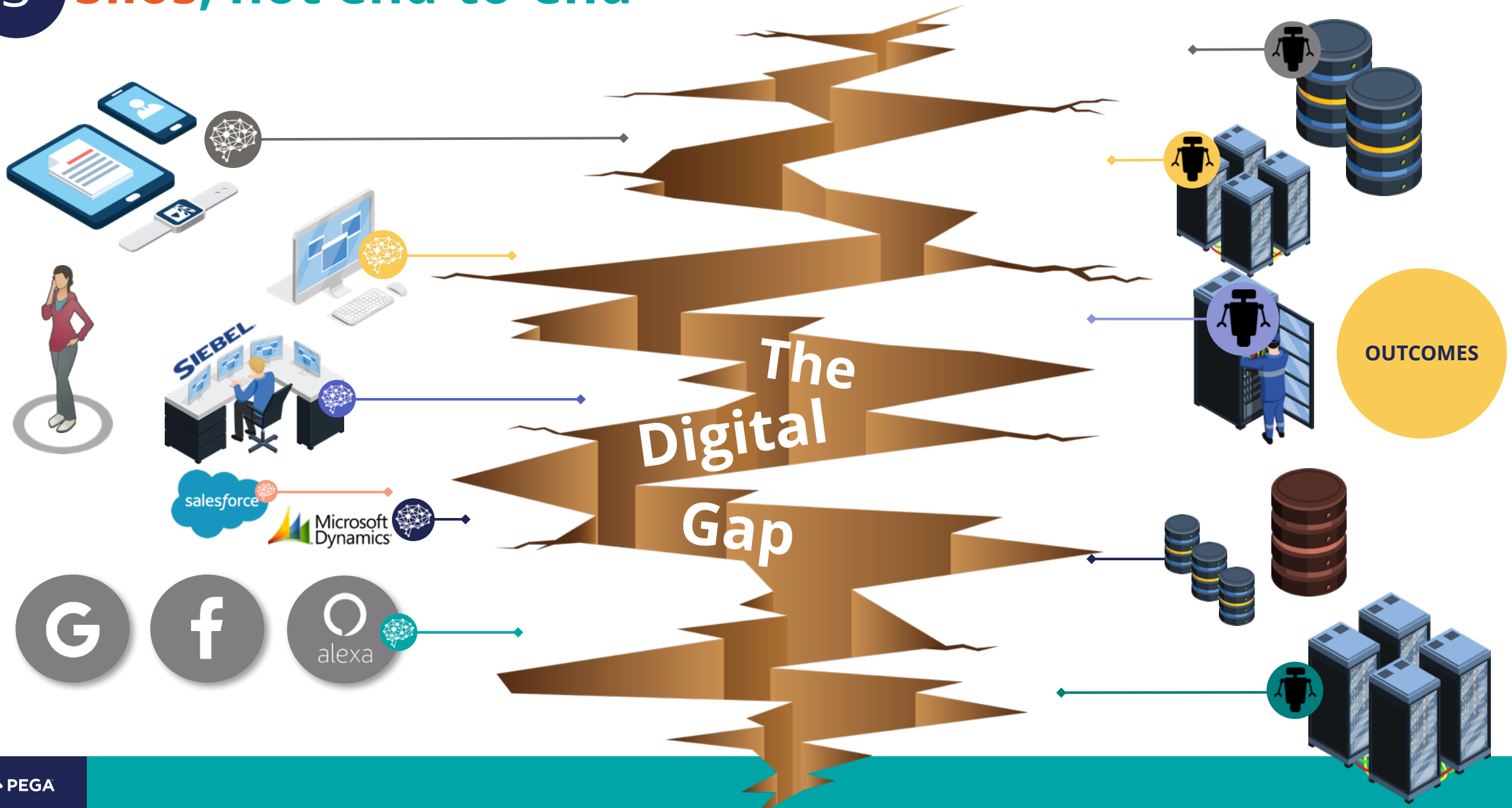
- Lack of common processes across systems, regions, and LOBs
- Siloed investments in robotic band-aids

RESULTS

- Disjointed customer experience
- Proliferation of unmanaged bots
- Little visibility into improvement opportunities

