



# Unleash your Automation with AWS and Pega

# Agenda

 — The Power of Pega and AWS

 — AWS and Generative AI

 — Use Cases

 — What's Next



# AWS – Pega Partnership Overview



# Pega and AWS bring the most impactful business applications to life in the cloud.

Together, we deliver the low-code platform delivering AI powered customer engagement and workflow automation across our client's cloud transformation journey. Pega Cloud is delivered aaS, powered by AWS, and available through the AWS Marketplace.



# Tri-Party Solution Offerings

## Accenture: PPO for Insurance Industry

### ... seamlessly connect a complex insurance ecosystem?

Harnessing data, intelligence, and automation which sit at the center of your business, not in your channels or back-end systems.



Any channel, any implementation

### All the CX capabilities you'll need to become the insurer customers love:

- A powerful insights and decisioning engine from **Pega**,
- State-of-the-art, customizable CX cloud components from **AWS**,
- incl. investment protection for your existing tech stack
- Harnessing **Accenture's** proven Personalization Framework
- ... and leveraging our industry expertise for max ROI

All-channel integration

Better customer insight

"Next-best-action" predictions

Full-context personalization

Automated decisioning

Self-service and agent support

## TechM: AftEAZE – Auto & Manufacturing Industry

### Introducing AftEAZE

Configurable and Modular Digital Aftermarket Platform

Powered by Pega's Low Code & Intelligent Automation capabilities & Hosted on AWS

to manage the lifecycle of aftermarket service.

#### Highlights

- ✓ Proven & robust enterprise technology backbone from AWS
- ✓ Unified architecture from Pega for digital transformation to automate complete aftermarket value chain
- ✓ Seamless integration capabilities to extend your existing application investments
- ✓ Ability to tie in Business Process Services for a complete ownership
- ✓ Taps into Tech M IP & Ecosystem Partnerships for AI / ML, AR-VR, IOT, Integrated Engineering Solutions, Process Intelligence, Blockchain etc.



### Financial Industry with Cognizant

Solution being developed based on data gathered from Cognizant customers in FSI

### End2End Customer Services – with Capgemini

Use case: Pega migration / Pega Platform & Amazon Connect as a joint solution offering

