



Unlock transformation

Setting a course for the Autonomous Enterprise

Pegasystems | 2024



Time to chart a course for transformation

Enterprises that thrive will make a crucial decision

1010
1010

AI that gets more of the same done faster

Generate more code, more efficiently
Build applications for users



AI that accelerates your enterprise transformation

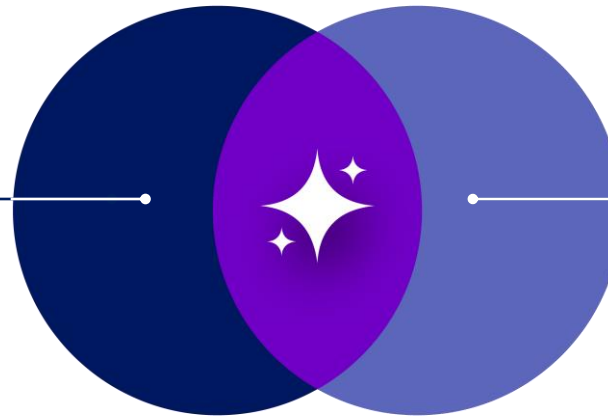
Accelerate modernization and innovation
Build software around the work and outcomes

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%

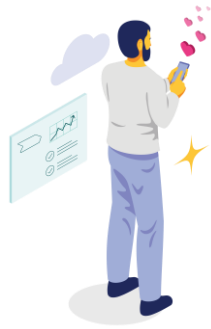
Faster workflow design

20-40%

Improvement in Net Promoter Score

Transformation unlocks massive value

Imperative to deliver efficiently and effectively on mission



Better constituent experiences powered by **Case Management**



3 MINUTES TO < 30 SECONDS
Reduction in registration times



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



99.6% PROCESSED ONLINE
Improved from 12%



Quickly respond to legislative changes and customer needs with a **Digital platform**



SAVED 10,000 HOURS
Of development time

Three steps to unlock transformative value



Raise the
legacy anchor



Build the right
BOAT



Set a course for the
**Autonomous
Enterprise**

Agencies are anchored by legacy apps

In the US, **\$1.14 trillion** is spent every years on maintenance of existing IT investments¹



Your customer journey,
fractured.

Teams spend up to **60% of their workdays** bridging gaps between disconnected systems¹



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

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 screenshot displays the PEGA GenAI Blueprint™ interface for 'End to End Claims Management'. At the top, it shows 'PERSONAL PROPERTY AND CASUALTY - BP-38044' and 'My Blueprint Dashboard'. A progress bar indicates the current stage is 'Case Lifecycles'. Below this, a section titled 'Let's define the Lifecycle for each Case Type' allows selecting a case type, with 'Settlement' chosen. A description of the 'Settlement' case type is provided. The main workflow is divided into four stages: 'Claim Settlement', 'Settlement Finalization', 'Review and Payment', and 'Process Finalization'. Each stage contains a list of tasks with status indicators (e.g., 'Review Policy Coverage', 'Notify Policyholder', 'Review Settlement Documents', 'Archive Settlement Details'). Navigation buttons for 'Back', 'Save & Close', and 'Next' are visible at the bottom.