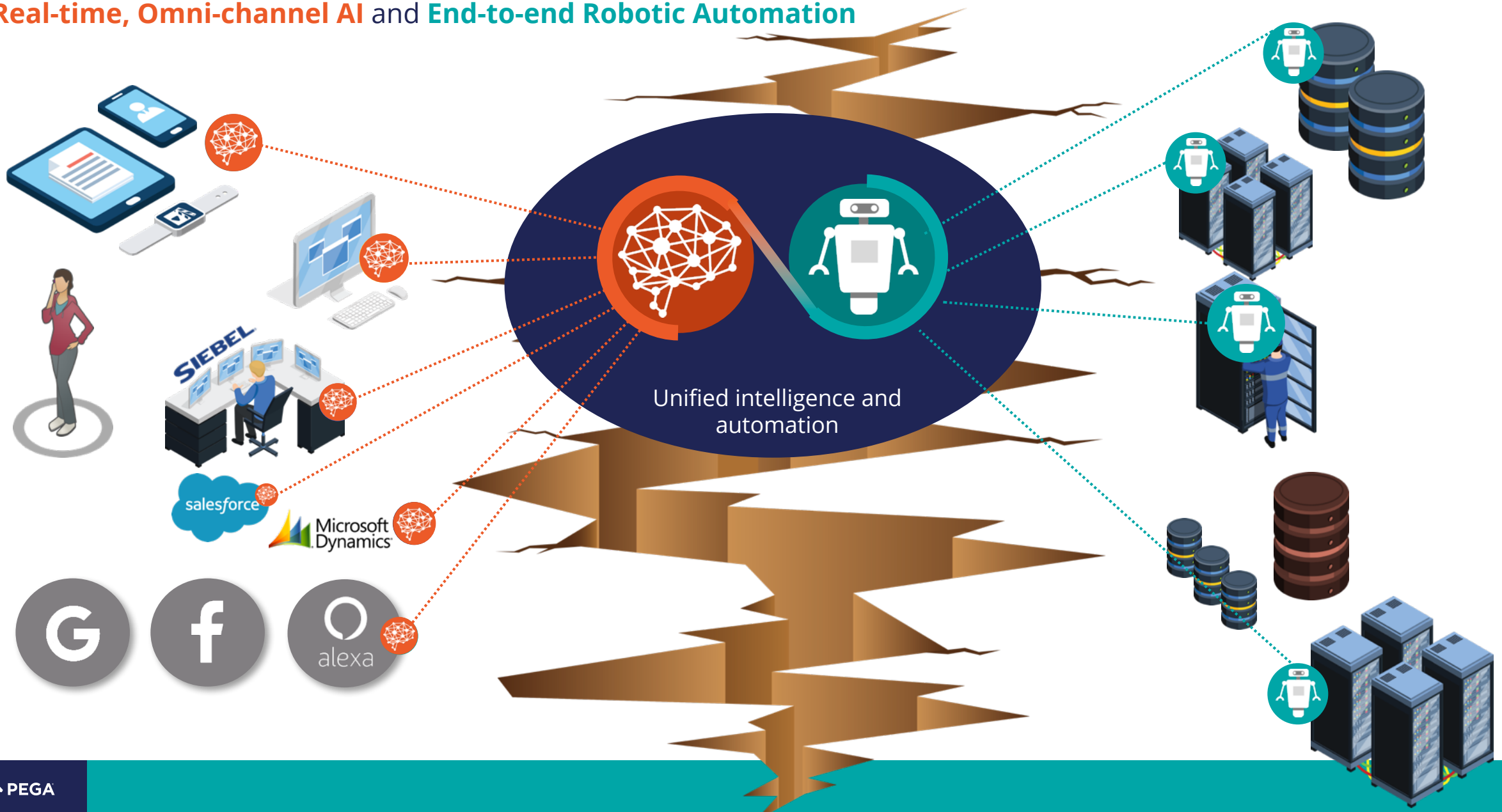


3 Silos, not end-to-end

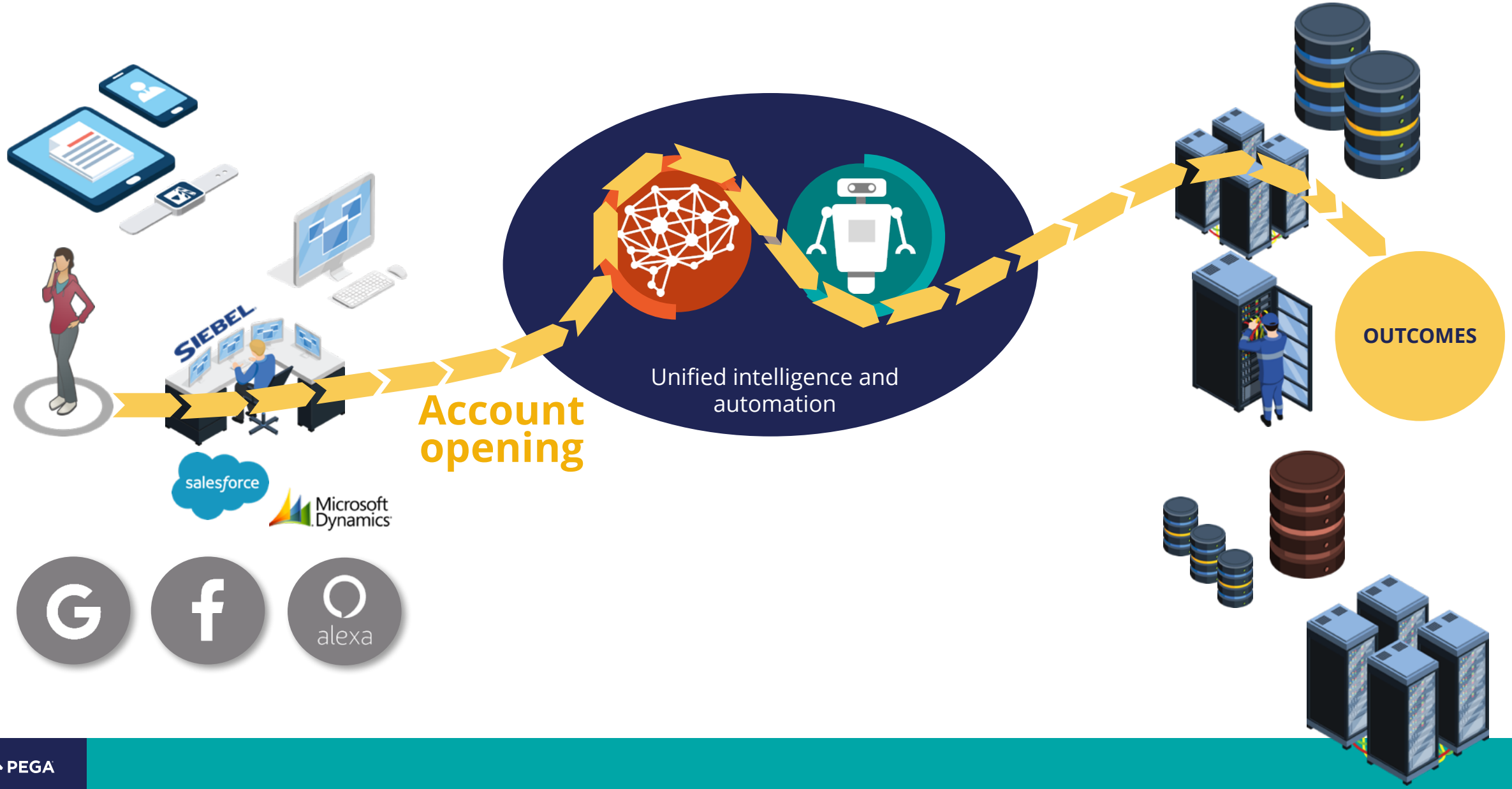


Bridging the Digital Gap

Real-time, Omni-channel AI and End-to-end Robotic Automation



Transform “one journey at a time”



