



PegaWorld*i*Inspire

JUNE 9-11, 2024 | LAS VEGAS

GenAI™ ✨

Pega Cloud Exclusive: Paving the Way for an Autonomous Enterprise

Andrzej Lassak 🇵🇱

Sr. Director of Cloud AI Services, Pegasystems

Kamil Dudek 🇵🇱

Fellow Architect of Cloud AI Services, Pegasystems

Julka Cichosz 🇵🇱

Program Manager of GenAI, Pegasystems

Information shared during PegaWorld is not an offer or commitment by Pegasystems and does not create any legal obligation for Pegasystems, including to deliver any material, code, or functionality. The timing of the development and release of any features or functionality described about our products remains at our sole discretion. ©2024 Pegasystems Inc.



“AI won't replace people
but people who use AI will
replace those who don't”

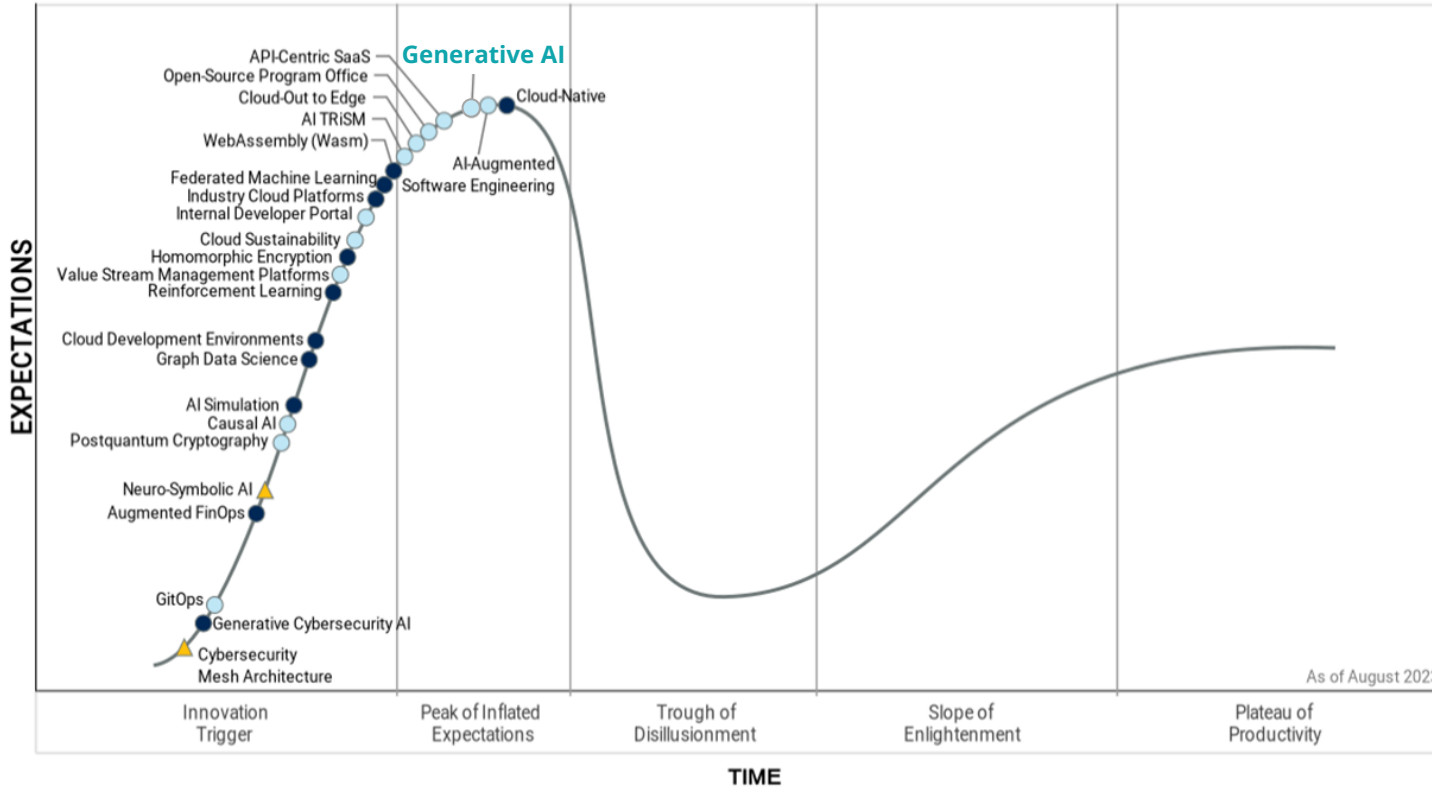
- IBM research 2023





Andrzej Lassak
Senior Director of
Cloud AI Services

Generative AI expectations



Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ⊗ Obsolete before plateau

Gartner

AKADEMIA GÓRNICZO-HUTNICZA
IM. STANISŁAWA STASZICA W KRAKOWIE

Wydział Inżynierii Metali i Informatyki Przemysłowej



PRACA DYPLOMOWA MAGISTERSKA

pt.