THE RISE OF OF APPLICATION GENERATION PLATFORMS

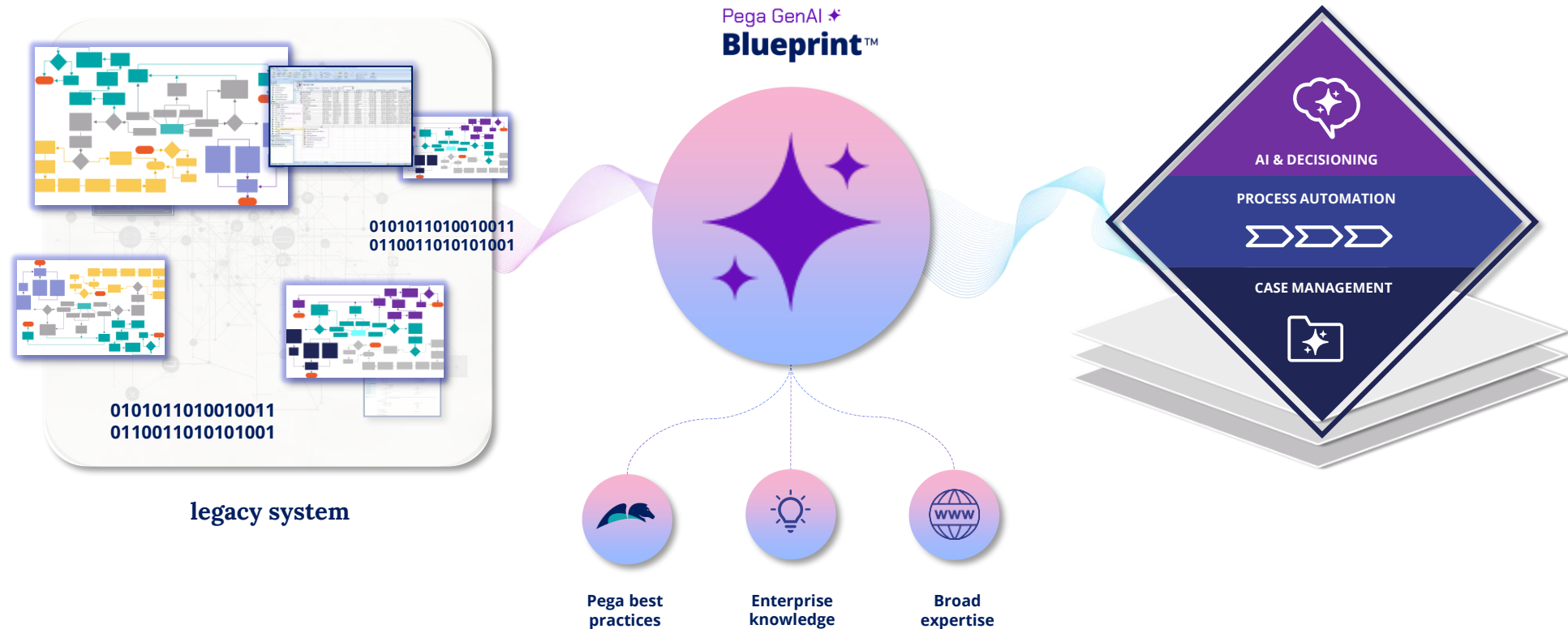
"Application generation (AppGen) platforms represent the evolution of practical platform engineering to take full advantage of AI (especially generative AI) while mitigating its drawbacks."

