



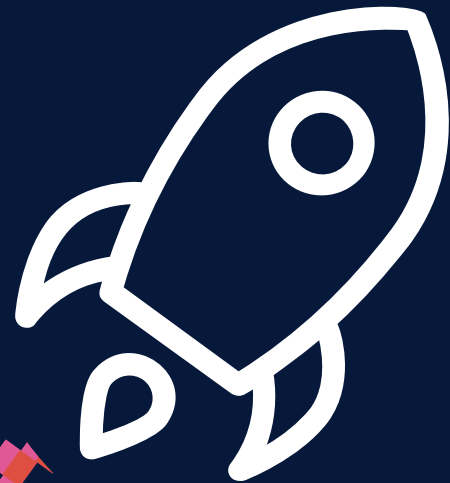
PegaWorldiNspire

Intro to Intelligent Automation

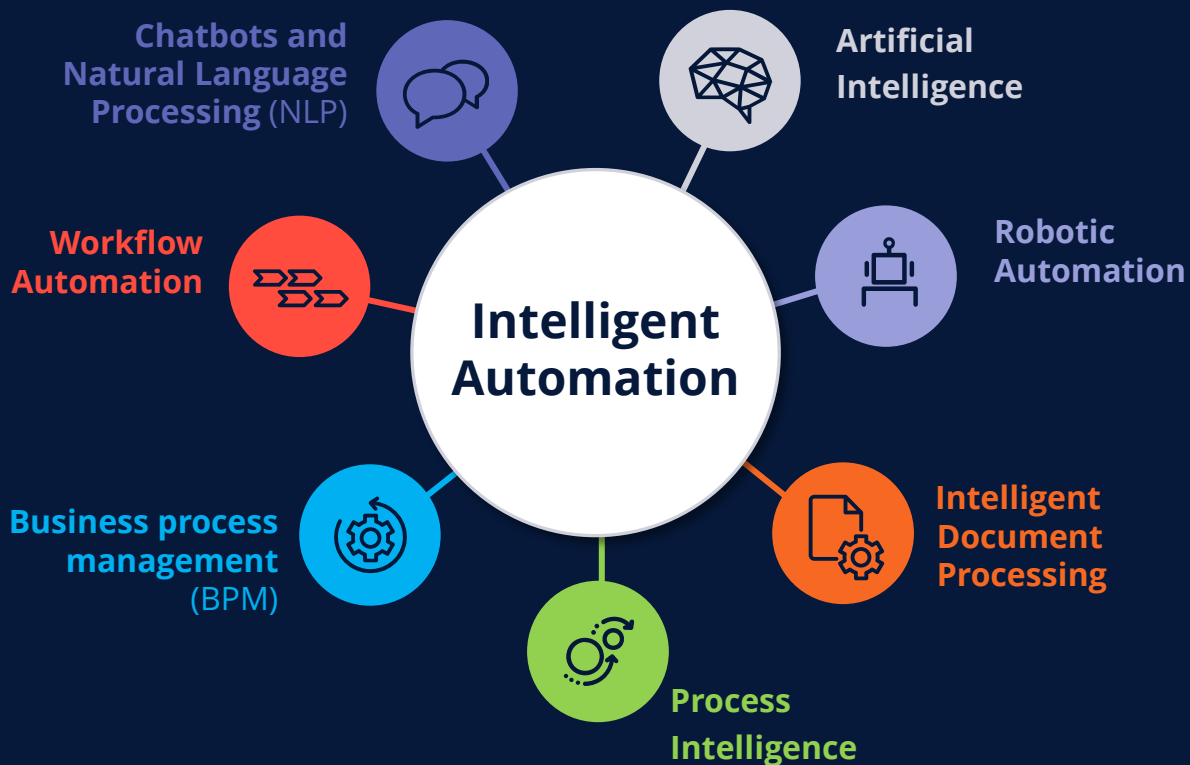
Anthony Abdulla
Senior Director, Intelligent Automation, Pega

3-4 years

How much companies have accelerated their digitization efforts in order to stay competitive. - *McKinsey*



Intelligent automation defined



A tidal wave of tech

with the promise of improving productivity and driving better customer experiences

ENTERPRISE

BUSINESS UNIT

BUSINESS UNIT

DEPARTMENTAL

DEPARTMENTAL

DEPARTMENTAL

Departmental



The impact is real

You build something, then you build it again and then you build it again



129 Independent business applications

running in the average large enterprise. Up 68% in 4 years.