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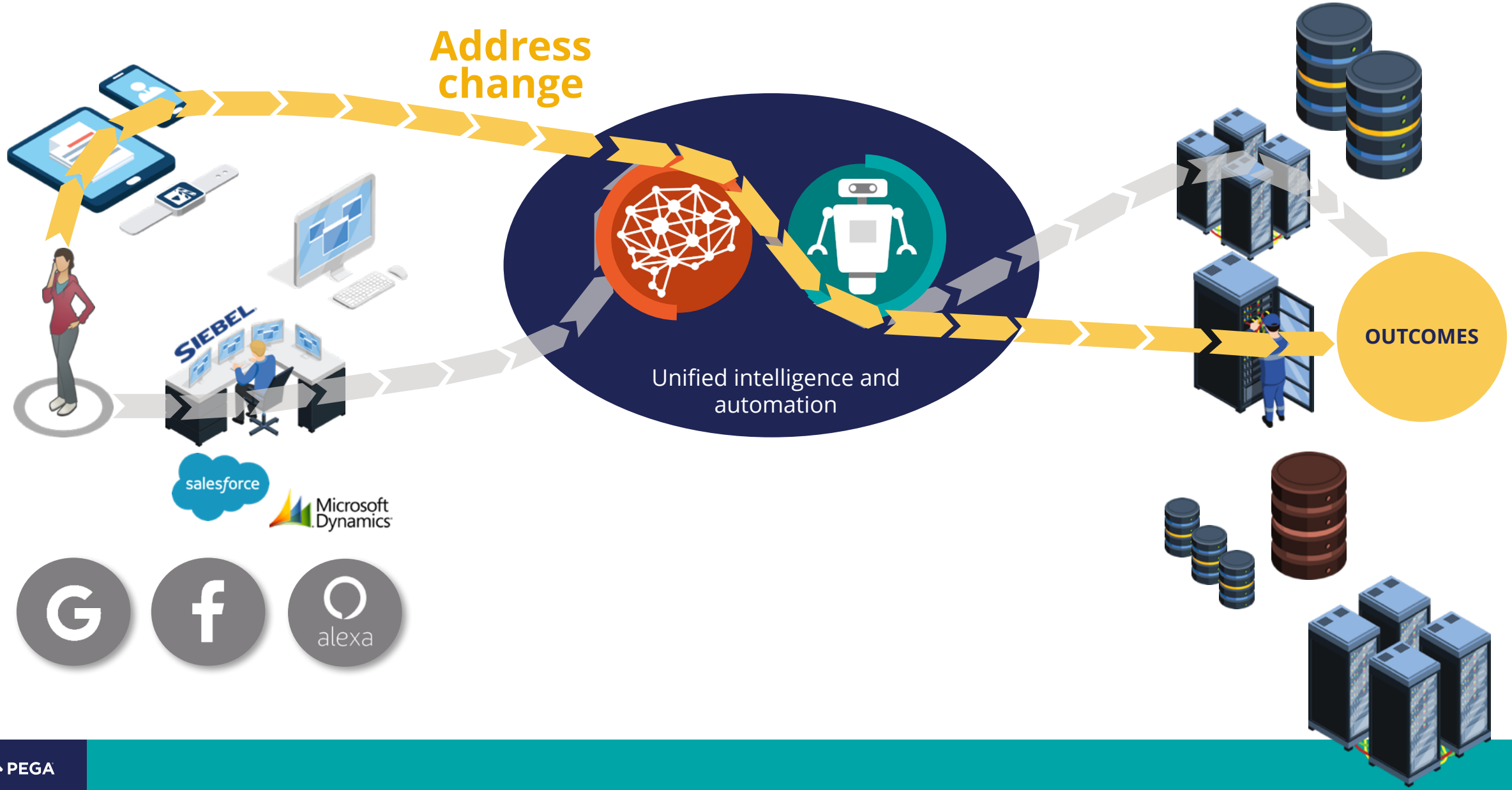
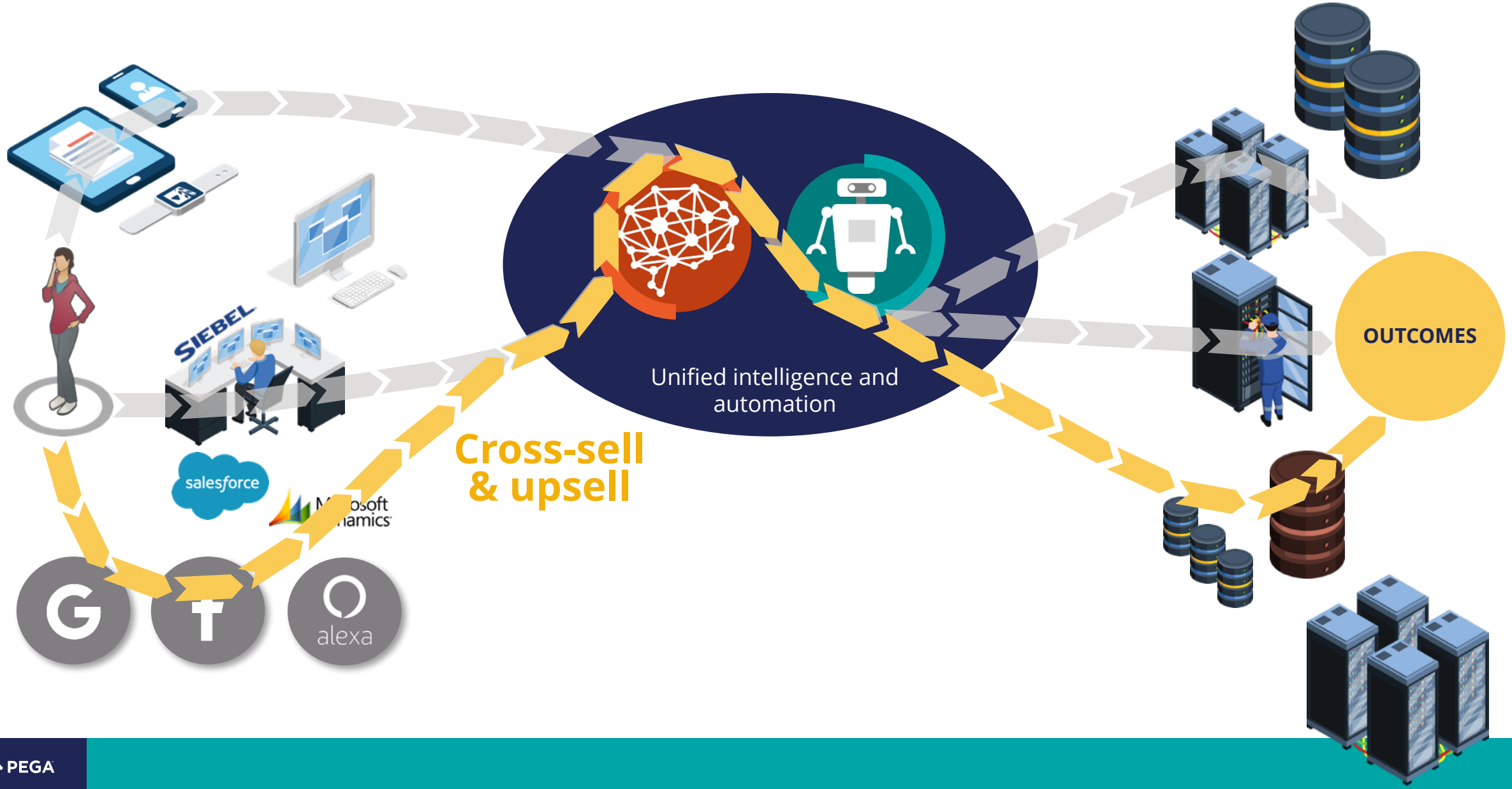