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

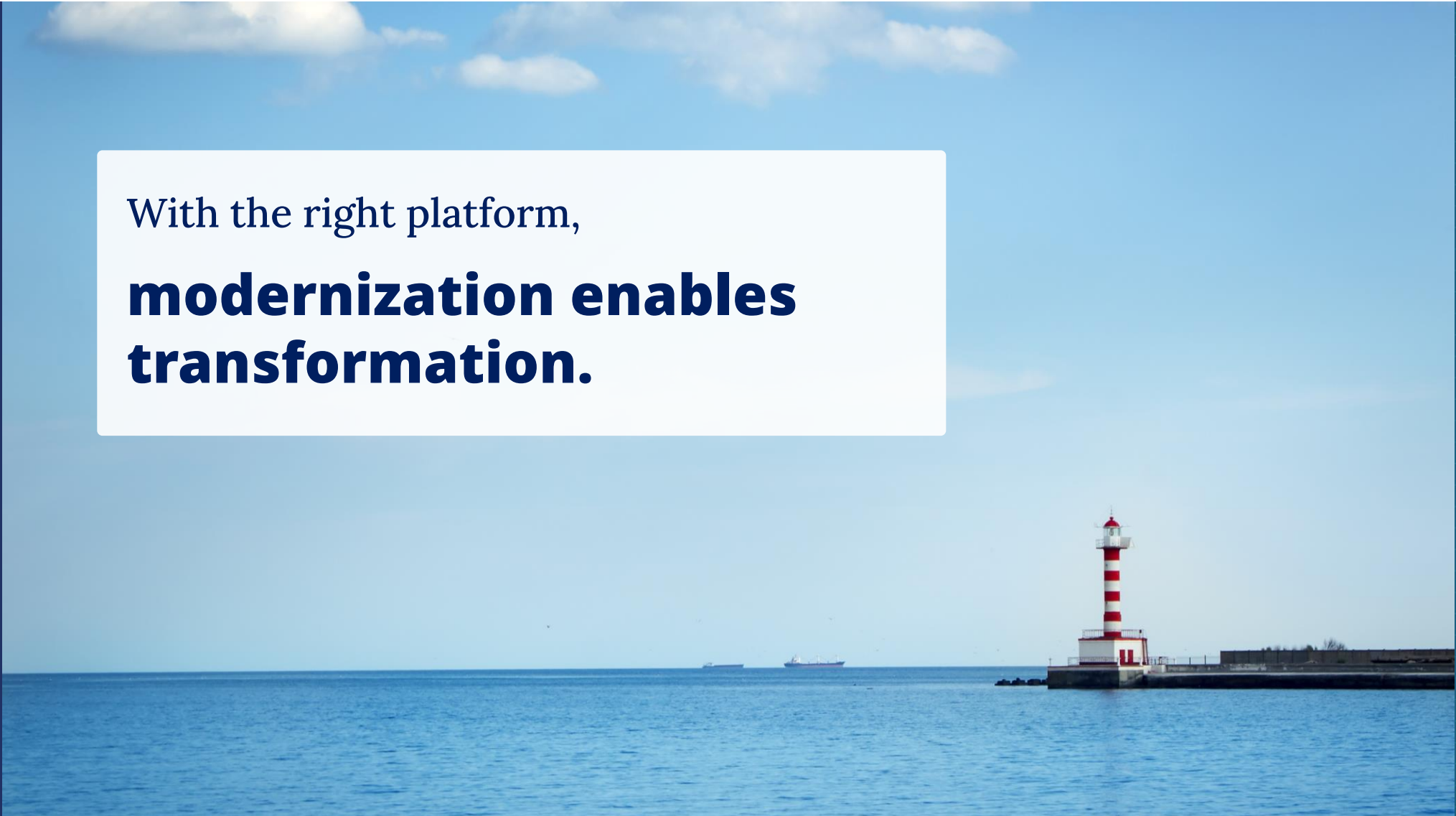
FORRESTER®

Unlock innovation with AI-led transformation

Pega provides the proven structure to reimagine and retire your legacy

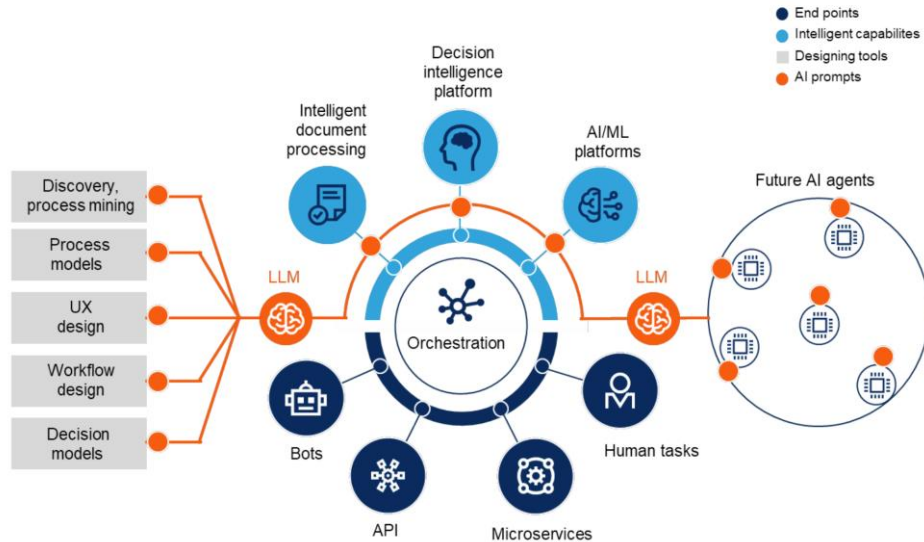