2019 Business @ Work Report. Okta.



\$140B Cost of disconnection per year

From time, effort duplication, and missed opportunities in US and UK.

2017, The High Cost of Disconnected Data, Vanson Bourne Research Firm

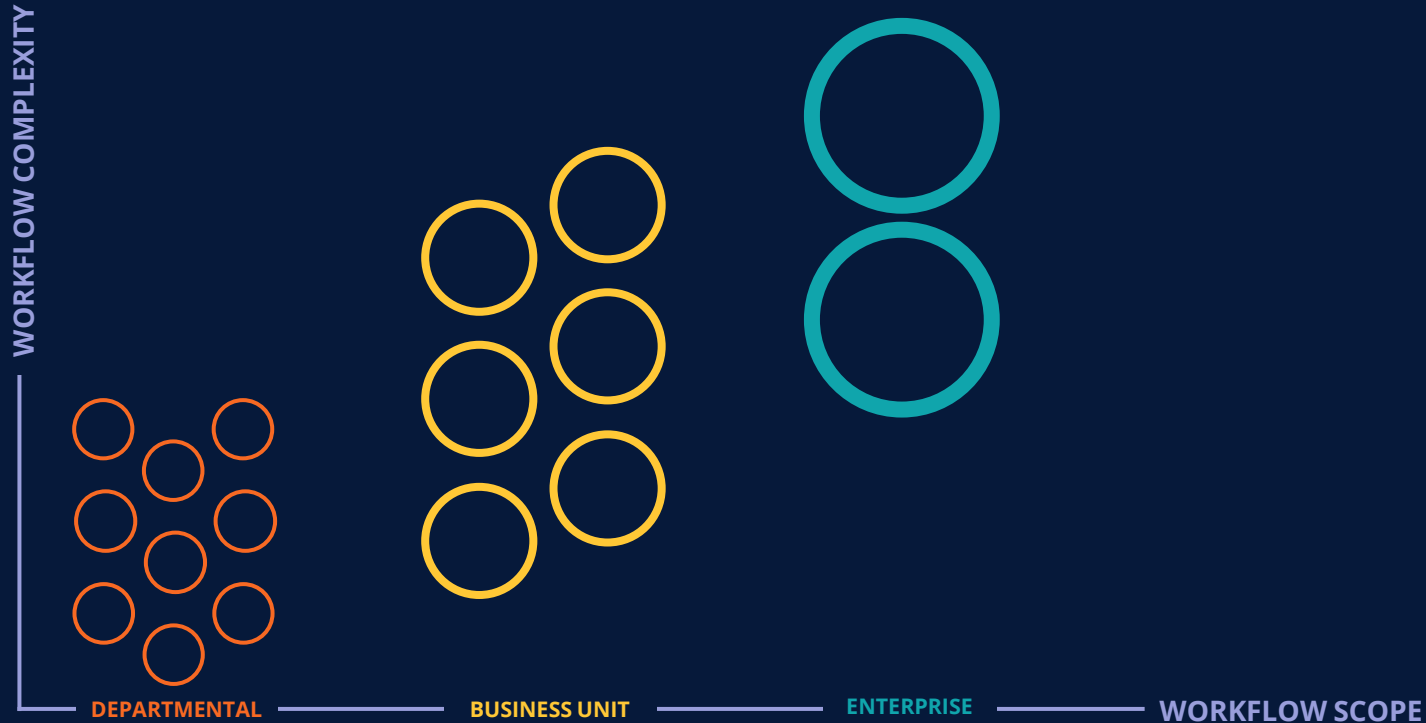


Enterprises are turning to low code

By 2023, over 50% of medium to large enterprises will have adopted an LCAP as one of their strategic application platforms.