Transform “one journey at a time”



Future-proof your business ...one journey at time

"We managed to reduce cost by a factor of four... and eliminated 93% of touches."

Gilles Leyrat
SVP of Customer and Partner Services

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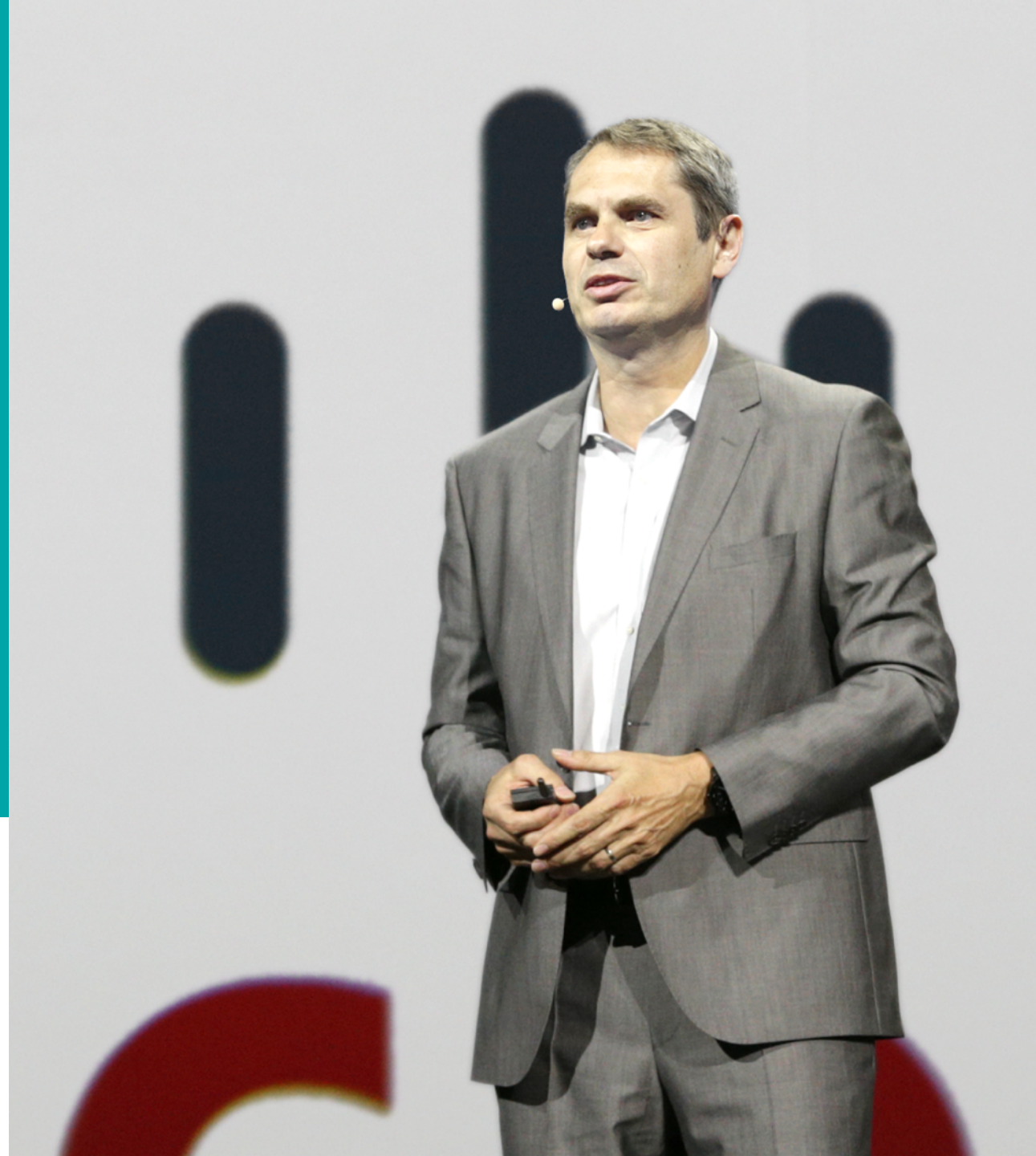
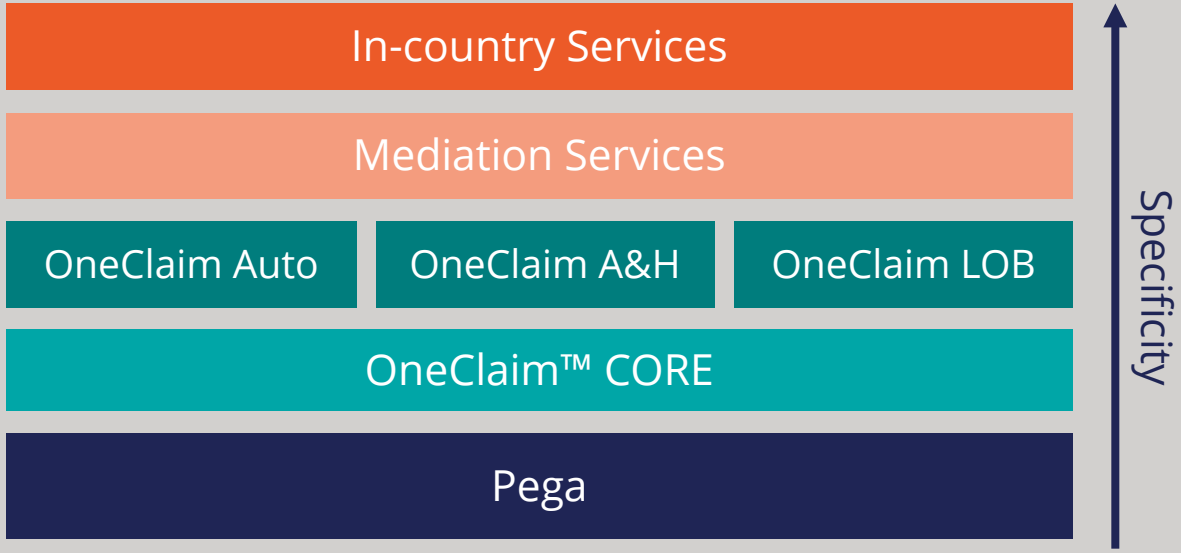
CISCO



Future-proof your business ...through agile re-use.

AIG simplified its claims experience, consolidating 55 systems across 60 countries, reducing costs and eliminating risks.



"The layer cake is the backbone of our strategy – how we think of building our systems."