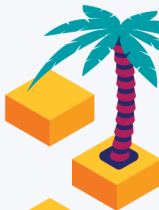
„Application of deep learning to determine the optimal
end of blowing at the Basic Oxygen Furnace”

Imię i nazwisko dyplomanta:	Kamil Dudek
Kierunek studiów:	Informatyka Stosowana
Specjalność:	Systemy Informatyki Przemysłowej
Nr albumu:	268935
Promotor:	dr hab. inż. Łukasz Rauch
Promotor z przemysłu:	Luc Van de Putte, ArcelorMittal Poland
Recenzent:	prof. dr. hab. inż. Jan Kusiak



Kamil Dudek

Fellow Architect of Cloud AI Services

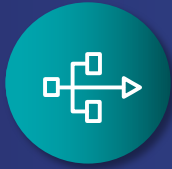


Do More with Pega GenAI™



Discover
More

Pega GenAI™
Blueprint



Build
More

Pega GenAI™
Autopilot



OnPrem
Gen AI

Pega GenAI™
PremBridge



Answer
More

Pega GenAI™
**Knowledge
Buddy**



Understand
More

Pega GenAI™
Analyze



Automate
More

Pega GenAI™
Automate



Accomplish
More

Pega GenAI™
Coach



Custom
GenAI

Pega GenAI™
Connect





Julka Cichosz Program Manager of Pega Cloud GenAI

“We hear about GenAI all the time, and it’s mostly more hype than substance. Pega Infinity is different. We offer enterprise-level generative AI capabilities that help you work faster and smarter, now.”

- Alan Trefler 2024

Agenda:

Realize GenAI value on Pega Cloud now

30 minutes session plus 15 minutes for Q&A





Pega GenAI Knowledge Buddy

People Buddy ☆

Messages Profile Content Meetings +Apps

You 13:47

What if I will take 26 days of PTO starting from December 11 to December 31? Will I be able to do a Self Review in that case? Can I get extension to my Self Review so I could do it after my PTO?

People Buddy 13:47 Edited

What if I will take 26 days of PTO starting from December 11 to December 31? Will I be able to do a Self Review in that case? Can I get extension to my Self Review so I could do it after my PTO?

Yes, if you are on vacation during the review cycle, you can agree with your manager to have the talent conversation upon your return. Your manager should submit a request to hold the form at final manager review to PeopleHub@pega.com. This way, you can complete your Self Review after your vacation.

⚠ This is a GenAI-powered tool. All generated answers require validation against the provided references.

References Review Disclaimer

People Buddy ☆

Messages Profile Content Meetings +Apps

You 13:25

When is the next performance reivuew?

People Buddy 13:25 Edited

When is the next performance reivuew?

The next performance review cycle starts with the 'Ask-for-Feedback and Self Review' phase from December 11-31

⚠ This is a GenAI-powered tool. All generated answers require validation against the provided references.

References Review Disclaimer

Reply Collapse Summarize

People Buddy ☆

Messages Profile Content Meetings +Apps

You 13:26

How many PTO days do I get in Pega Poland office?

People Buddy 13:26 Edited

How many PTO days do I get in Pega Poland office?

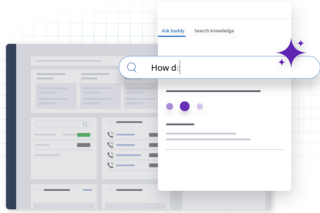
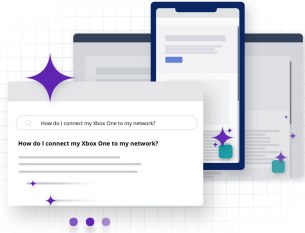
As a full-time employee in the Pega Poland office, you are entitled to 26 days of Paid Time Off (PTO) per year.

⚠ This is a GenAI-powered tool. All generated answers require validation against the provided references.