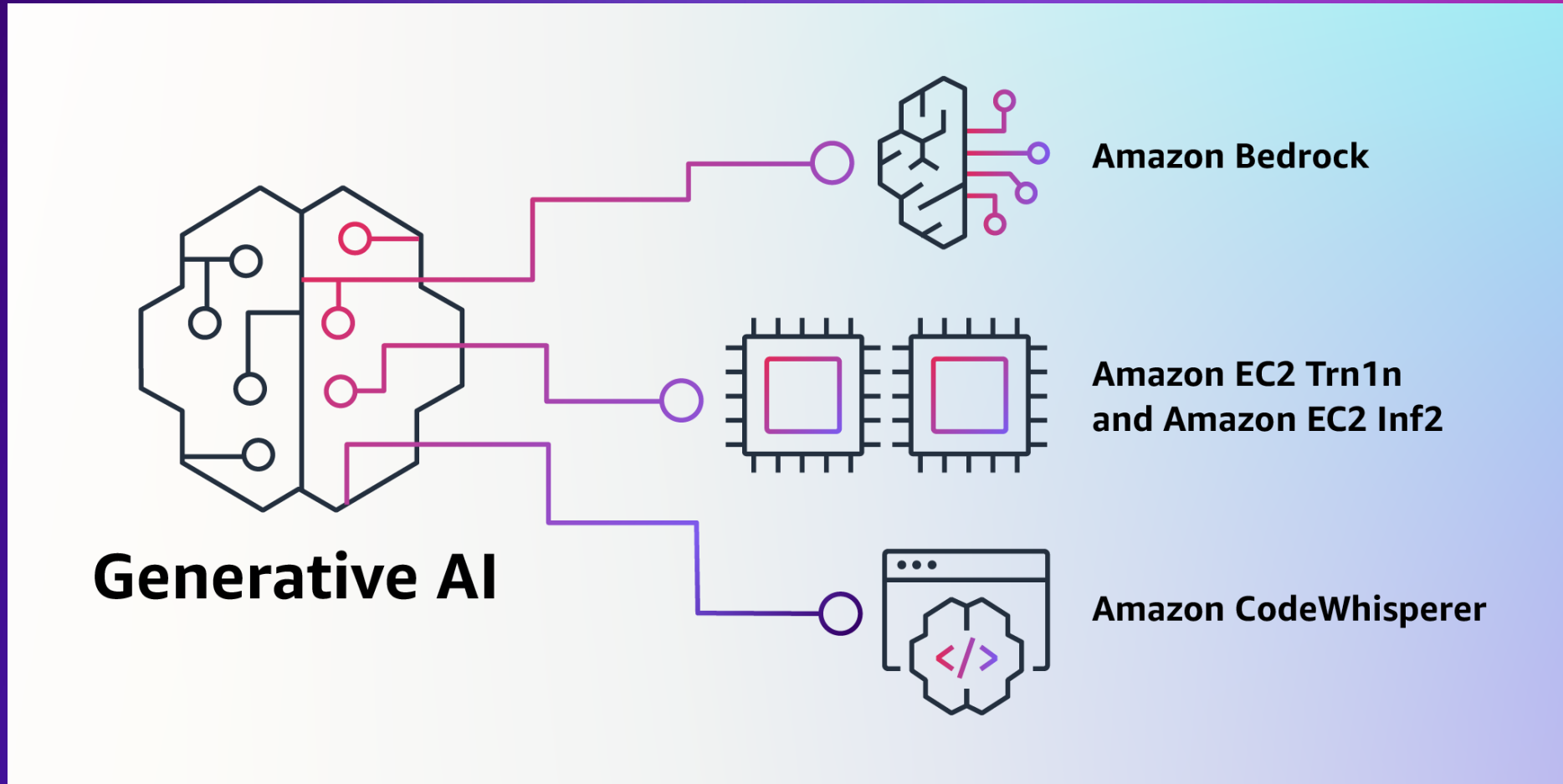




# Generative AI



# Building with generative AI on AWS



# Pega /AWS - Gen AI Use Cases



Customer  
engagement  
content  
generation



Automatic  
development  
of low code  
applications



Past interaction  
summarization  
for more  
personalized  
customer  
service



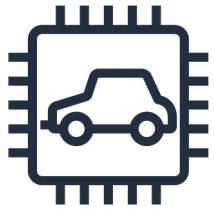
Instant insight  
from operational  
data





# A day in the life of...

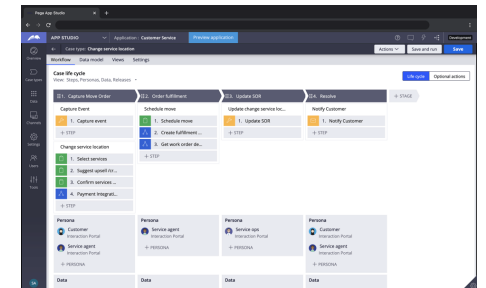
# Susan is driving back home after a long day at the office...