With the right platform,
**modernization enables
transformation.**



Your platform for transformation is a BOAT

Business Orchestration and Automation Technology



Source: Gartner

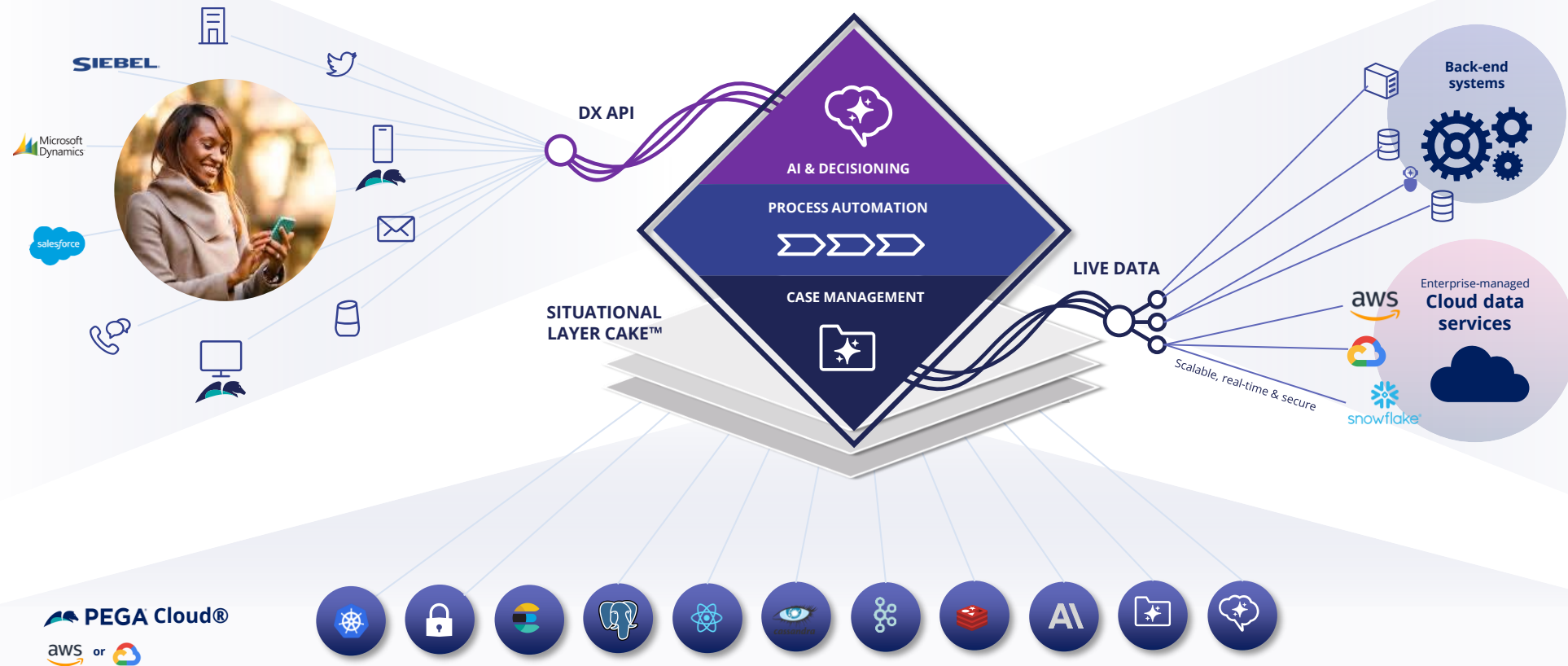
AN AUTOMATION PLATFORM FOR THE AI FUTURE

