PEGA

PegaWorldiNspire

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

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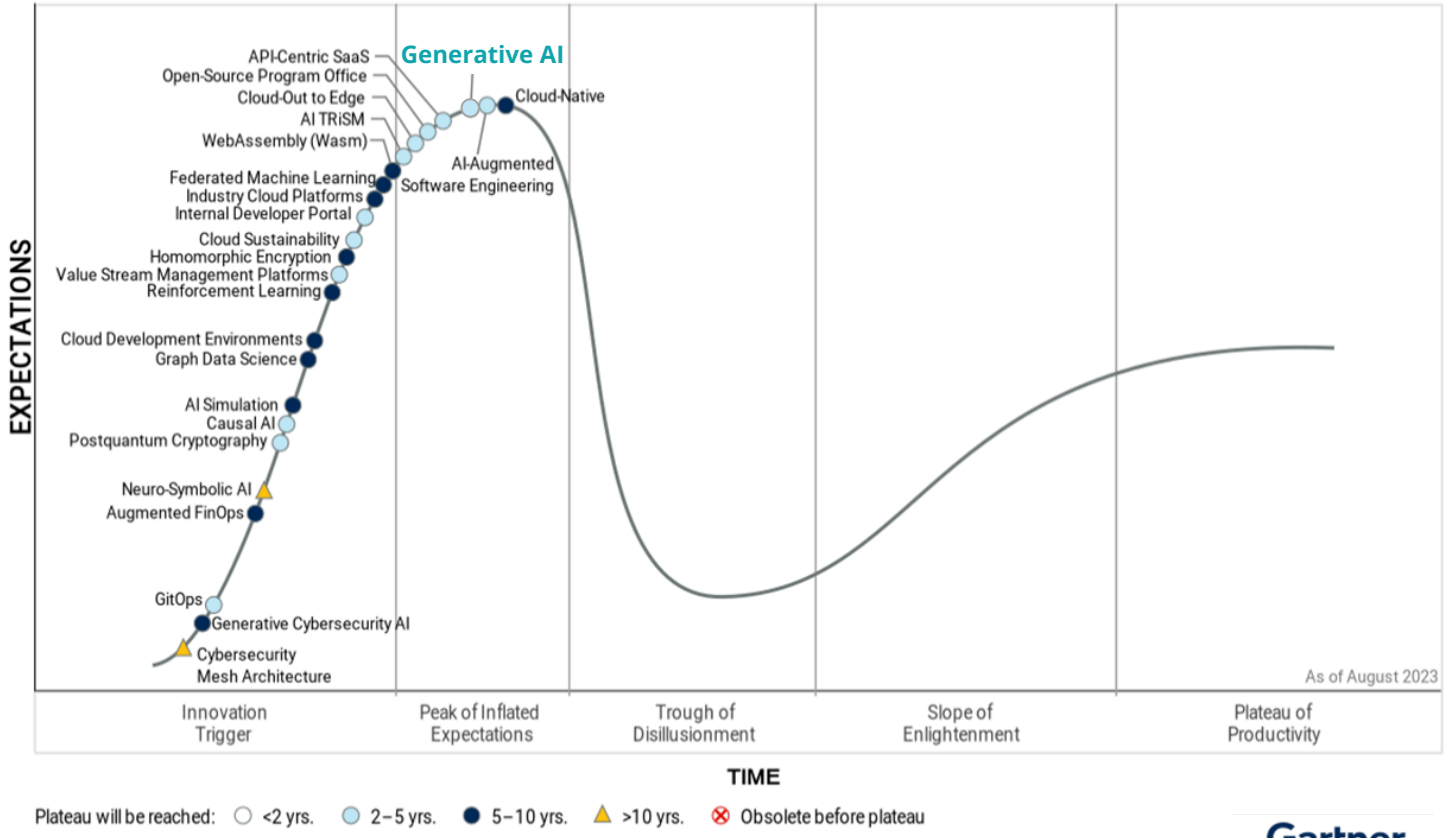
- IBM research 2023

Andrzej Lassak
Senior Director of
Cloud AI Services

Generative AI expectations



Gartner

AKADEMIA GÓRNICZO-HUTNICZA

IM. STANISŁAWA STASZICA W KRAKOWIE

Wydział Inżynierii Metali i Informatyki Przemysłowej

AGH

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

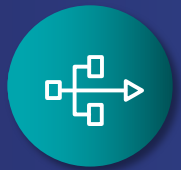
Kamil Dudek

Fellow Architect of Cloud AI Services

Do More with Pega GenAI™

Discover More

Pega GenAI™
Blueprint



Build More

Pega GenAI™
Autopilot

OnPrem Gen AI

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Answer More

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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."

