



# Real intelligence. Real automation. Real agility.

Discover the software driving transformation for the world's leading automakers.

"I believe the auto industry will change more in the next five to 10 years than it has in the last 50," predicted GM Chairman and CEO Mary Barra in 2016.<sup>1</sup> From smarter cars to digital-first customers, that transformation is already here. To stay ahead of the curve – and the competition – you'll need to be more agile, more seamless, and more efficient in every aspect of your business.

That's why top automakers like GM, Ford, Nissan, and Toyota are turning to Pega, the leader in software for customer engagement and operational excellence. As these case studies show, we don't just talk about digital transformation – we empower you to actually get there. Our powerful technology drives real results, for real clients, in a rapidly changing world.

Don't miss our biggest event of the year:



June 3-6 | Las Vegas  
[pegaworld.com](http://pegaworld.com)



Case study:

## Accelerating revenue gains

One of Detroit's biggest carmakers delivers superior service across channels with the Pega® Customer Decision Hub.

**Business goals:**

- Develop next-generation customer platform to leverage 4G LTE connected cars
- Provide subscribers with cutting-edge in-vehicle safety and connectivity system
- Deliver a subscriber service interface for Web services and applications

**Results:**

- 1.5% higher subscriber retention in first six weeks
- Projected \$33 million annual revenue gain
- Updates on the fly (not quarterly or semi-annually)

“ We're able to customize the response by channel and really give our advisors flexibility. ”

**Manager**

Enterprise Decision Management Group,  
Leading US Auto Manufacturer

Case study:

## Streamlining operations, lowering costs

A top US auto manufacturer saves \$53 million a year with a global warranty solution powered by Pega.

**Business goals:**

- Create a unified, global warranty program
- Reduce warranty claims costs
- Minimize fraudulent claims; correctly settle legitimate ones
- Lower maintenance and IT support costs

**Results:**

- 400% faster execution speeds
- \$53 million annual operating and claims savings
- Improved claims accuracy
- New visibility into systemic quality issues

“ Every day sooner that you know about a problem, you can save one day's worth of bad production. Every day has a huge cost saving associated with it. Using our new system, we were able to connect an engineer to a dealership, to a technician, to a vehicle that had that exact concern, the minute it was written up on the service drive. ”

**Global Strategy Manager**

Top US Auto Manufacturer

Case study:

## Driving quality automation

An industry giant works faster and smarter with an automated quality inspection and monitoring system.

**Business goals:**

- Create a single source for monitoring quality inspection responsibilities and results
- Expedite issue resolution and counter-measures
- Improve monitoring of quality process compliance
- Increase supplier quality accountability

**Results:**

- Reduced application development time 73%, from 52 weeks to 14 weeks
- Saved about \$6.6 million over five years
- Achieved 300%-plus ROI over five years

“ I had high expectations for Pega, and they have been met. ”

**Vice President**

Quality Division, Auto Industry Giant

Read the full case studies and many more in our eBook:  
<http://pe.ga/2gJmowD>.

1. Source: Mary Barra, "The next revolution in the auto industry," World Economic Forum, Jan. 21, 2016.