“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

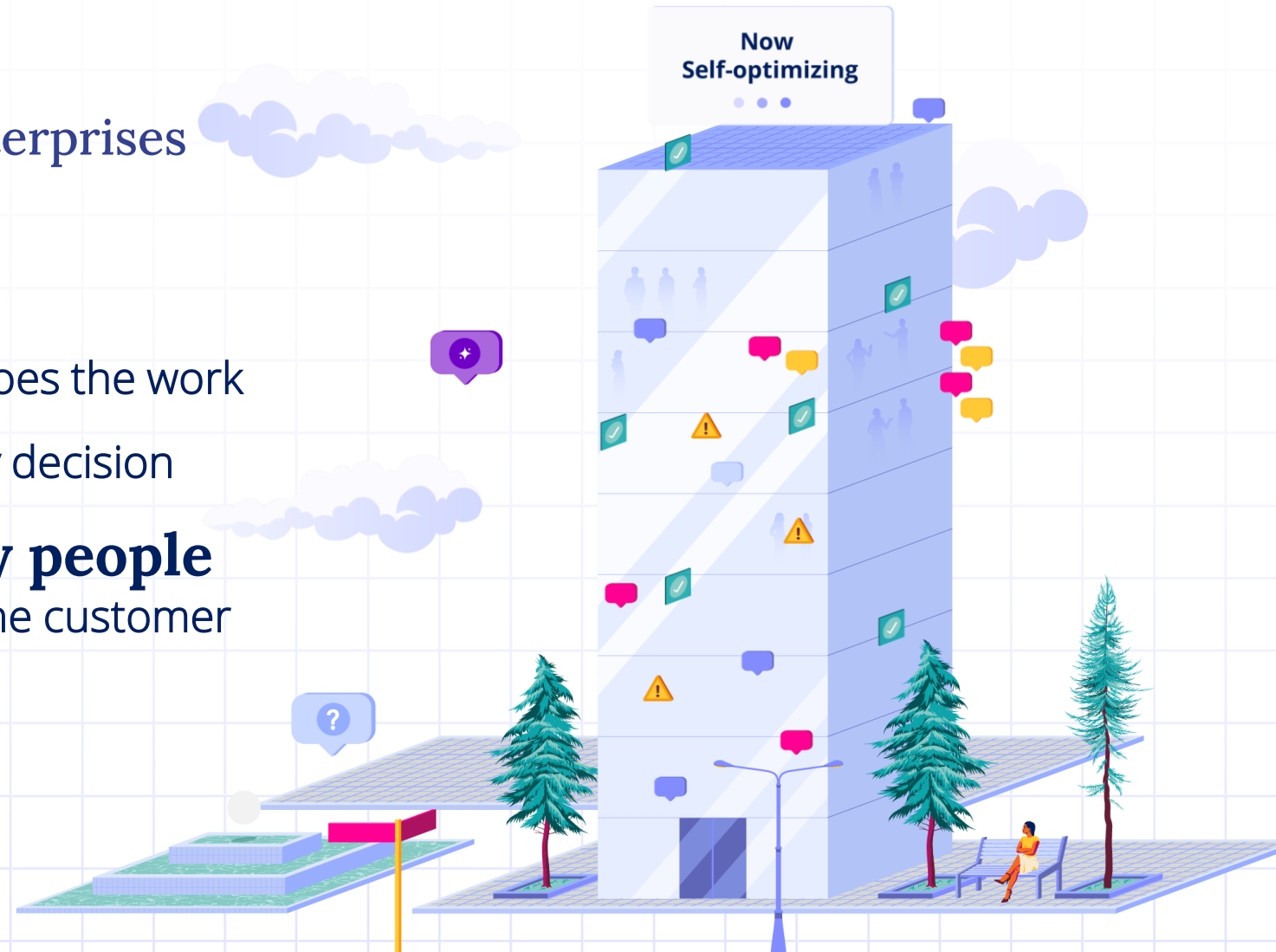
Autonomous Enterprises

Where...