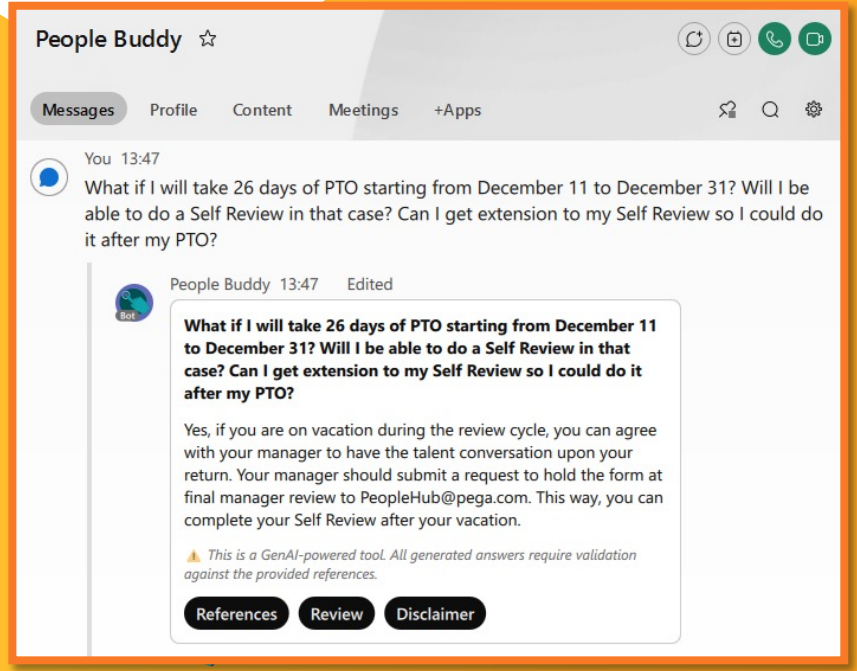
- Alan Trefler 2024

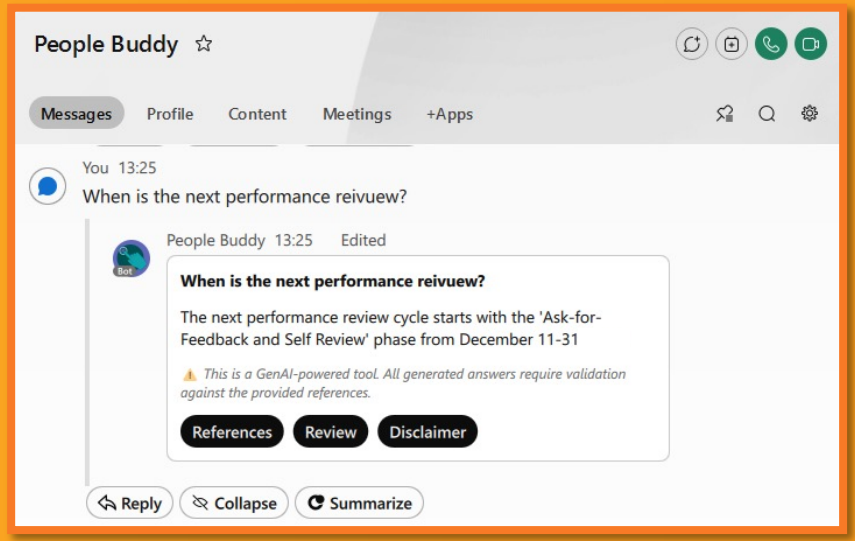
Agenda:

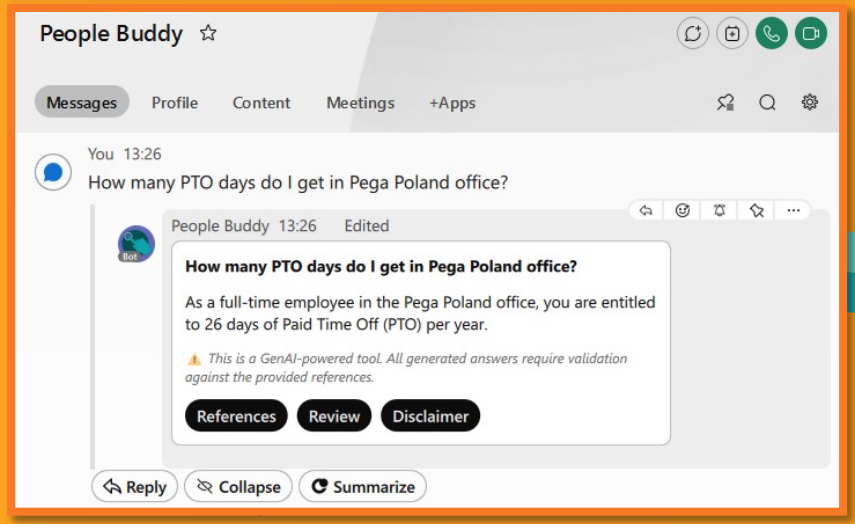
Realize GenAI value on Pega Cloud now

30 minutes session plus 15 minutes for Q&A

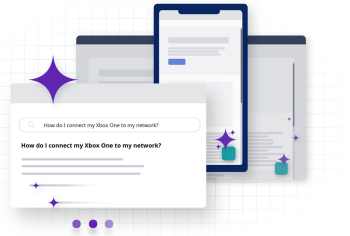
Pega GenAI Knowledge Buddy







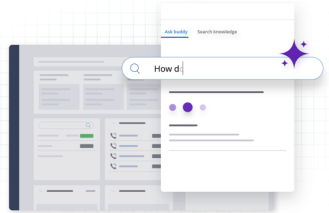
Pega GenAI Knowledge Buddy



Empower Customers

with concise, contextual answers across channels

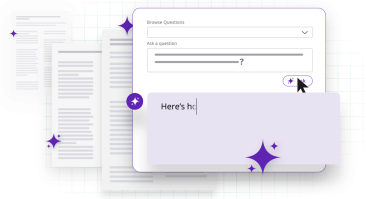
Make self-service simpler and smarter for customers across web and mobile by providing answers and contextual knowledge fast – and without a phone call