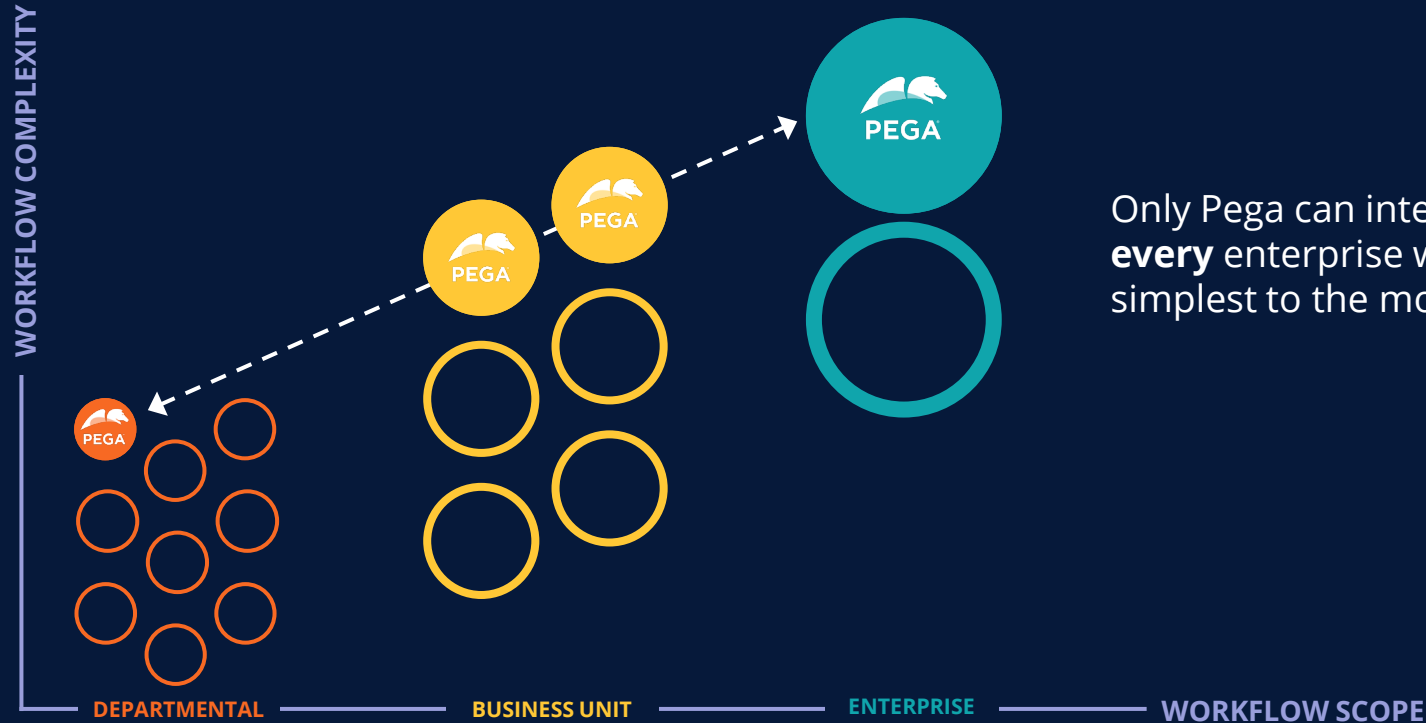
Gartner, 2020

Instead of building another system



Connect your existing with Pega

A low-code platform for AI-powered decisioning and workflow automation



Only Pega can intelligently automate **every** enterprise workflow from the simplest to the most complex

Adapt instantly with unified workflows

Focus on what matters most



Acquisition & Onboarding



From **days**
to **hours**
reduction in time
to onboard new vendors

Service



3-minute
reduction
in average handle time
across 10K agents and
100 service processes