Automation does the work

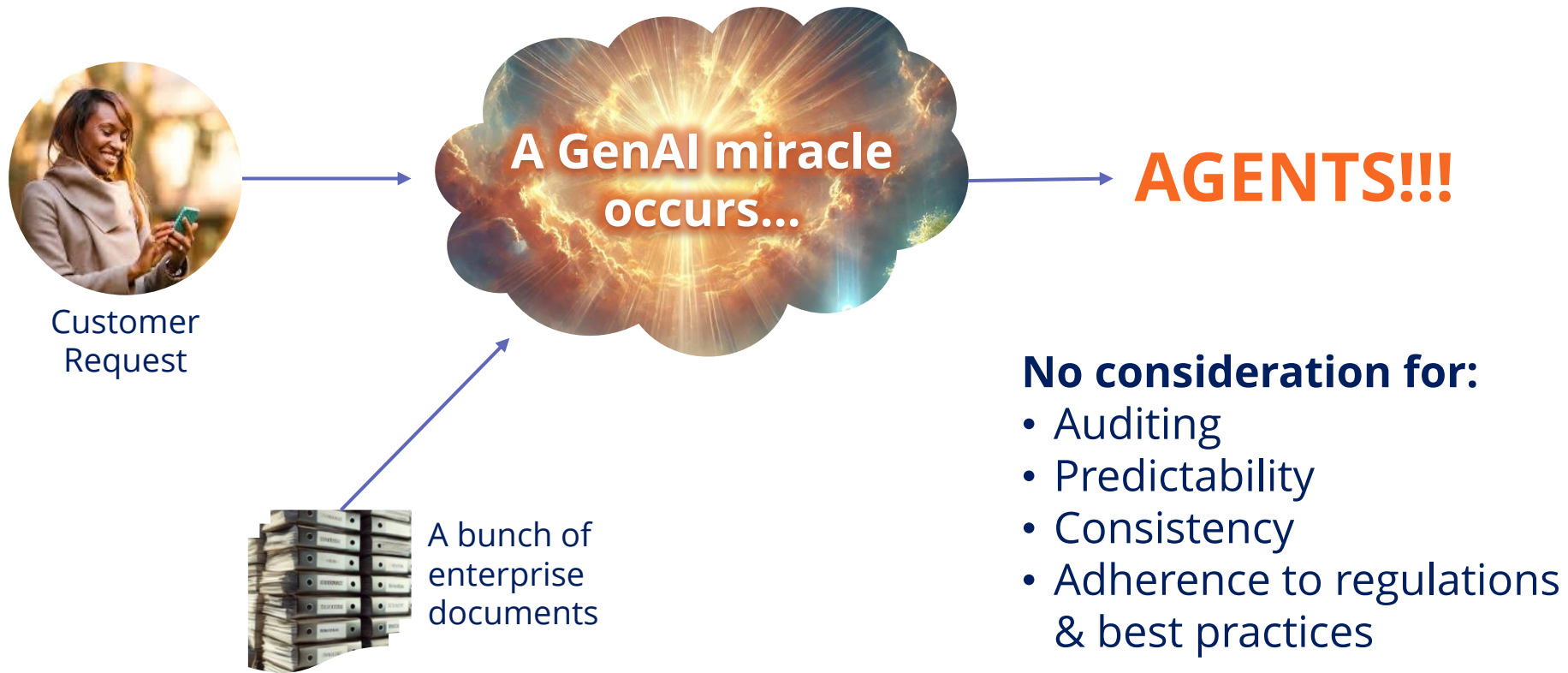
AI optimizes every decision

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



No consideration for:

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

A proven architecture for governed agents

Pega provides the workflow orchestration, auditing, and rules the real world requires