Embedded IoT devices  
in the car communicate  
with  
AWS services



A signal is sent to  
AWS IoT Core in  
AWS Cloud



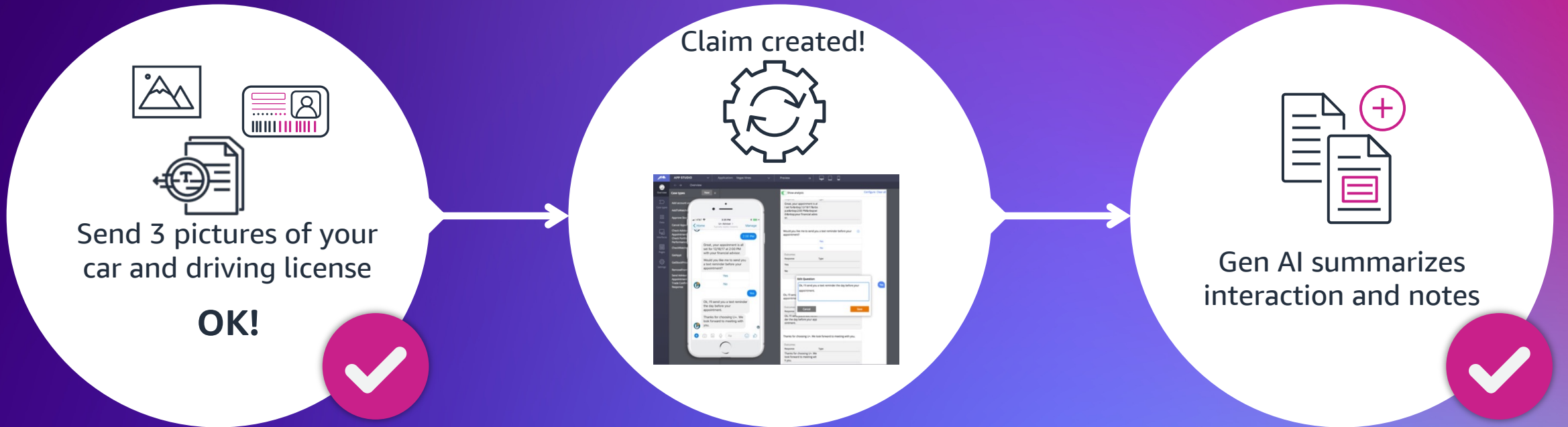
AWS IoT is connected to  
the Insurer

# Pega's decisioning engine kicks in!



Seamless transfer to Agent, dispatches roadside assistance, claim process starts

# Let's get Susan home!



Susan's pictures and drivers license go through **Intelligent Document Processing** to support the claim, Gen AI personalizes for a positive customer experience