References Review Disclaimer

Reply Collapse Summarize

Pega GenAI Knowledge Buddy



Empower Customers

with concise, contextual answers across channels

Make self-service simpler and smarter for customers across web and mobile by providing answers and contextual knowledge fast – and without a phone call

Guide service agents

with instant AI-powered answers

Equip every service agent (and sales rep) with a powerful sidekick ready with specific answers – so they can focus on delivering greater customer experiences

Increase back-office productivity

with quick-to-find knowledge and guidance



Supercharge productivity by eliminating tedious document and policy searches. Quickly deploy enterprise-grade AI capabilities and grow as your needs mature



Pega **Cloud 3** boundary

AWS (or GCP) Cloud boundary

Client's **VPC** boundary
(your Virtual Private Cloud)

Knowledge
Buddies 
Infinity 
24.1
"Rules & Data" DB

GenAI **Services**

Azure Cloud

"Conversational" model

OpenAI
GPT 3.5

"Embeddings" model

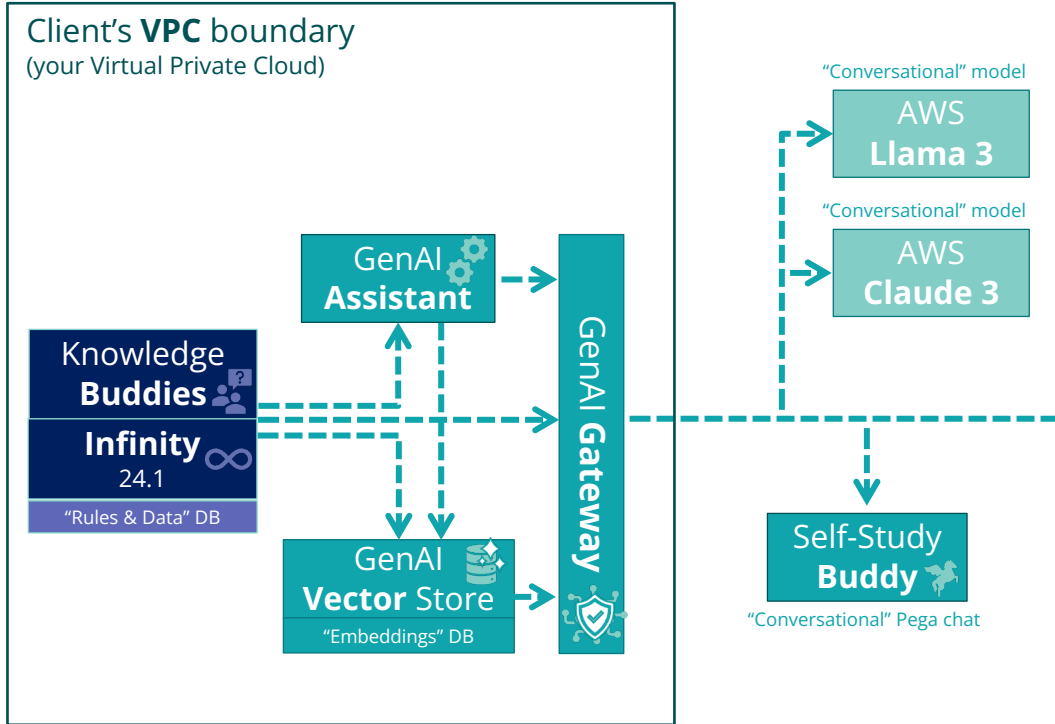
OpenAI
Ada 2



Pega **Cloud 3** boundary

AWS (or GCP) Cloud boundary

Client's **VPC** boundary
(your Virtual Private Cloud)