Emails

Events

Files

Messages

Chats

AI-powered data mapping, intent determination, and dispatch control

Requests & Triggers

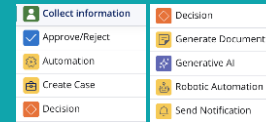


AI decisioning determines next steps

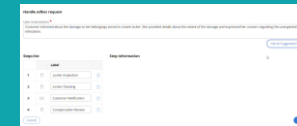
Pega GenAI™ suggests ad-hoc workflows



Pre-defined workflows



Automated actions



Ad-hoc workflows

Workflow Orchestration

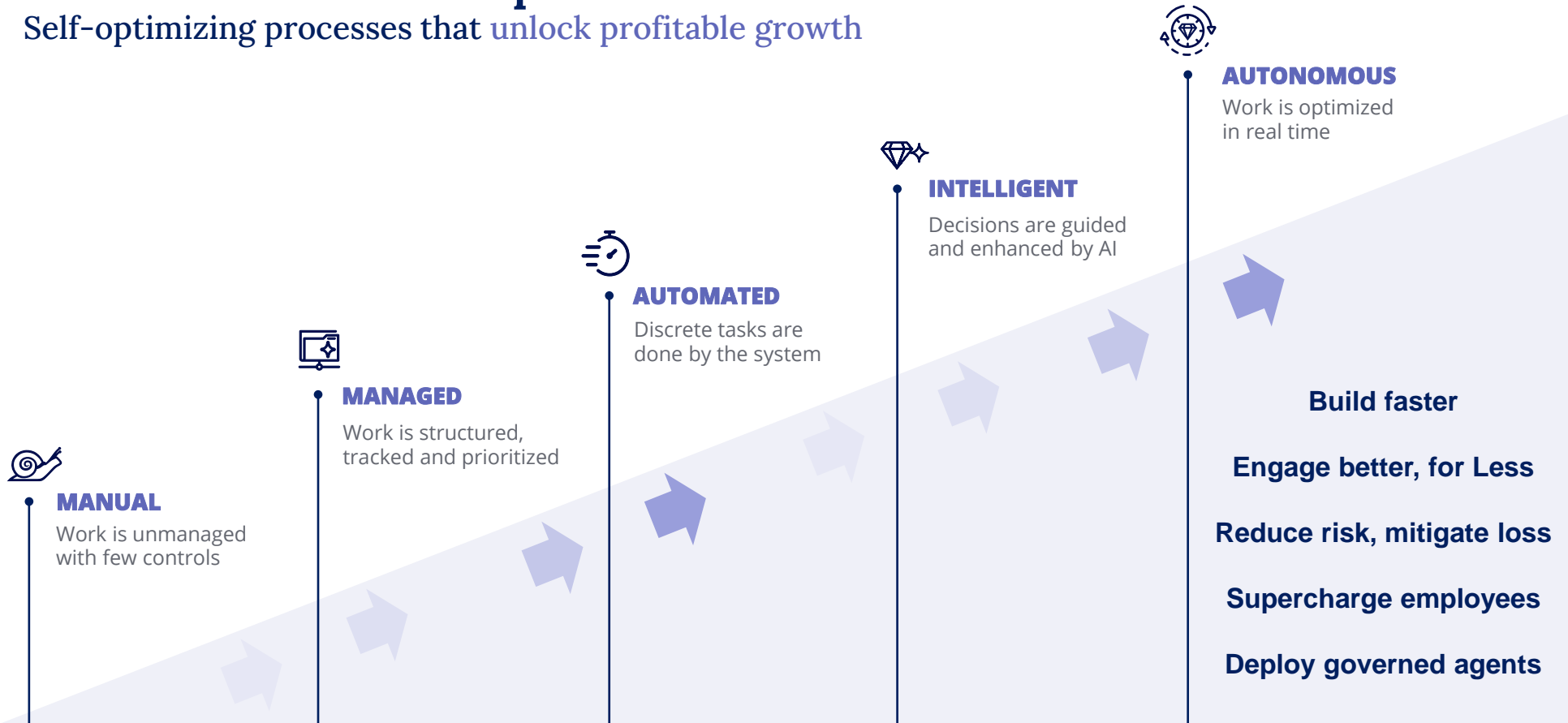
Adherence to regulations and best practices

Case Management

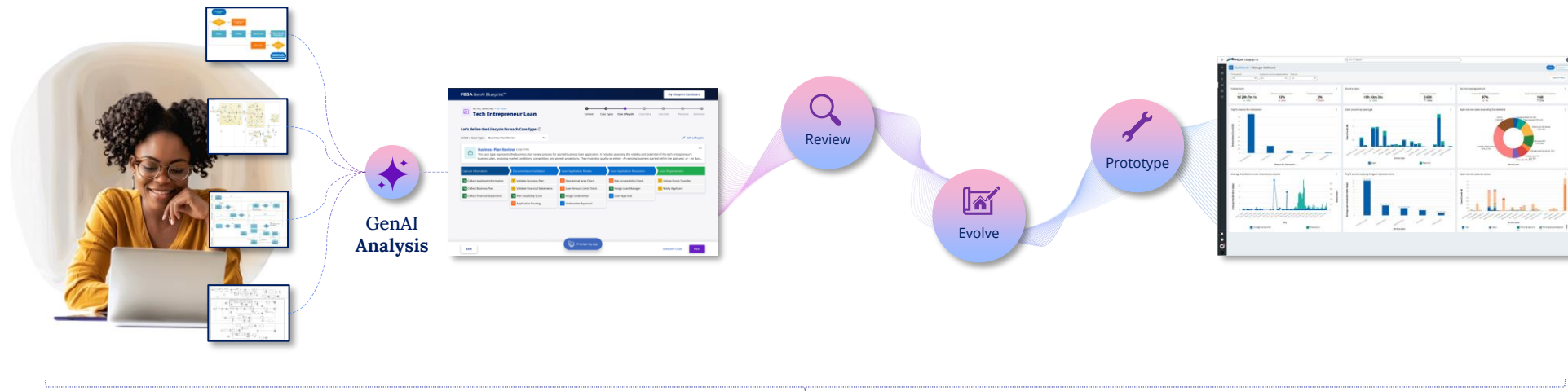
Audit, governance, and escalation to human assistance

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[®]