Operations



2X
productivity
of 400K field staff
with zero downtime

Exceptions



95%
automation
of fraud
reimbursement

Intelligent automation

Pega helps you work smarter to be ready for anything



Build Faster, Together
Workflow First
Center-Out™ Architecture



Work Smarter
Turn intelligence into action
Process AI & Automation



Embrace Change
Adapt with ease
Situational Layer Cake



Collaborative Enterprise Grade Low-Code Platform



Unlock value fast, acceleration digital transformation

A low-code platform for AI-powered decisioning and workflow automation

Workflow first

Enable business and IT to collaborate to create the right workflows

Define workflow, people and data using Pega Express Methodology™

Add AI powered automations and decisions into any workflow

Deliver consistent experiences and optimal outcomes across all channels

The screenshot displays the Pega App Studio interface for configuring a microjourney. The top navigation bar includes 'APP STUDIO', 'Application: HR hub', and 'Preview application'. The main workspace is titled 'Microjourney' and shows a grid of steps, personas, and data objects across four stages: 1. Collect resume, 2. Screening, 3. Interview, and 4. Decision.

Stage	1. Collect resume	2. Screening	3. Interview	4. Decision
Submit web	1. New submission + STEP	Screen & schedule 1. Review candidate info 2. Phone screen 3. Screening outcome 4. Schedule interview 5. Send reminders + STEP	Interview 1. Sign NDA 2. Rank candidate + STEP	Decision + STEP
Submit Mashup	1. New submission + STEP			
Personas & Channels	Candidate HR portal (MLP 2) Recruiter HR GO mobile (FUTURE) Candidate Facebook (FUTURE) + PERSONA	Recruiter HR portal (MLP 1) + PERSONA	Recruiter HR portal (MLP 1) Manager HR portal (MLP 2) + PERSONA	Recruiter HR portal (MLP 1) Manager HR portal (MLP 2) Manager Email (FUTURE) + PERSONA
Data	Applicant info Pega (MLP 1) Applicant info LinkedIn (MLP 2) Resume Pega (FUTURE) + DATA	Applicant info Pega (MLP 1) Job opening Pega (MLP 1) Resume Pega (FUTURE) + DATA	Applicant info Pega (MLP 1) Job opening Pega (MLP 1) Resume Pega (MLP 2) + DATA	Applicant info Pega (MLP 1) Cost Center SAP (MLP 2) + DATA

Workflow first

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Deliver consistent experiences and optimal outcomes across all channels

The screenshot displays the Pega Express Methodology interface for a 'Job application' case type. The main view is a 'Microjourney' diagram with four stages: 1. Collect resume, 2. Screening, 3. Interview, and 4. Decision. Each stage contains specific steps and actions, such as 'Submit web', 'Screen & schedule', 'Interview', and 'Decision'. Below the microjourney, there are sections for 'Personas & Channels' and 'Data', showing various roles (Candidate, Recruiter, Manager) and data objects (Applicant info, Job opening, Resume) associated with different channels (Pega, LinkedIn, Facebook, SAP).

1. Collect resume	2. Screening	3. Interview	4. Decision
Submit web 1. New submission + STEP	Screen & schedule 1. Review candidate info 2. Phone screen 3. Screening outcome 4. Schedule interview 5. Send reminders + STEP	Interview 1. Sign NDA 2. Rank candidate + STEP	Decision + STEP

Personas & Channels

Personas	Channels
Candidate HR portal (MLP 2)	Recruiter HR portal (MLP 1)
Recruiter HR GO mobile (FUTURE)	Manager HR portal (MLP 2)
Candidate Facebook (FUTURE)	Manager Email (FUTURE)

Data

Data Objects	Channels
Applicant info Pega (MLP 1)	Applicant info Pega (MLP 1)
Applicant info LinkedIn (MLP 2)	Job opening Pega (MLP 1)
Resume Pega (FUTURE)	Resume Pega (FUTURE)

Define the stages and steps required to achieve your outcome

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Deliver consistent experiences and optimal outcomes across all channels