# Intelligent Document Processing (IDP)



# Benefits: Intelligent Document Processing (IDP)

Go beyond OCR with accurate, versatile information extraction

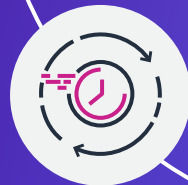


Analyze documents and send key insights to downstream systems and workflows

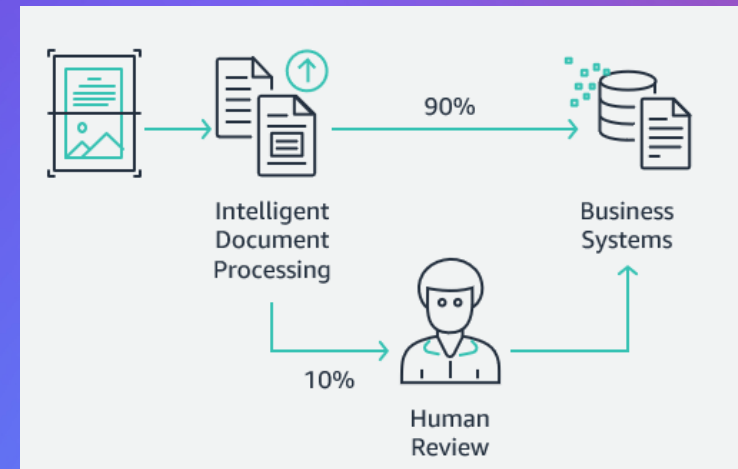


**AWS+ Pega enable a fully automated IDP workflow, no ML experience required**

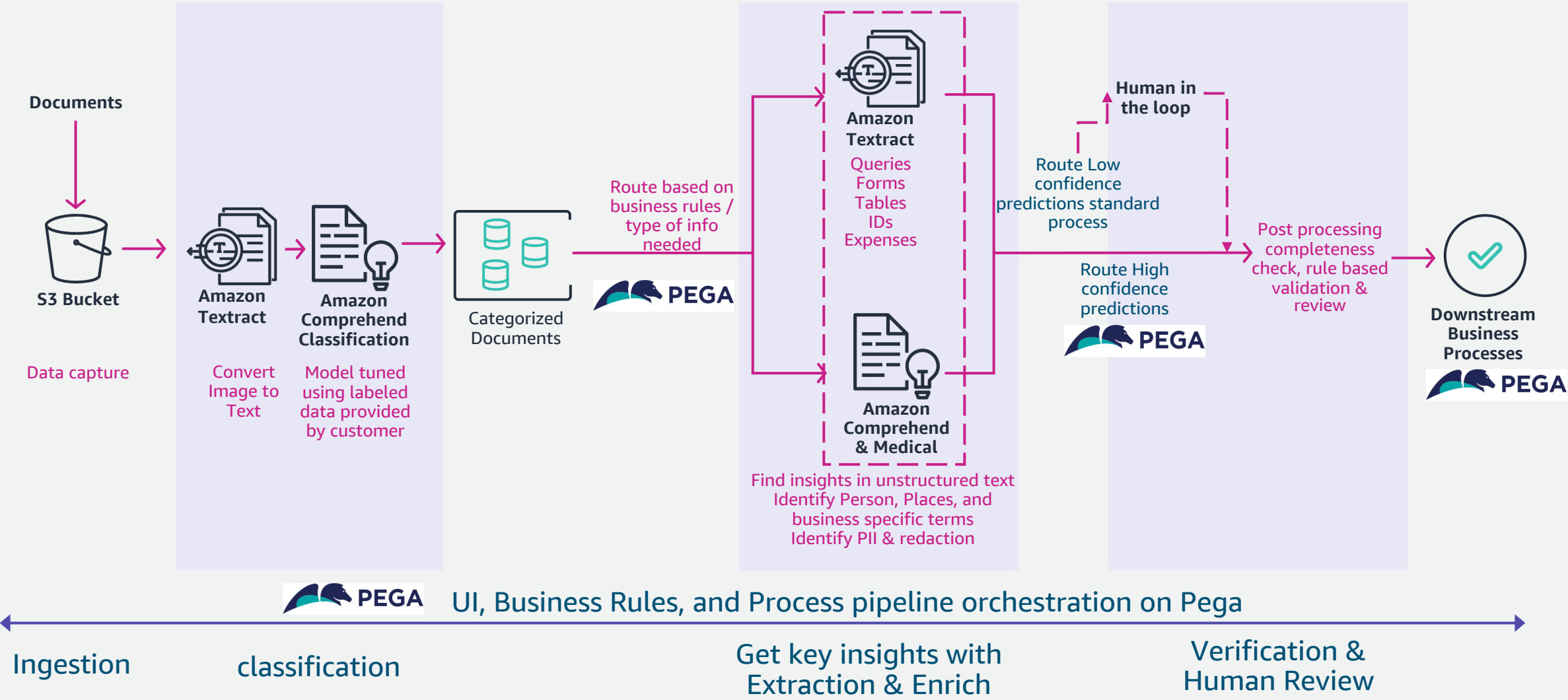
Serve end customers faster



Reduce the total cost of document processing



# Intelligent Document Processing pipeline





# Customer Service



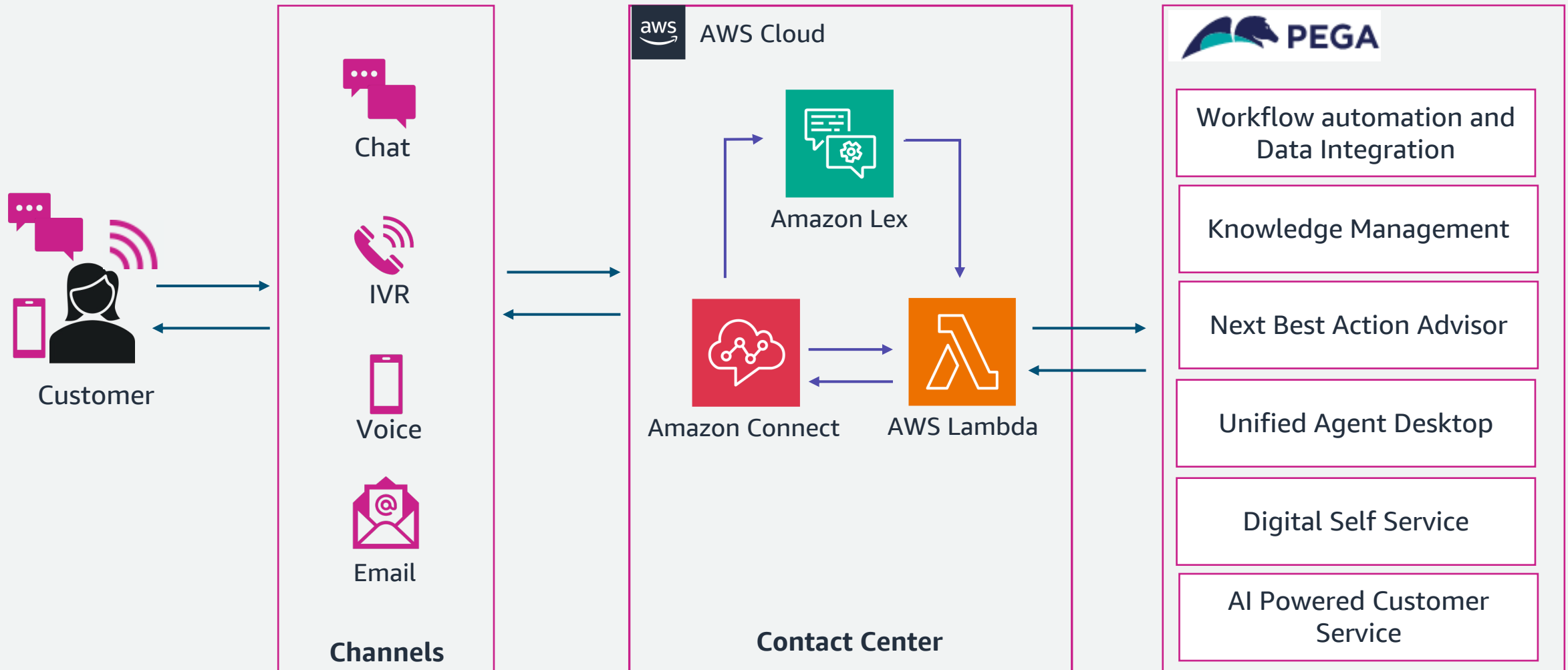


# Customer Service in a Box: Pega + Amazon Connect

comprehensive platform that enables organizations to provide personalized, efficient, and effective customer service across multiple channels.



# Customer Service in a box with Pega and AWS





# Predictive maintenance



# Predictive Maintenance

Core challenges of triggering and orchestrating aftermarket services such as warranty, maintenance, or parts return are addressed through pragmatic, end-to-end intelligent automation

Intelligent Automation with Pega Warranty

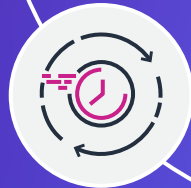


Digital aftermarket services

Pega Warranty, Customer Service, and Field Service support Digital Aftermarket Services, while AWS IoT provides the foundation of data services, control and connectivity services, and device software.