"Conversational" model

AWS
Llama 3

"Conversational" model

AWS
Claude 3

Self-Study
Buddy

"Conversational" Pega chat

Azure Cloud

"Conversational" model

OpenAI
GPT 3.5

"Conversational" model

OpenAI
GPT 4

"Text to image" model

OpenAI
Dalle 3

"Embeddings" model

OpenAI
Ada 2

GCP Cloud

"Conversational" model

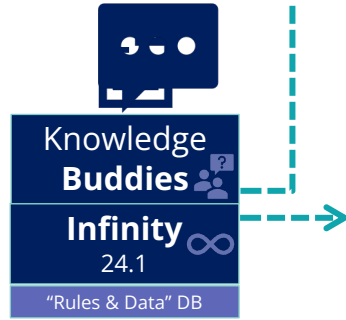
Google
Gemini



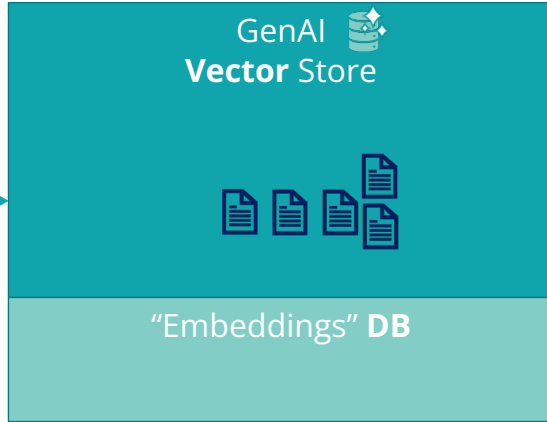
Pega **Cloud 3** boundary

AWS (or GCP) Cloud boundary

Client's **VPC** boundary
(your Virtual Private Cloud)



Knowledge Buddies
Infinity 24.1
"Rules & Data" DB

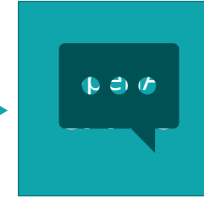


GenAI Vector Store
"Embeddings" DB

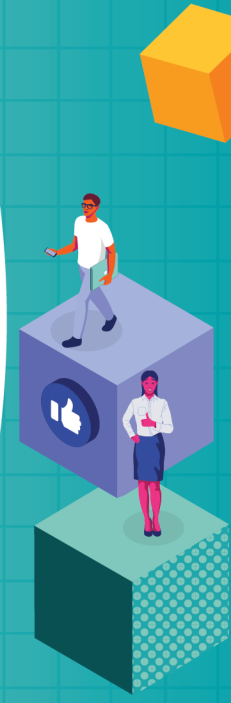
GenAI Gateway

Azure Cloud

"Conversational" model





"Embeddings" model



Pega **Cloud 3** boundary

AWS (or GCP) Cloud boundary

Client's **VPC** boundary
(your Virtual Private Cloud)