The screenshot displays the Pega Express Methodology interface for designing a 'Job application' workflow. The interface is divided into several sections:

- Microjourney:** A central workspace showing a four-stage workflow: 1. Collect resume, 2. Screening, 3. Interview, and 4. Decision. Each stage contains specific tasks like 'Submit web', 'Screen & schedule', 'Interview', and 'Decision'. A 'PARALLEL' section is also visible under 'Submit Mashup'.
- Persons & Channels:** A section below the workflow stages, highlighted with an orange border. It lists various personas and channels associated with each stage. For example, 'Candidate HR portal' is linked to 'MLP 2', 'Recruiter HR portal' to 'MLP 1', and 'Manager HR portal' to 'MLP 2'. Some items are marked as 'FUTURE'.
- Data:** A section at the bottom showing data objects like 'Applicant info Pega', 'Job opening Pega', and 'Resume Pega', each associated with a specific MLP (Microjourney Layer Profile).

An orange callout box on the right side of the 'Persons & Channels' section contains the text: "Define the specific the people and channels engaged in each unit of work".

Workflow first

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Deliver consistent experiences and optimal outcomes across all channels

The screenshot displays the Pega Express Methodology interface for designing a 'Job application' workflow. The interface is divided into several sections:

- Microjourney:** A grid showing four stages: 1. Collect resume, 2. Screening, 3. Interview, and 4. Decision. Each stage contains specific tasks and steps.
- Persons & Channels:** A grid mapping personas and channels to the workflow stages. For example, 'Candidate HR portal' is associated with 'MLP 2' in the 'Collect resume' stage.
- Data:** A grid mapping data objects to the workflow stages. For example, 'Applicant info Pega' is associated with 'MLP 1' in the 'Collect resume' stage.

An orange box highlights the 'Data' section, and an orange callout box on the right contains the text: 'Define data sources and data fields required for each workflow'.

Workflow first

Enable business and IT to collaborate to create the right workflows



Define workflow, people and process using Pega Express Methodology™



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Deliver consistent experiences and optimal outcomes across all channels

The screenshot displays the Pega APF Studio interface for a 'Job Applicant' case type. The workflow is divided into four stages: 'Apply for job', 'Screening', 'Interview', and 'Decision'. The 'Screening' stage includes steps like '1. Review candidate info', '2. Phone screen', '3. Screening outcome', and '4. Schedule interview'. The 'Interview' stage includes '1. Sign NDA' and '2. Rank candidate'. The 'Decision' stage includes '5. Send reminders'. Annotations highlight '3. Screening outcome' and '5. Send reminders' with callouts: 'Drive decisions with AI' and 'Drive work with automations & RPA'. The interface also shows 'Personas & Channels' (Candidate, Recruiter, Hiring manager) and 'Data & Systems' (Applicant info).

Workflow first

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Deliver consistent experiences and optimal outcomes across all channels

The screenshot displays the Pega App Studio interface for an application named 'City of Metropolis' on an iPhone 8. The main view shows a mobile app screen titled 'City of Metropolis' with a 'Transit options' section. The app screen features a map with a blue route and a list of transit options:

Transit line	Destination	Time to arrival
88 - Clarendon Hill	Lechmere Busway	17 Minutes
80 - Arlington Center	Lechmere Busway	11 Minutes
69 - Harvard	Lechmere Busway	7 Minutes

The interface includes a left sidebar with navigation options: Case types, Data types, Users, Pages, and Settings. The top bar shows 'APP STUDIO', 'Application: City of Metropolis', and 'iPhone 8'. A search bar is visible in the top right corner. On the right side, a 'Transit options' panel is open, showing a 'Template' section with a 'Map+List' button and a 'Change' button. Below the template, there are fields for 'Transit line', 'Destination', and 'Time to arrival'.