Guide service agents

with instant AI-powered answers

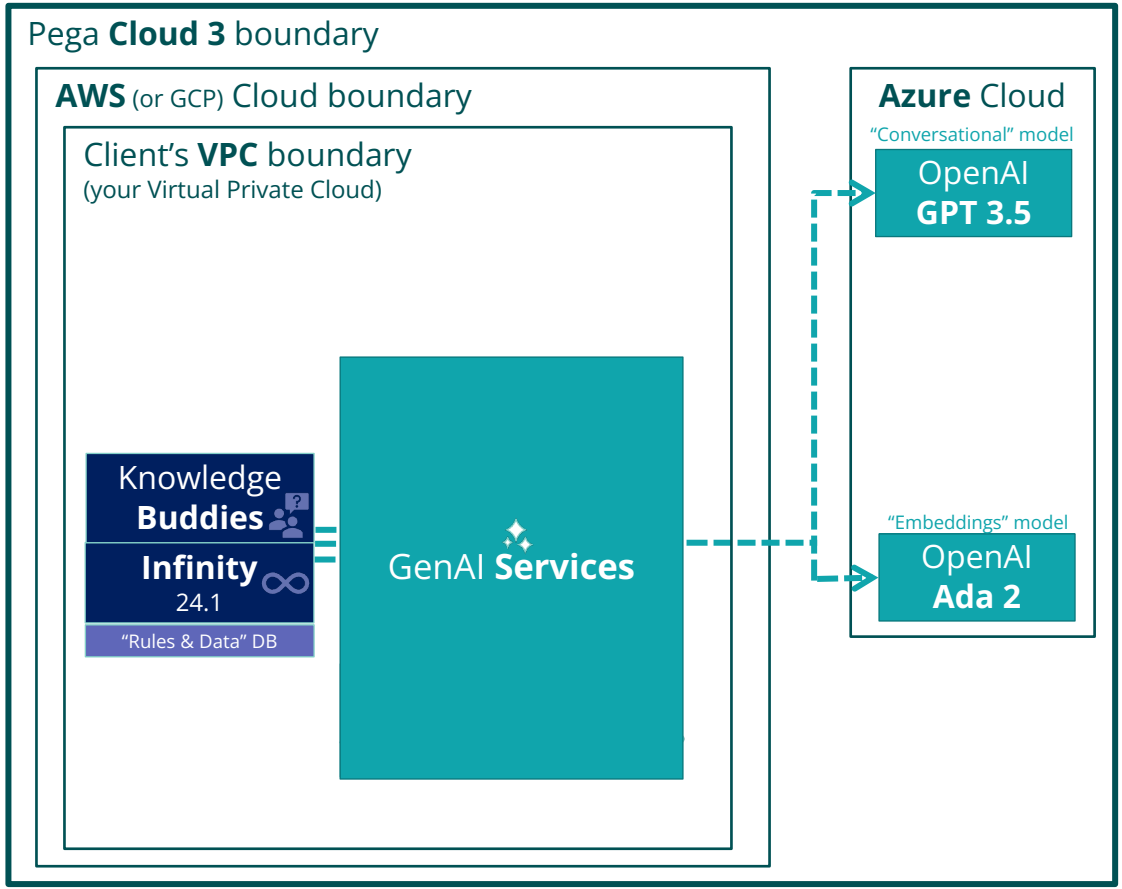
Equip every service agent (and sales rep) with a powerful sidekick ready with specific answers – so they can focus on delivering greater customer experiences