Knowledge
Buddies 
Infinity 
24.1
"Rules & Data" DB

GenAI **Services**

Azure Cloud

"Conversational" model

OpenAI
GPT 3.5

"Embeddings" model

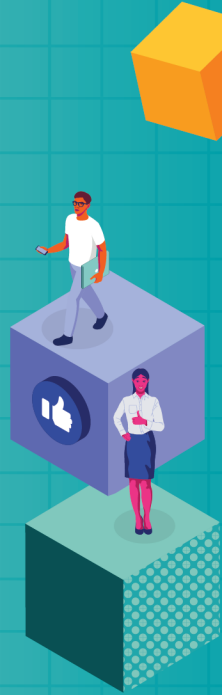
OpenAI
Ada 2



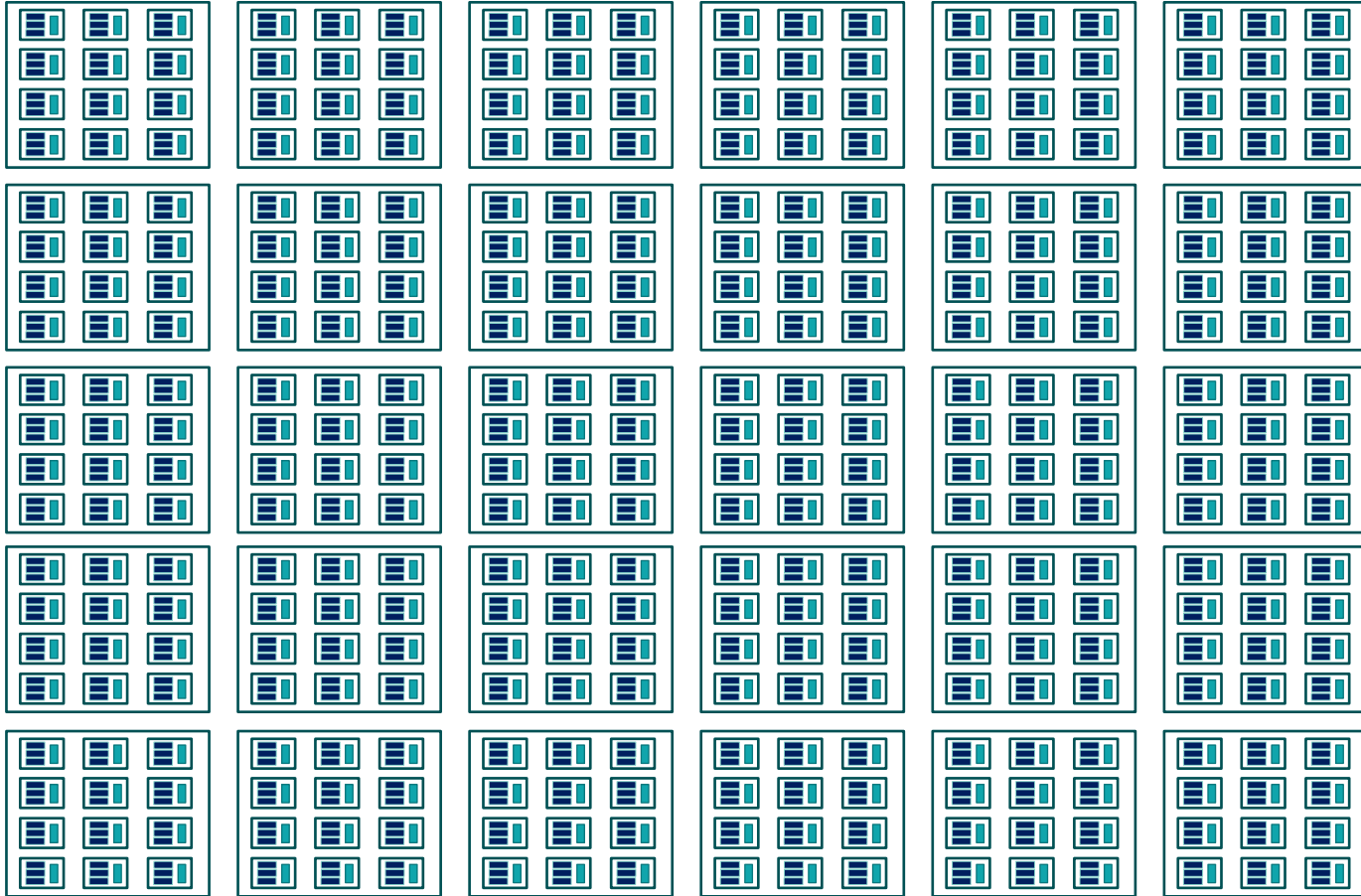
Pega **Cloud 3** boundary

Pega Cloud 3
AWS/GCP **region**

Client's **VPC**



Pega Cloud 3 boundary



Pega Cloud 3

Microservices Architecture
Built on Kubernetes

Auto-scaling

Pega nodes scale up to meet demand beyond peak usage

Blazing Fast Restarts

Pega nodes restarts in seconds