Unlock business-transforming outcomes

with Pega's enterprise AI decisioning and workflow automation platform

We're architected differently to optimize decisions and processes in real-time

Personalize
Engagement

Automate
Customer Service

Streamline
Operations



£100M PROFIT INCREASE
in a single market from 3x
higher offer acceptance



3 MINUTE REDUCTION
in average handle time across 10K
agents and 100 service processes



LLOYDS BANK

30% EFFICIENCY GAINS
across 300+ processes and
over 32K employees

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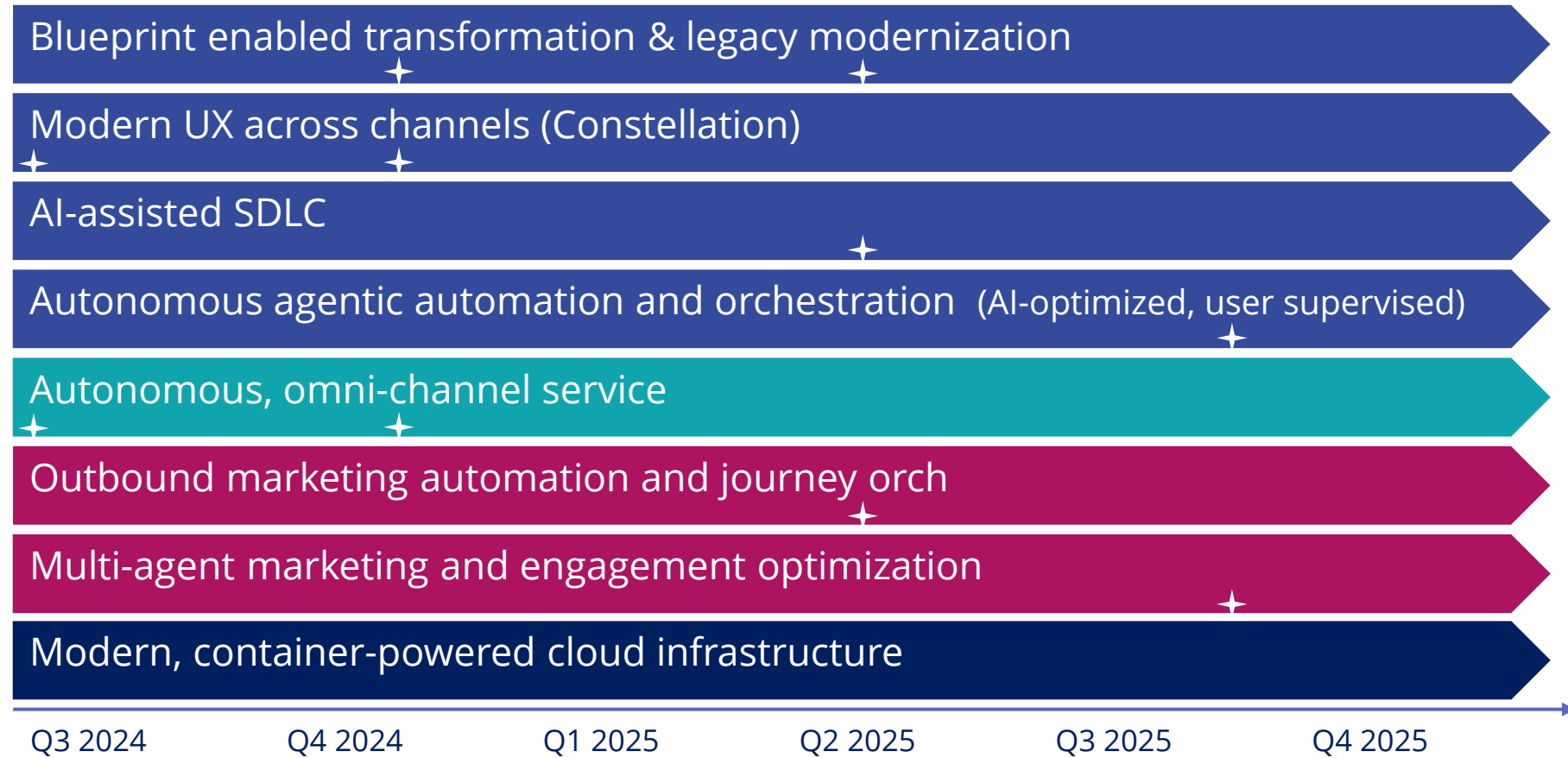


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Roadmap direction

Key themes for 2025 and beyond



Q3 2024

Q4 2024

Q1 2025

Q2 2025

Q3 2025

Q4 2025



THANK YOU