Eric Martinez
EVP Global Claims Operations and Services
AIG Property & Casualty

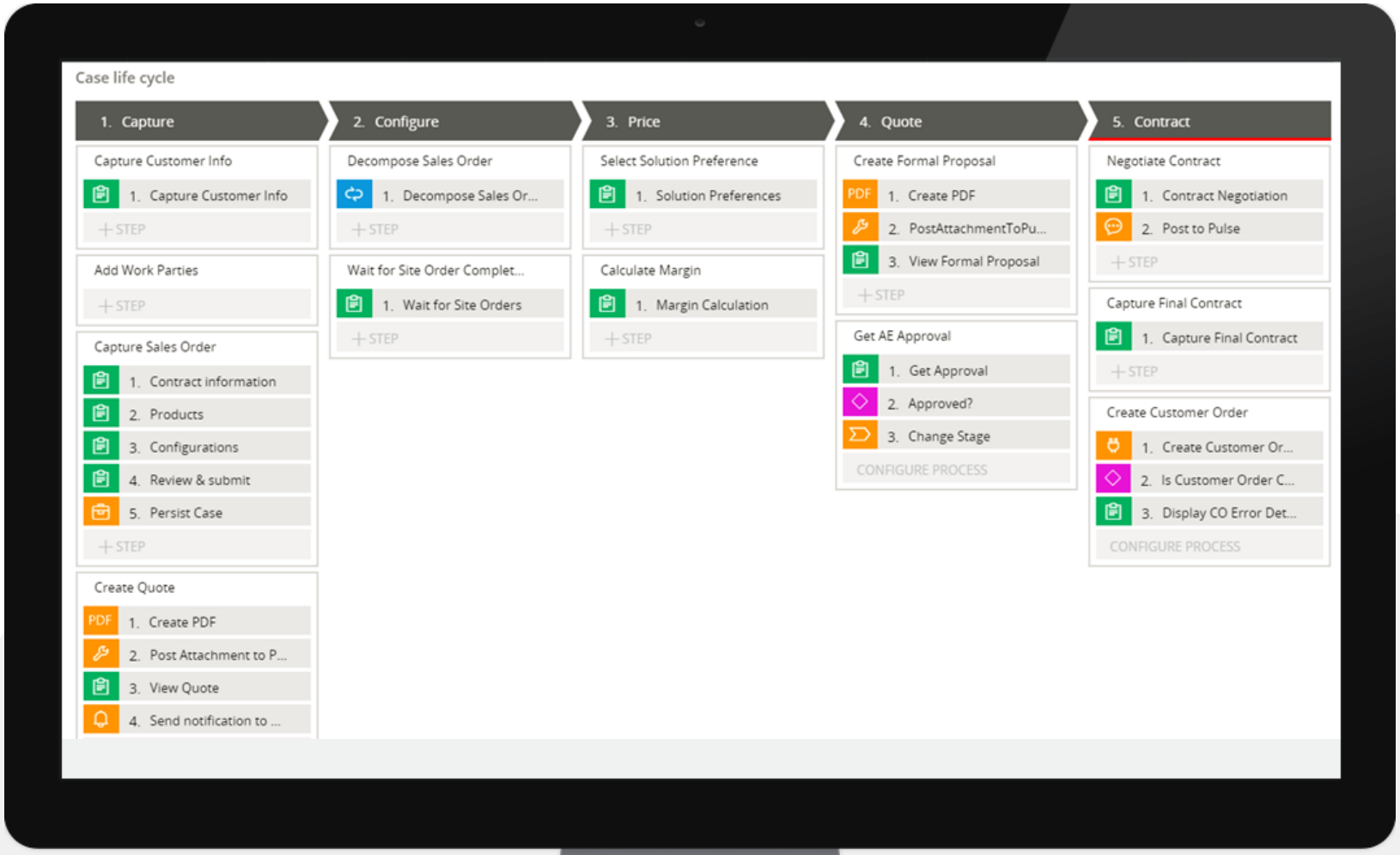
PEGA®

AIG®

Future-proof your technology

Software that perfects your software.®

- Business and IT collaborate in a single environment
- Proven to deliver 12X faster than code
- Self-tuning software with automatic documentation