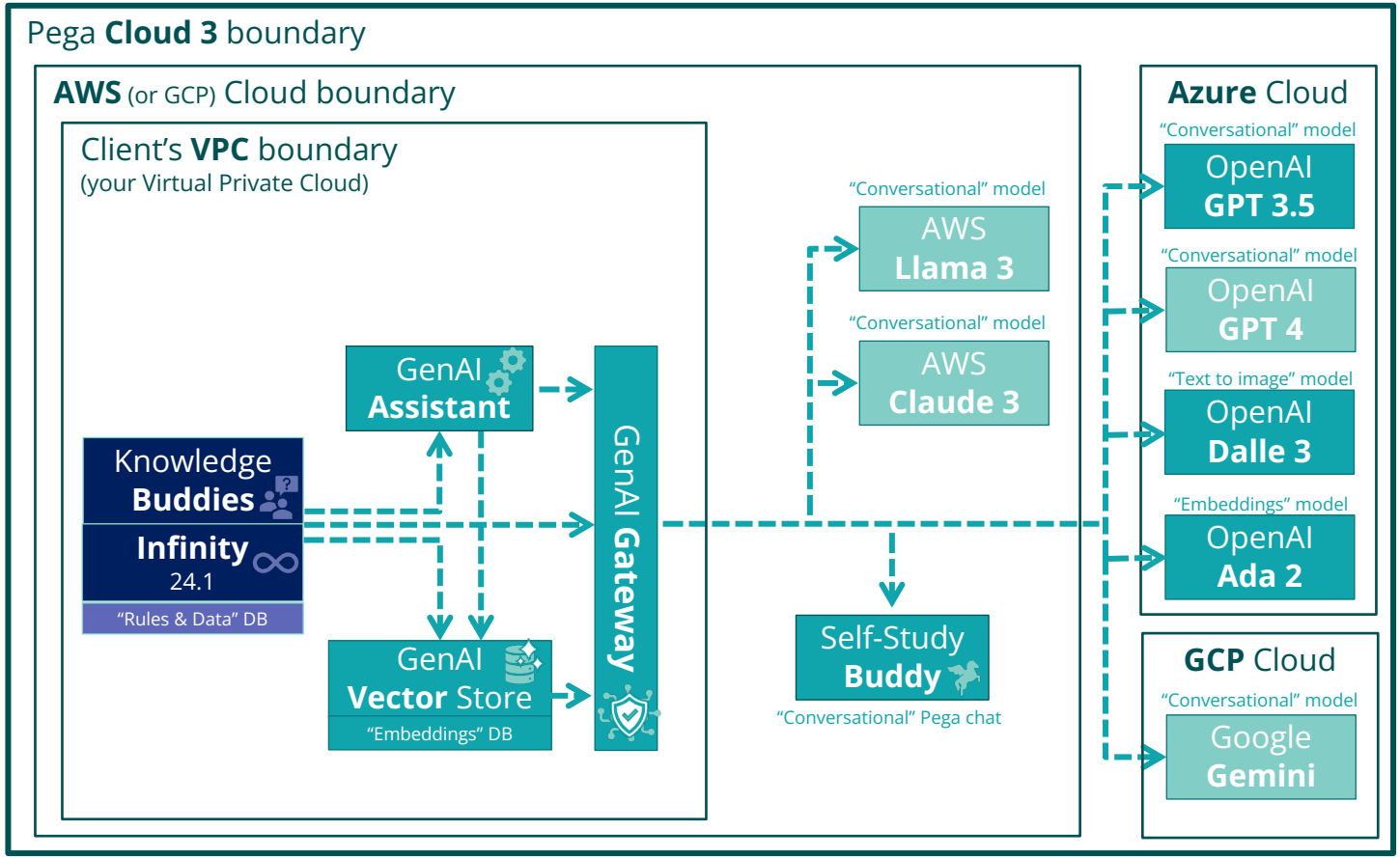


Increase back-office productivity

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**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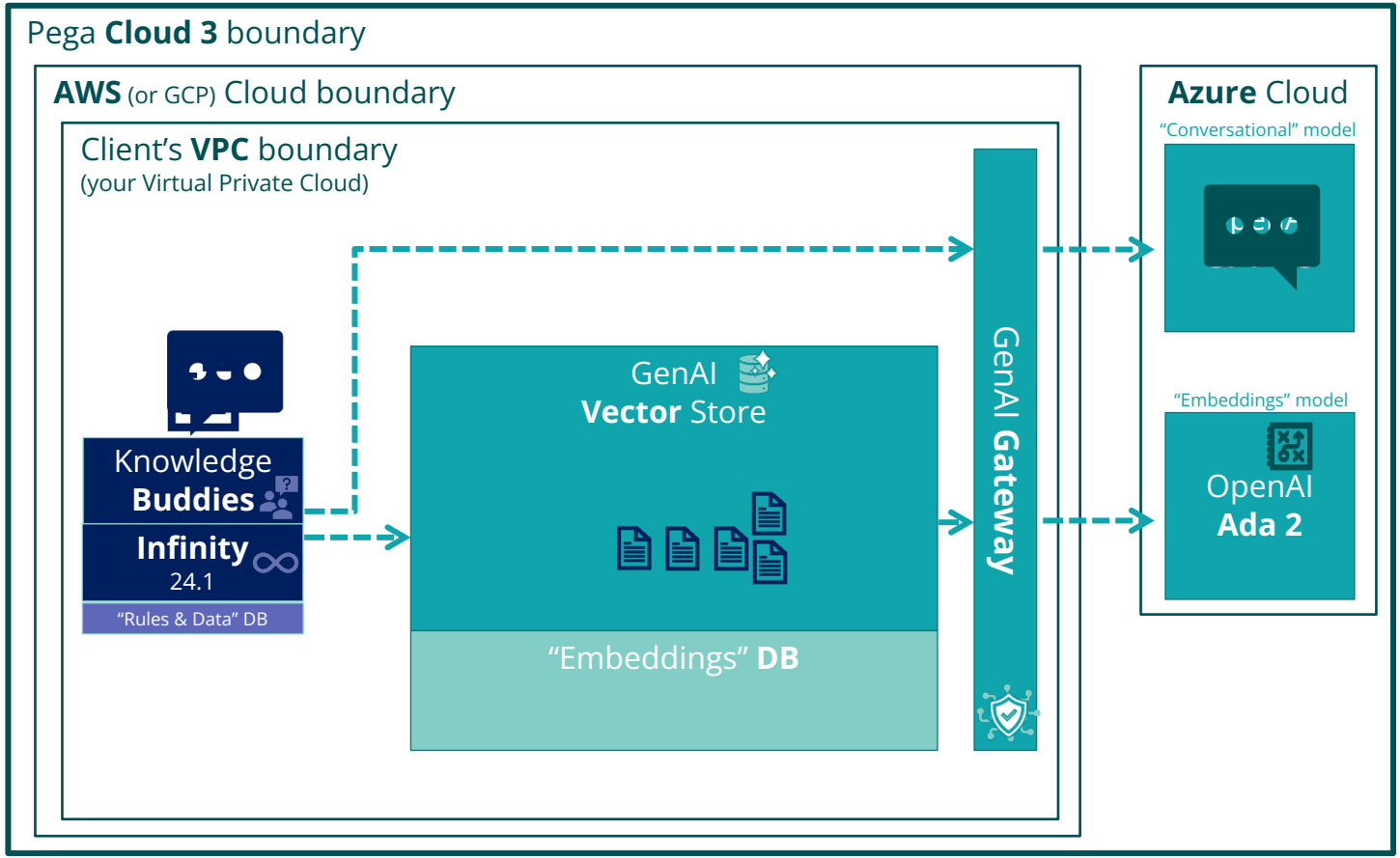
GenAI Assistant
GenAI Vector Store
"Embeddings" DB
GenAI Gateway
"Conversational" model
AWS Llama 3
"Conversational" model
AWS Claude 3
Self-Study Buddy
"Conversational" Pega chat