Turn intelligence into action

The only unified, real-time brain proven for enterprise scale

#1

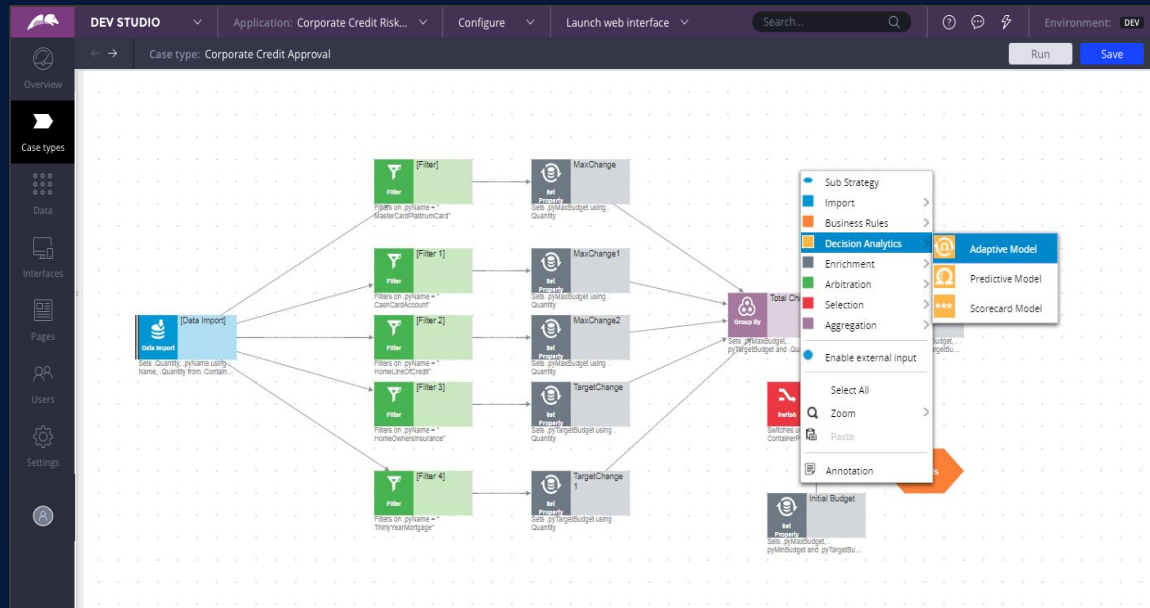
Combine decisioning, AI and workflow to apply better decisions at scale



Improve your processes in real-time with self-optimizing workflows



Triage millions of events and detect anomalies before they impact your business



Embrace change

Real-life business processes go beyond flat workflows



Build reusable workflows and govern use across your enterprise



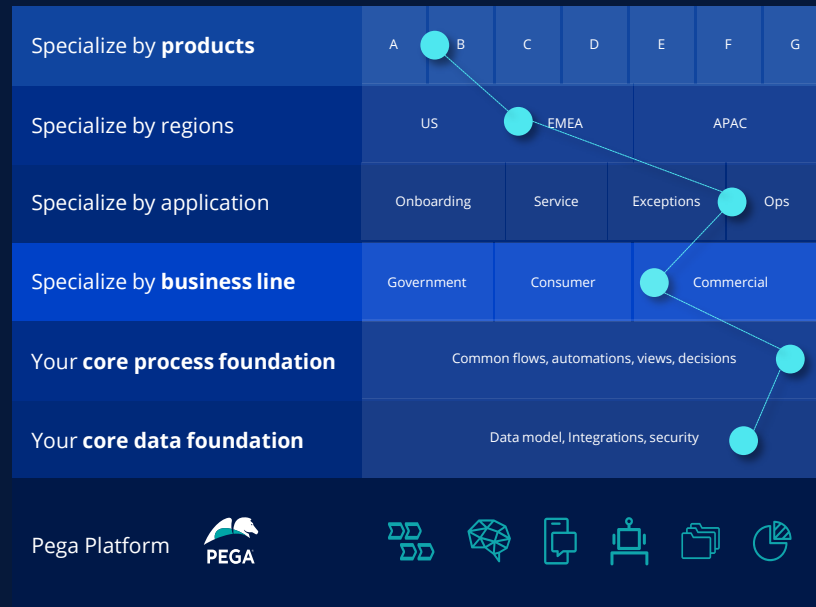
Specialize workflows by region, product, etc. instead of duplicating logic



Easily adapt to new laws and regulations, backend systems, etc.