Self-healing Infrastructure

Pega nodes auto-heal when issues are detected

Independent Micro Updates

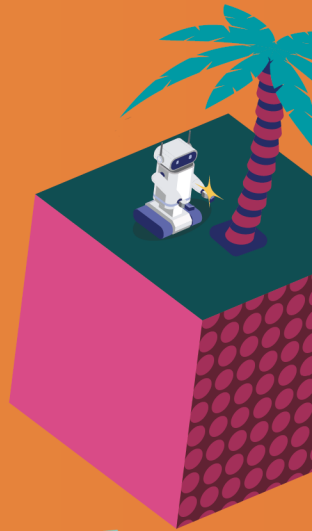
Faster and more frequent delivery of infrastructure features and security fixes

Externalized Services

3-rd party services are externalized for better security, performance, and stability

Multi-Cloud Managed Service

runs on both AWS and GCP



Knowledge Buddies

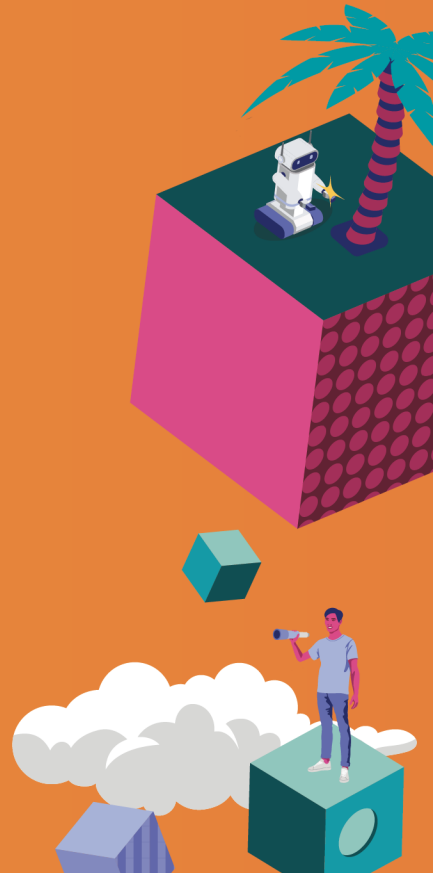
Connect Users with
The Knowledge They Need, Instantly