Azure Cloud
"Conversational" model
OpenAI GPT 3.5
"Conversational" model
OpenAI GPT 4
"Text to image" model
OpenAI Dalle 3
"Embeddings" model
OpenAI Ada 2
GCP Cloud
"Conversational" model
Google Gemini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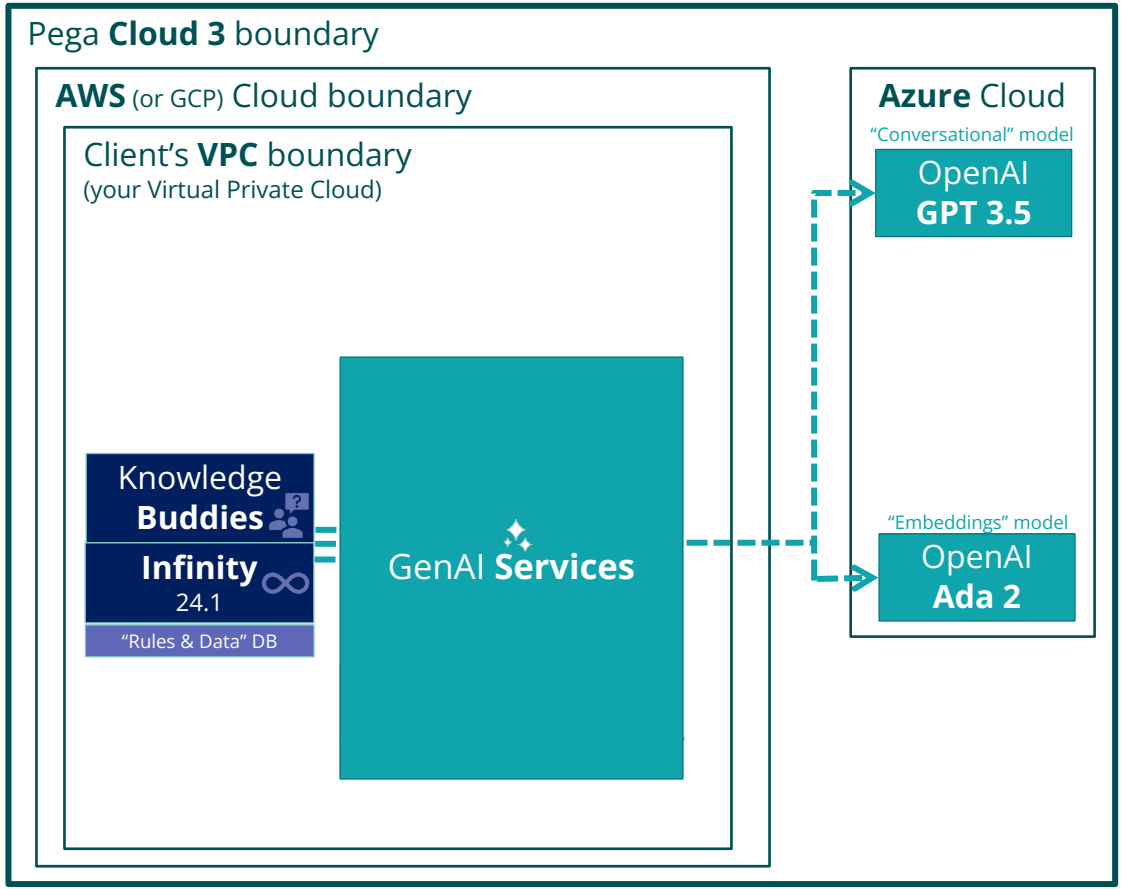
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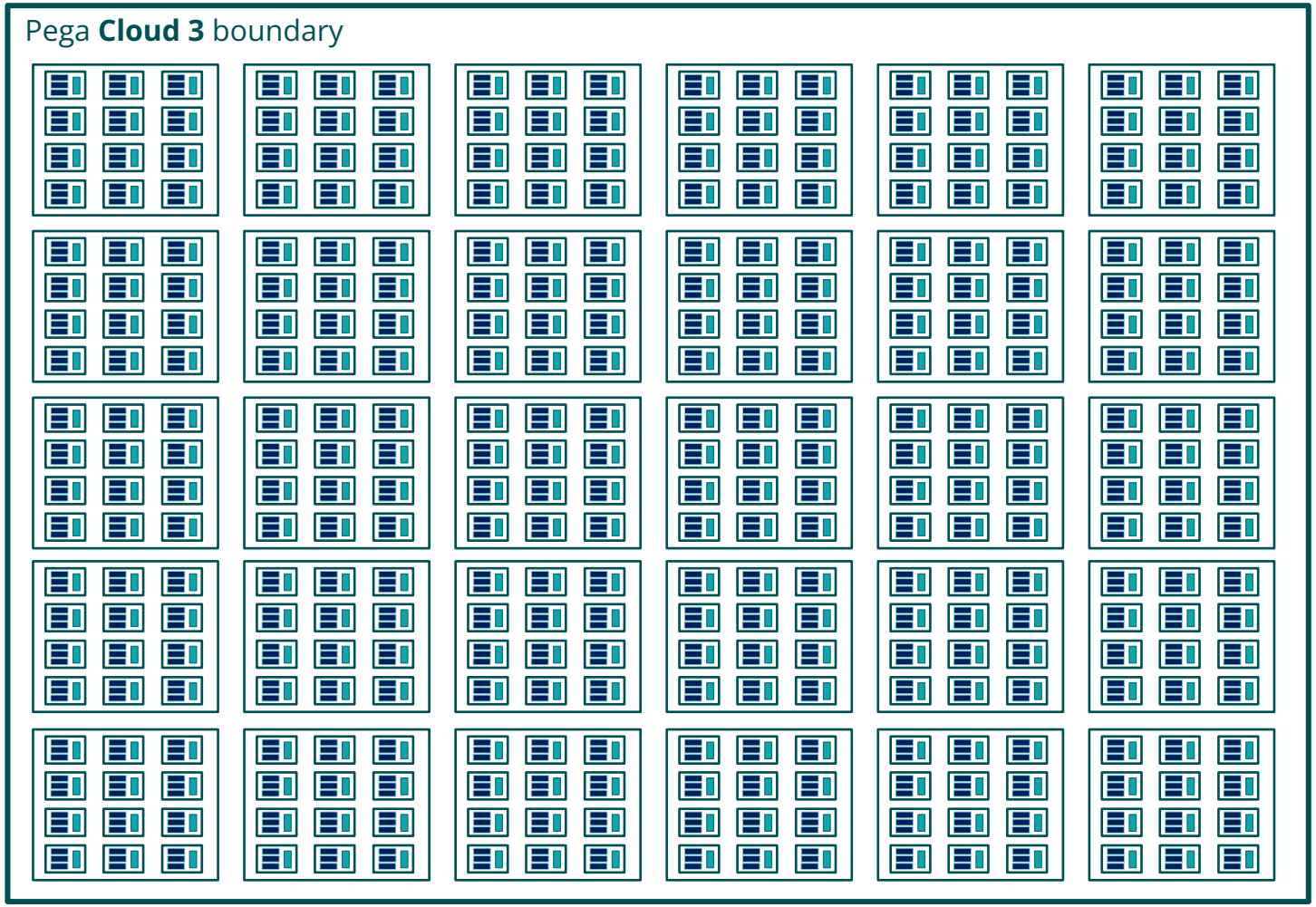
Pega **Cloud 3** boundary