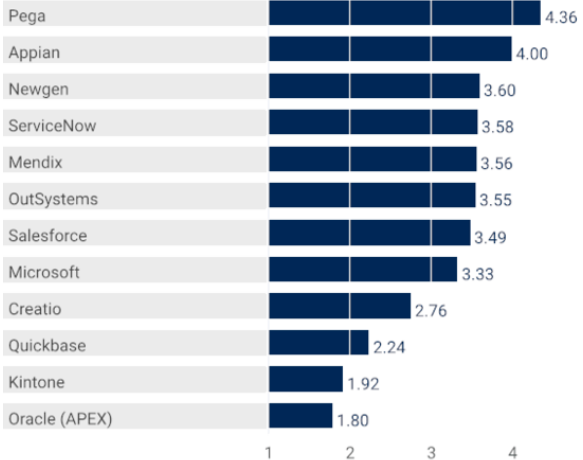


Specialize by **customer, time of day, and more**



Analysts give Pega top scores

Product or Service Scores for Business Workflow Automation



As of 12 August 2021

© Gartner, Inc

A low-code platform for AI-powered decisioning and workflow automation

#1

in LCAP critical capabilities

Gartner

#1

in MXDP critical capabilities

Gartner

#1

in Digital Process Automation (DPA)

Forrester

#1

in Real-Time Interaction Management

Forrester

#1

in RPA Completeness of Vision

Gartner

Our unified workflows, automation, and AI-powered decisioning let you:

Build faster, work smarter, adapt to anything



**Achieve rapid
business value**



**Turn intelligence
into action**

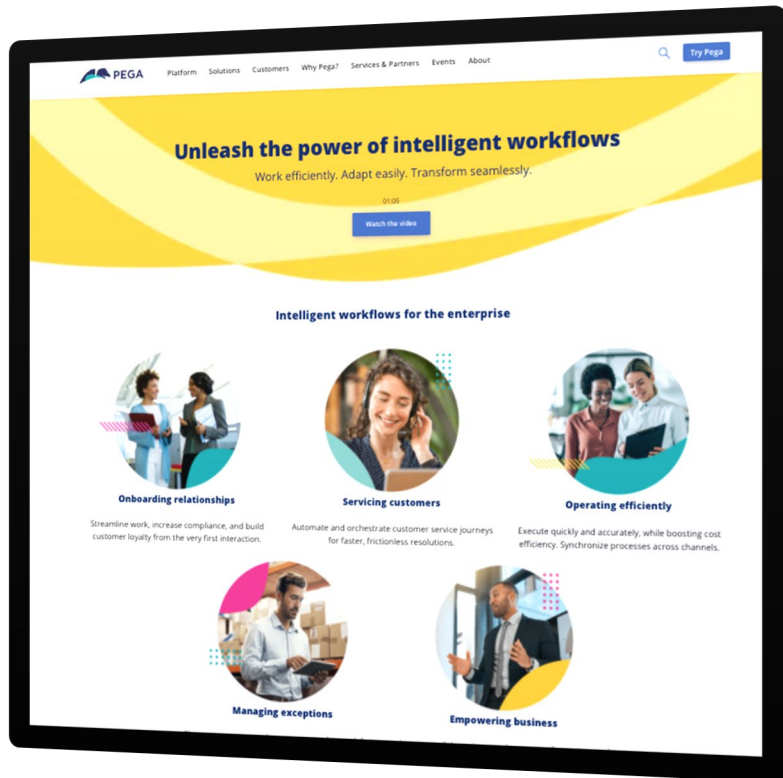


**Embrace
change**

Learn more about intelligent automation



pega.com/solutions/intelligent-workflows





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