**Pega + AWS IoT**

Automatic maintenance case creation



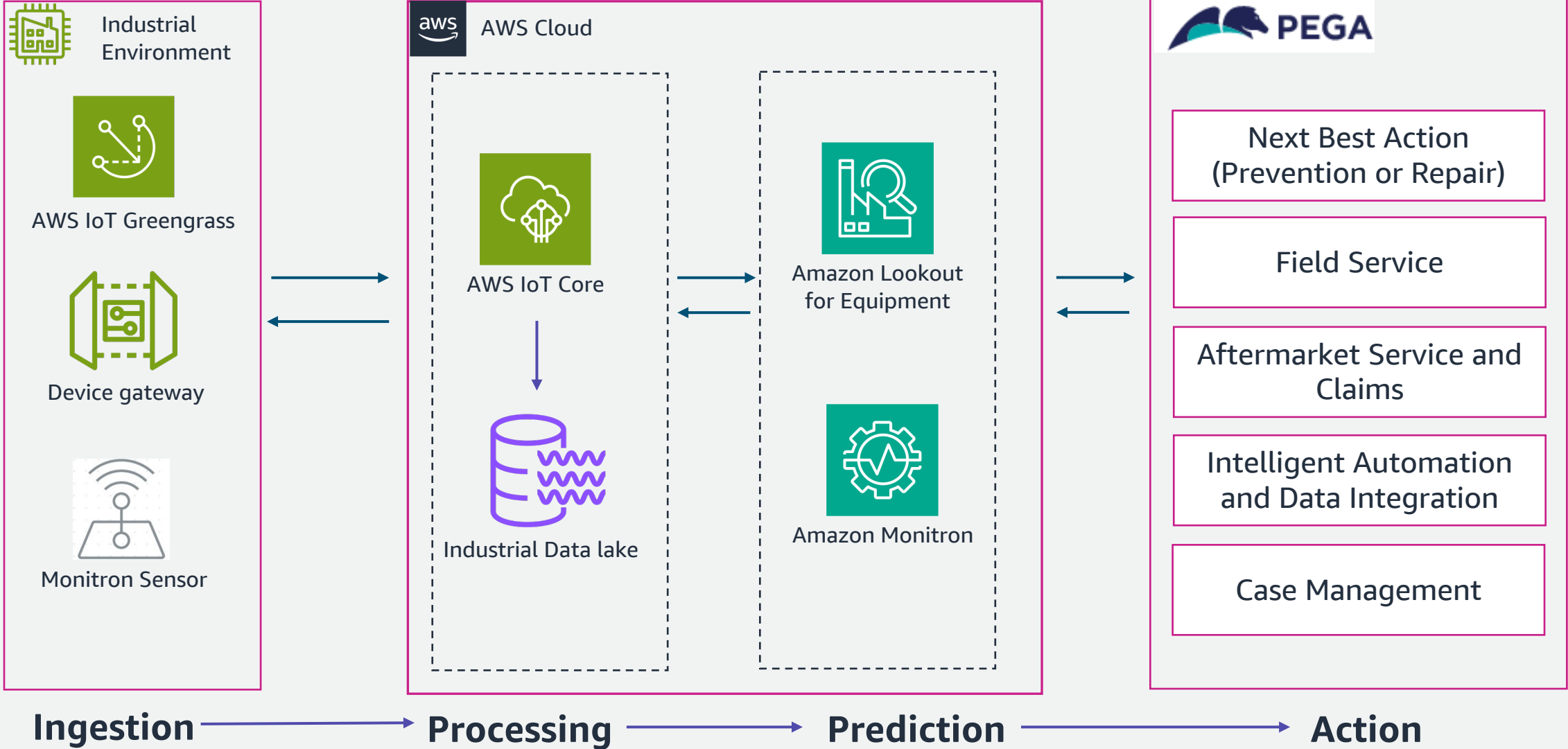
Financial impact and customer experience

**Diagnose events before they happen**

**Dynamic Case Management**



# Predictive Maintenance Solution with Pega and AWS



# Amazon Bedrock Key Benefits



Accelerate development of generative AI applications using FMs through an API, without managing infrastructure



Choose FMs from AI21 Labs, Anthropic, Stability AI, and Amazon to find the right FM for your use case