Pega Cloud 3

Microservices Architecture
Built on Kubernetes

Prembridge

Securely Connect Client Cloud Apps to
Pega GenAI Services on Pega Cloud





Pega GenAI Coach

Make every employee your
best employee with AI-powered
contextual guidance



Pega GenAI™ Coach for Any Case Type



Case Summary Coach

Guide Employees to Complete Work

Sales coach



Using the system instruction and context as input, please assess and rate on a scale from zero to 10 for below point:

- How well are we following our Selling Methodology?
- What are open steps in the methodology that need more attention?
- How likely is this sale by the prescribed close date?
- What steps should the sales team do over the next week?

Based on the provided information, here is the assessment and rating for each point:

1. How well are we following our Selling Methodology?
 - Rating: 7/10
 - The opportunity is currently in the Solution Development stage, which aligns with the methodology. However, there is no information provided about the completion of specific

Message Sales coach



Verify AI-generated content for accuracy.

Home Loan Summary Coach



Craft a high-level summary chronologically while maintaining clarity and conciseness. The output should be in a paragraph format for the text. The summary should capture key events, assignments, and status changes, highlighting the sequence of actions taken by User.

User applied for a home loan. The application was submitted to the bank for review. The bank reviewed the application and requested additional documents from User. User provided the requested documents to the bank. The bank reviewed the documents and conducted a credit check on User. User's credit check came back positive, and the bank approved the home loan application. User was notified of the approval and provided with the loan terms and conditions. User accepted the loan terms and conditions. The bank processed the loan and disbursed the funds to User's account. User received the funds and began the process of purchasing a home.

Message Home Loan Summary Coach



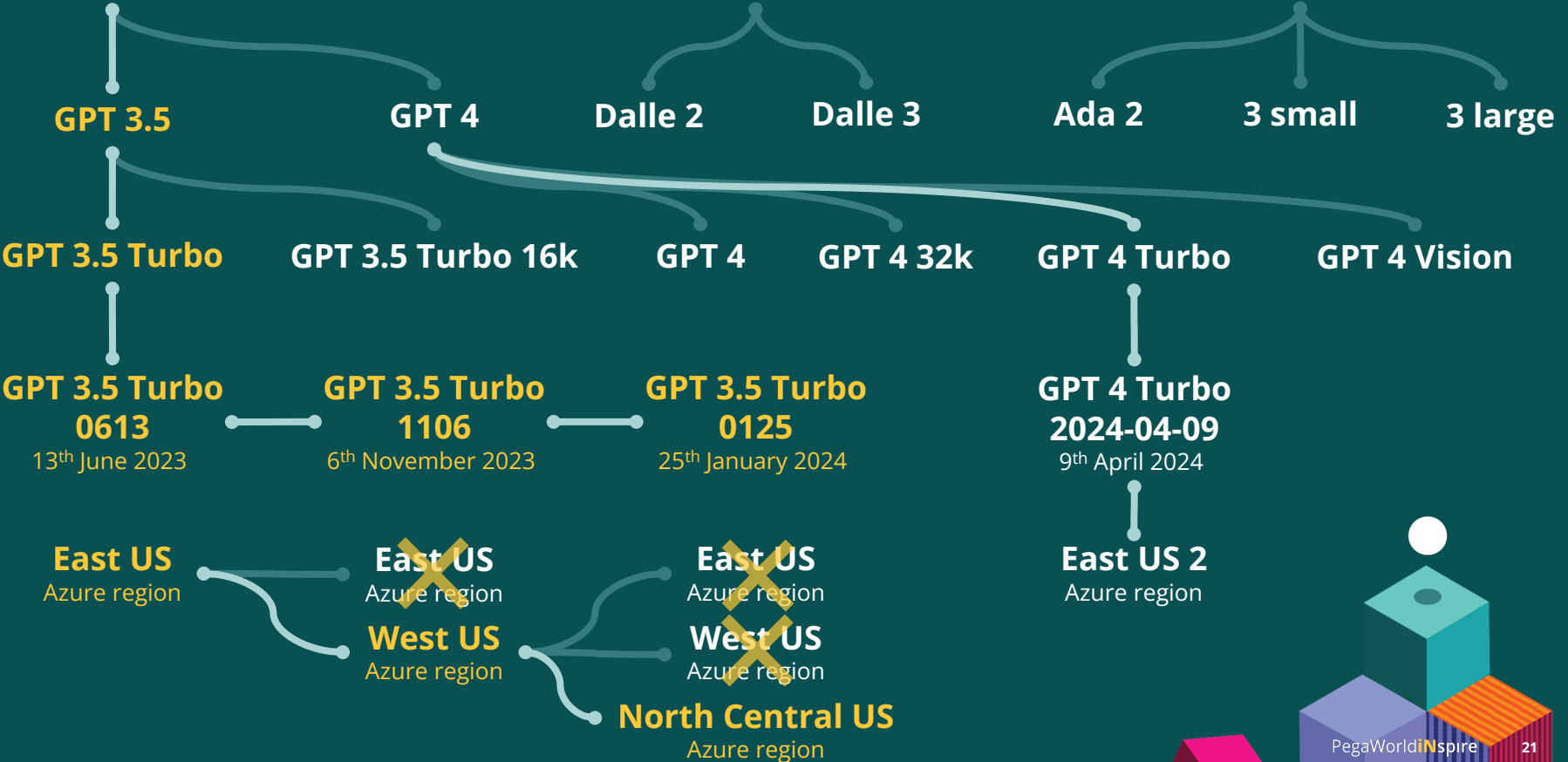
Verify AI-generated content for accuracy.