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

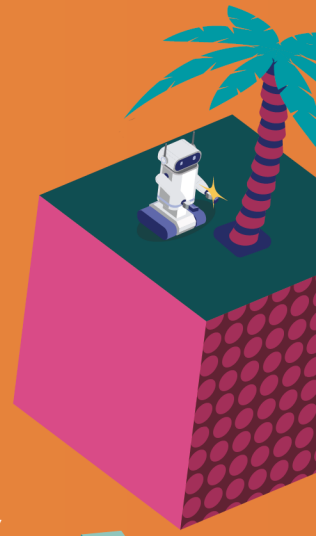
Faster and more frequent delivery of infrastructure features and security fixes

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

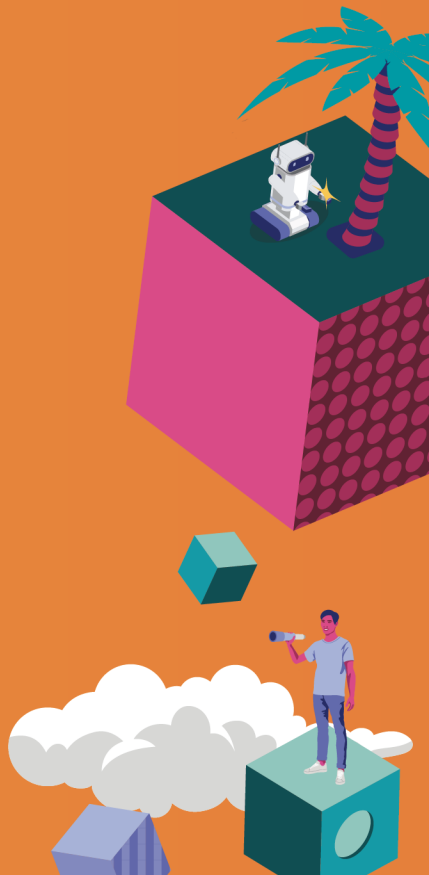
Connect Users with
The Knowledge They Need, Instantly