Cloud Choice
Guaranteed flexibility

PEGA

Pega software connects your customers to outcomes

Acquire customers

Deepen **relationships**

Sell more

Increase **retention**

Streamline **service**

Deliver frictionless **experiences**

Engage proactively

Accelerate **transformation**

Automate work across silos

Optimize with **AI and Robotics**

Deliver apps 8X faster than coding

Simplify **compliance**

REALTIME, OMNI-CHANNEL AI

END-TO-END ROBOTIC AUTOMATION

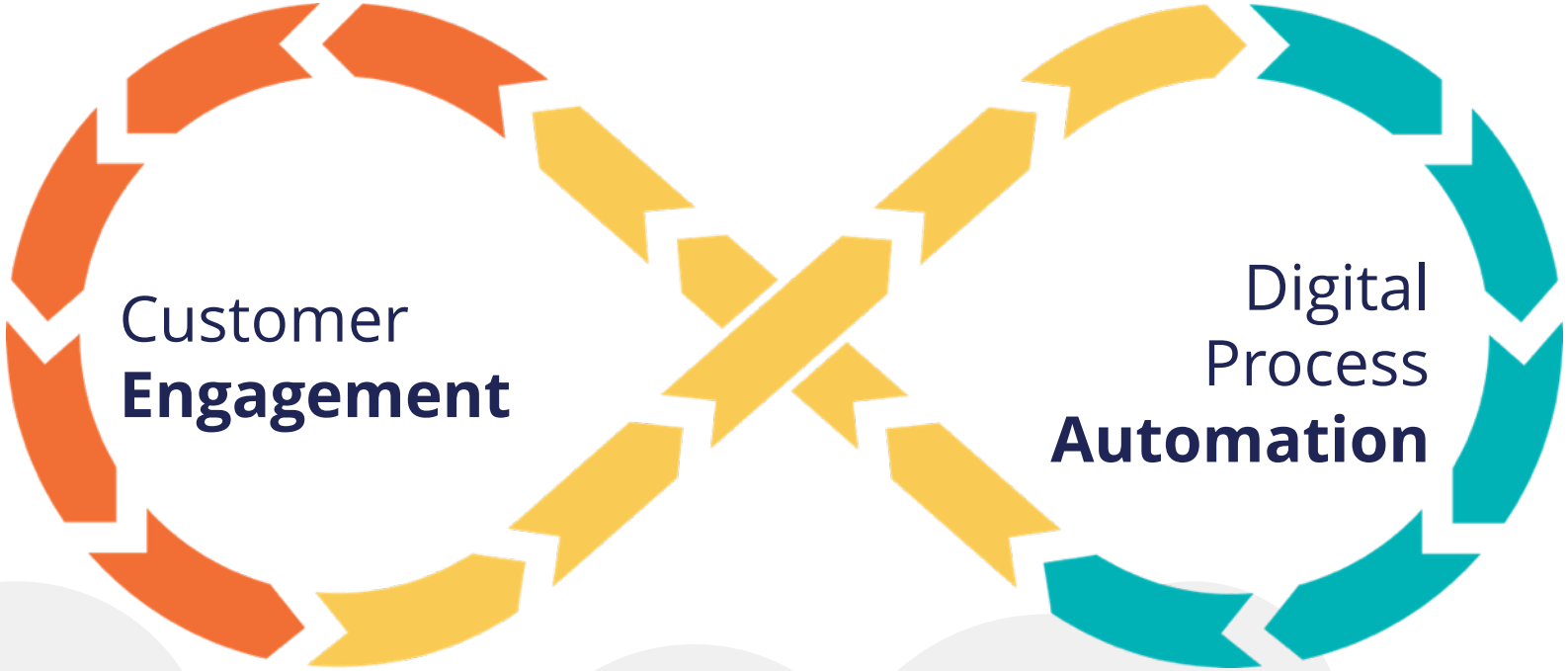
JOURNEY-CENTRIC RAPID DELIVERY

SOFTWARE THAT WRITES YOUR SOFTWARE

SITUATIONAL LAYER CAKE

CLOUD CHOICE

Pega delivers Digital Transformation – without limits



Pega® Marketing

Real-time AI to acquire, retain, and deepen relationships

Pega® Sales Automation

AI guidance makes sellers, partners, and agents effective

Pega® Customer Service

Deliver efficient, omni-channel service

Pega® Platform

Build and change apps 8X faster with no code

Scale without limits

Built-in DevOps, CI/CD, and Agile tools

Digital Process Automation

Automate work and outcomes from end-to-end

Robotics and AI

Apply robotics and intelligence across the enterprise

Workforce Intelligence

AI-powered insights to continuously improve and adapt

Unified architecture for Digital Transformation

Gartner

CUSTOMER ENGAGEMENT

FORRESTER®

DIGITAL PROCESS AUTOMATION

FORRESTER®

REAL-TIME DECISIONS & AI

Gartner

END-TO-END WORK MANAGEMENT

"The highest reference customer scores for modeling and predicting customer behavior. The best ability to build, maintain, and change complex cases. The best cost to value rating of any solution."

Gartner

Every day, Pega powers…

MILLIONS
of automated processes

BILLIONS
of customer interactions

TRILLIONS
of dollars of business

If you've driven a car, used your credit card, called a company for service, opened an account, applied for a loan, accepted an offer, flown on an airplane, paid a bill, submitted a claim, or countless other things you do in your day…

…you've interacted with Pega.

PEGA

Sprint

Doubled retention rates in 3 months

The Sprint team deployed Pega Marketing to 1,000 agents in 90 days, then rapidly expanded to all of its call center teams.

“Pega has the brains to help deliver the right treatment to the right customer at the right time. We’re seeing more than double the acceptance of retention offers. That is a big deal."

Marcelo Claure
CEO, Sprint

PEGA®

Build for Change®