Privately customize FMs using your organization's data

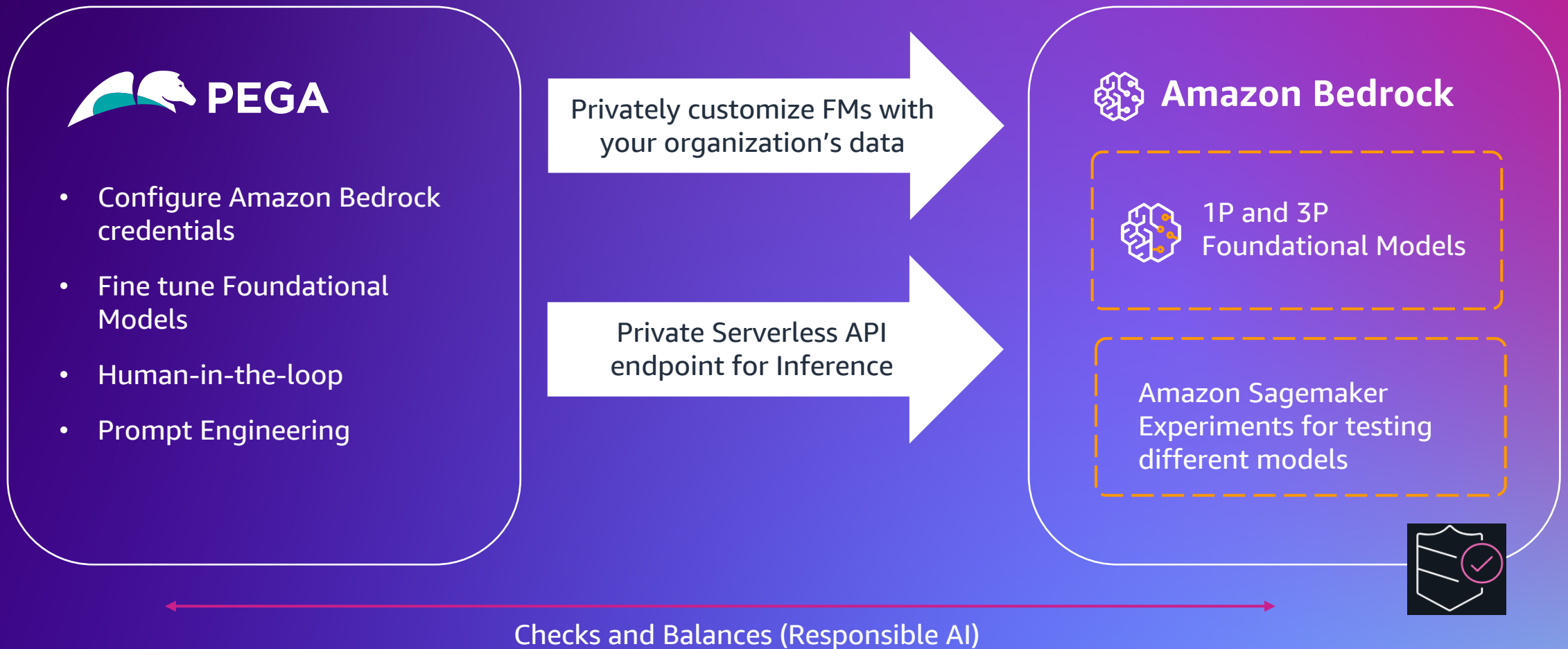


Enhance your data protection using comprehensive AWS security capabilities



Use AWS tools and capabilities that you are familiar with to deploy scalable, reliable, and secure generative AI applications

# Generative AI applications with Pega and Amazon Bedrock





# What's next





# Building / deploying your own model vs AI solutions comparison

	SageMaker or Your Own ML Model Prepare, build, train, and deploy high-quality machine learning models	AI you can customize Comprehend Custom Classifier/ Custom Entity Recognition	Pretrained AI services Textract, Comprehend, and Comprehend Medical
<b>ML development experience</b>	☑ Required	Not required	Not required
<b>Data preparation</b> Data collection, prep, transformation	☑ Required	☑ Limited effort required	Not required
<b>Model selection and training</b> Select and appropriate algorithm to train a model	☑ Required	Not required	Not required
<b>Model tuning</b>	☑ Required	☑ Limited effort required	Not required
<b>Model deployment, monitoring, and maintenance</b>	☑ Required	Not required	Not required
<b>Easy to use API for real-time and batch inferences</b>	Must be implemented	Ready to use after limited training data provided	Ready to use

# Contacts

Romil Khansaheb | GTM Leader | AWS | [rkkhansa@amazon.com](mailto:rkkhansa@amazon.com)

Daya Thakur | Solutions Architect Lead | AWS | [daythaku@amazon.com](mailto:daythaku@amazon.com)

Dan Bell | Director, Global Partner Management | Pega | [dan.bell@pega.com](mailto:dan.bell@pega.com)

# Resources



[AWS / Pega Partnership](#)



[AWS Generative AI Announcement](#)



Blog Posts

- [Reinventing Your Customers' Business with Generative AI on AWS](#)
- [Build an end-to-end intelligent document processing solution using AWS](#)

**PegaWorld: Virtusa booth for a Pega/AWS/Virtusa IDP Solution Demo!**

**PegaWorld: Accenture booth to learn more about PPO for Insurance**





**Thank you!**