Pega Cloud 3

Microservices Architecture
Built on Kubernetes

Prembridge

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



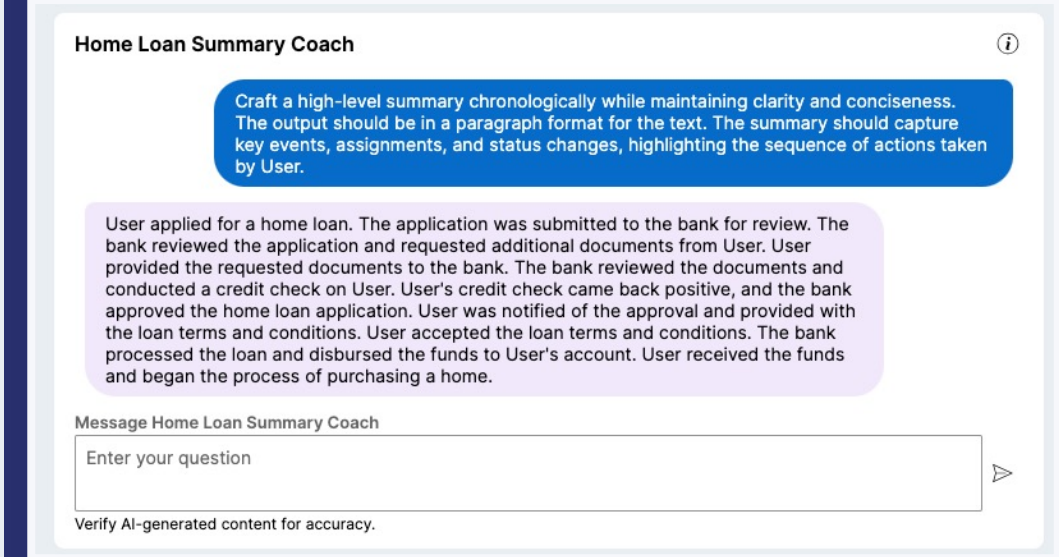
Pega GenAI Coach

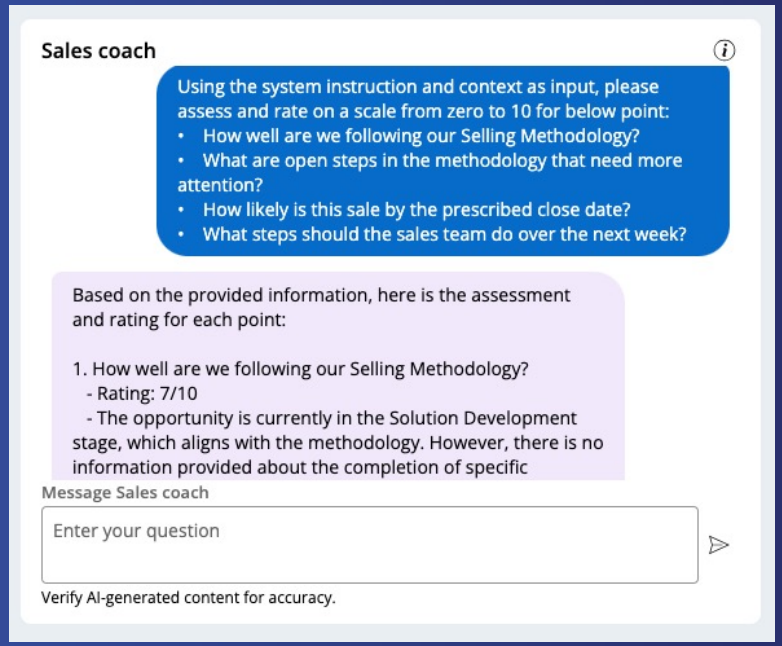
Make every employee your best employee with AI-powered contextual guidance

