



# PEGA BIG DATA SUPPORT

## TURN RAW DATA INTO REAL REVENUE

### A PEGA DATASHEET

## Monetize Big Data

Pega's Big Data connectors enable organizations to listen to all types of customer signals coming from a wide variety of data sources – digital devices, social media, web tags, and call logs. Using Pega Decision Hub and its predictive and adaptive analytics, you can find meaningful patterns, proactively anticipate a customer's needs, and act on opportunities immediately – turning streaming data into revenue streams.

Businesspeople can tap these sources using standard Big Data connectors and a series of straightforward configuration options. You can connect Big Data to the always-on brain in the Pega Customer Decision Hub without programming, code writing, or technical expertise.

**With Pega Big Data Connectors, you can leverage streaming data from a variety of sources including:**

- Web and backend transaction systems that record products customers buy or may be interested in.
- Mobile devices that indicate where customers are located and where they might be going.
- Intelligent devices connected to the "Internet of Things" (IoT) that can tell if customers (or their equipment) need help, and how urgently.
- Social network feeds that hint whether their relationship with you is improving and how much influence they are having on others.

Stored in a variety of Big Data Platforms including:

- Hbase
- Hadoop / HDFS
- Cassandra

### CHALLENGE:

Big Data comes with big hype. Most organizations can capture it, but struggle to glean insights from it and then take action. Thus, it becomes a giant expense. Yet firms that can effectively tap these sources, glean customer intelligence from the data, and use these insights to provide new products & services can achieve significant competitive advantage over those that fail to add value.

Examples:

- Alerting customers when their behavior data indicates they may qualify for a discount.
- Proactively saving them time & money – perhaps showing them a faster path or easier way.
- Prescribing a bundle of products or services with optimized timing, that better fits their purchase, viewing, or consumption patterns.

### SOLUTION:

In Pega, businesspeople can leverage Big Data sources directly and use a browser-based canvas to connect to (streaming or at rest) data sources, and then build strategies visually to detect patterns, track thresholds, and trigger actions.

Once detected, businesspeople can orchestrate master decision strategies, which arbitrate across all the potential actions, selecting the Next-Best-Action, and then fulfill it using Pega case management — making an offer, initiating a retention plan, opening a service case, or starting a collections process. Pega works across all channels to give a consistent experience.



# Business Benefits

## Continuously Optimize the Customer Experience

- Connecting to Big Data, you can constantly find where streaming data equals opportunity for better customer service and experience. Detect when customers need help, want more information – act immediately, and improve customer satisfaction.

## Drive Automated Processes across Every Channel to Fulfillment

- In an environment where you have to do more with less, using Big Data to fuel the Customer Decision Hub allows you to inform analytics and power strategies that are continuously using contextual data from 24 x 7 data streams.
- Decision Strategies can automatically trigger next best actions as well as open fulfillment or service cases.

## Rapidly Develop Strategies Fueled with Big Data

- Using visual flows, businesspeople connect to streaming structured, semi-structured, and unstructured Big Data sources.
- The user-friendly drag & drop interface makes it easy for business users to define sophisticated strategies that ingest and filter Big Data, track activity patterns, and trigger actions.
- Filtering ensures that unnecessary data is not evaluated, which safeguards performance, especially for data streams that can entail millions and even billions of data records.

# Key Capabilities

## Connect to Virtually any Data Source

- Connect to social data feeds, mobile data, IoT devices, and traditional structured data sources using a variety of methods including SQL, HTTP/SOAP, XML, and REST APIs. Smart column mapping and data previews make establishing connections simple & fast.

## Transform and Aggregate Data as Needed

- Pega allows you to look for data patterns that matter, and weed out data that doesn't.
- Count and summarize transactions as necessary to find a pattern or track when a customer reaches a threshold.

## Run Predictive Intelligence Directly on Big Data Sources

- Business users can easily exchange predictive modeling logic using standard formats such as PMML and SQL so scoring can take place wherever required.