Sales Coach

Coach Sales Executives on Managing Opportunities

LLM Operations at Scale

OpenAI GPT





**29 Global
Regions**



**15+ Compliance
Certifications**



**30,000+ Compute
Instances**



**At Least 1 Update
Every 20 Minutes,
24x365**



**Layered
Security and
Isolation With
Best-in-Class
Encryption**



**Multi-zone
High
Availability
and Data
Redundancy**



**10+ Years of
Experience In
Running
Mission Critical
Apps on Cloud**



**Multi-cloud
Runs on
AWS And GCP**



Pega Cloud

“AI won't replace people
but people who use AI will
replace those who don't”

- IBM research 2023



The autonomous enterprise is a self-optimizing business that applies AI and automation to decisioning, operations, and servicing across the organization

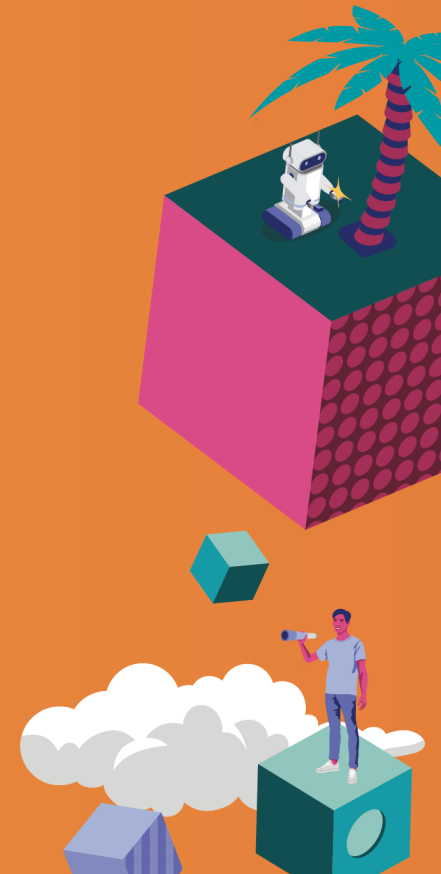
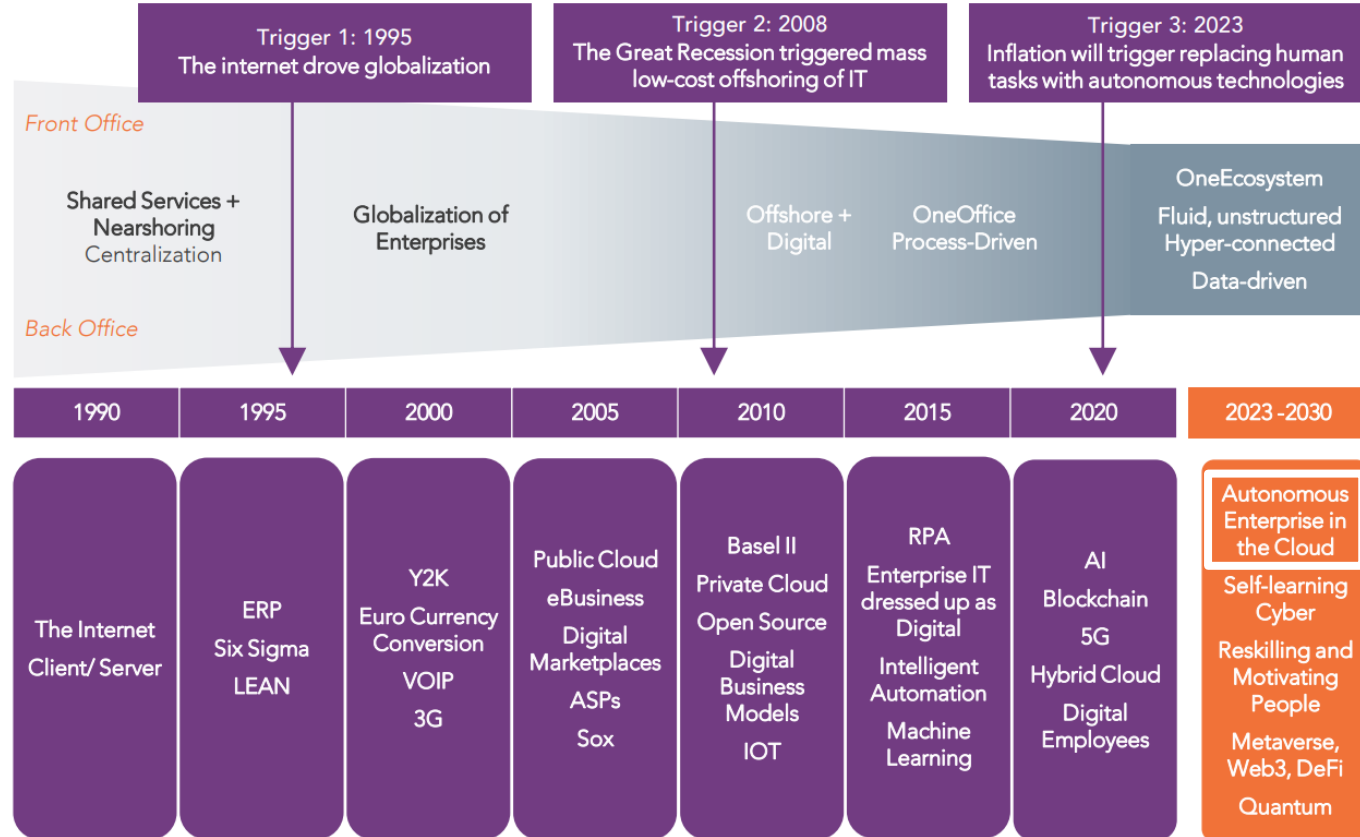


Exhibit 1: The third trigger of change drives the autonomous enterprise

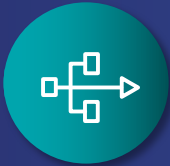


Do More with Pega GenAI™



Discover
More

Pega GenAI™
Blueprint



Build
More

Pega GenAI™
Autopilot



OnPrem
Gen AI

Pega GenAI™
PremBridge



Answer
More

Pega GenAI™
**Knowledge
Buddy**



Understand
More

Pega GenAI™
Analyze



Automate
More

Pega GenAI™
Automate



Accomplish
More

Pega GenAI™
Coach



Custom
GenAI

Pega GenAI™
Connect



Pega Cloud 3

Microservices Architecture
Built on Kubernetes

Auto-scaling

Pega nodes scale up to meet demand beyond peak usage

Blazing Fast Restarts

Pega nodes restarts in seconds

Self-healing Infrastructure

Pega nodes auto-heal when issues are detected

Independent Micro Updates

Faster and more frequent delivery of infrastructure features and security fixes

Externalized Services

3-rd party services are externalized for better security, performance, and stability

Multi-Cloud Managed Service

runs on both AWS and GCP

Envision your next app, today.

Pega GenAI Blueprint™

Optimize workflow design, fast,
with the power of Pega GenAI™.



www.pegacom/blueprint