Pega GenAI™ Coach for Any Case Type

Case Summary Coach

Guide Employees to Complete Work

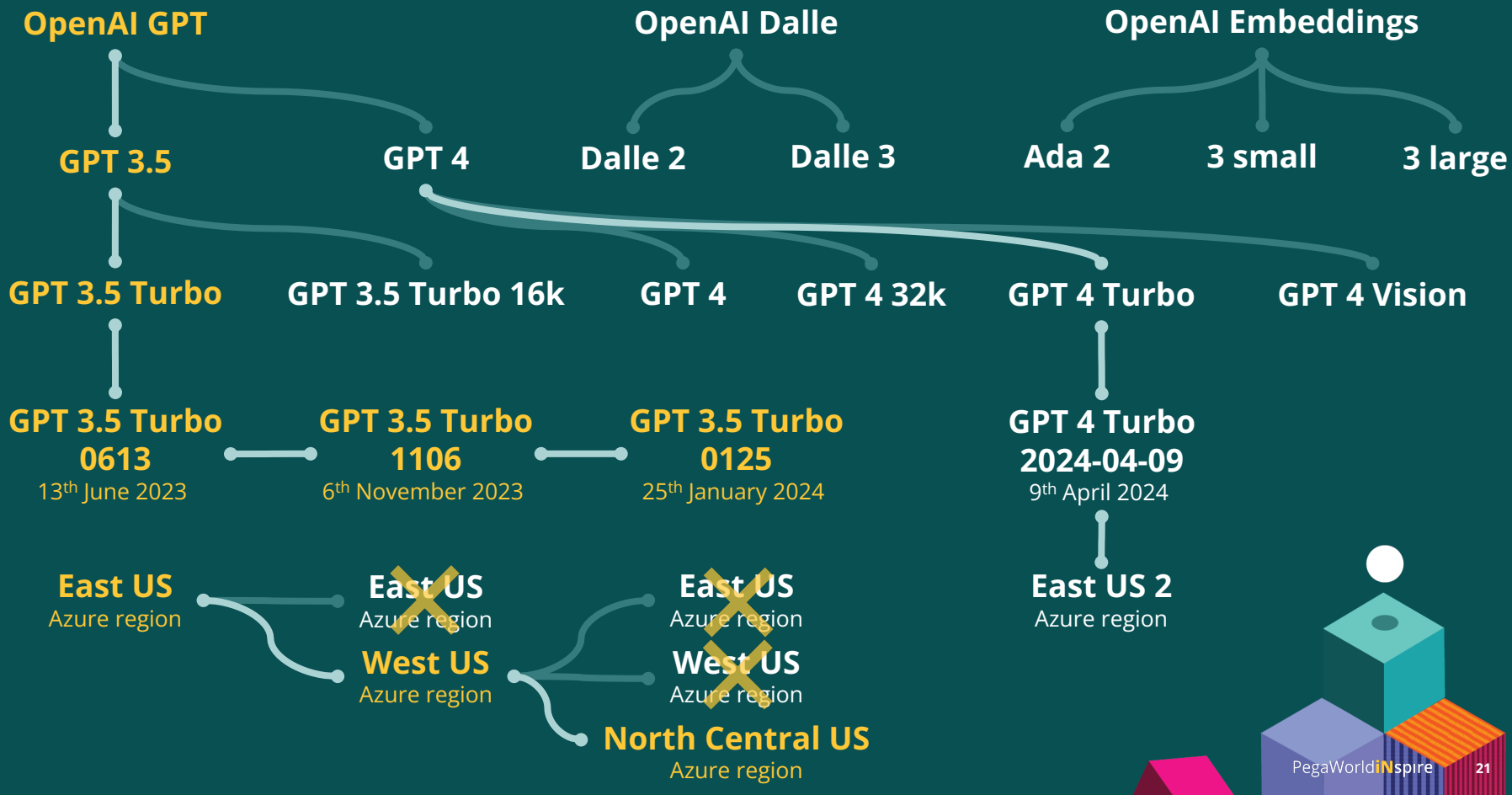




Sales Coach

Coach Sales Executives on Managing Opportunities

LLM Operations at Scale



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

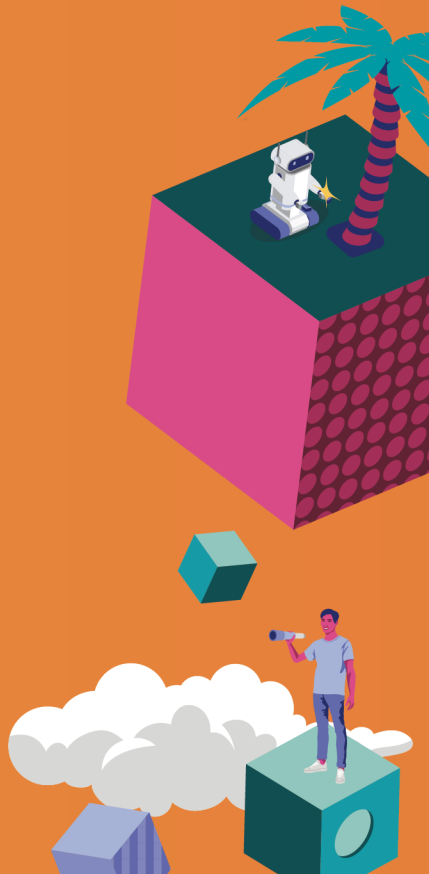


Exhibit 1: The third trigger of change drives the autonomous enterprise

Trigger 1: 1995
The internet drove globalization

Trigger 2: 2008
The Great Recession triggered mass low-cost offshoring of IT

Trigger 3: 2023
Inflation will trigger replacing human tasks with autonomous technologies

Front Office

Shared Services + Nearshoring
Centralization

Globalization of Enterprises

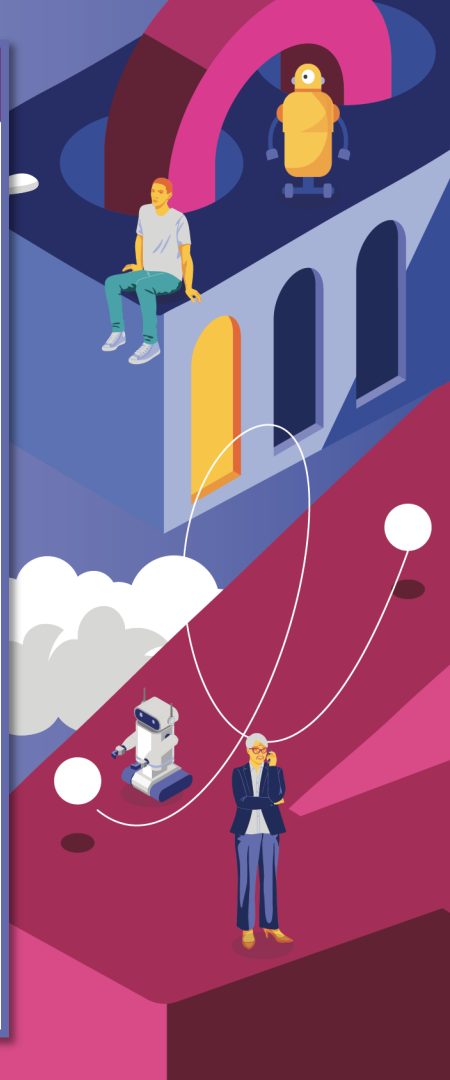
Offshore + Digital

OneOffice
Process-Driven

OneEcosystem
Fluid, unstructured
Hyper-connected
Data-driven

Back Office

1990	1995	2000	2005	2010	2015	2020	2023 -2030
The Internet Client/ Server	ERP Six Sigma LEAN	Y2K Euro Currency Conversion VOIP 3G	Public Cloud eBusiness Digital Marketplaces ASPs Sox	Basel II Private Cloud Open Source Digital Business Models IOT	RPA Enterprise IT dressed up as Digital Intelligent Automation Machine Learning	AI Blockchain 5G Hybrid Cloud Digital Employees	Autonomous Enterprise in the Cloud Self-learning Cyber Reskilling and Motivating People Metaverse, Web3, DeFi Quantum



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Envision your next app, today.

Pega GenAI Blueprint™

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

www.pega.com/blueprint