



PEGA PREDICTIVE ANALYTICS DIRECTOR

Reliably Predict Outcomes to Optimize Business Decisions

A PEGA DATASHEET

Drive Your Customer Strategies and Business Processes with Accurate Predictive Models

Pega Predictive Analytics Director (PAD) offers business-focused tools to rapidly develop models that accurately predict customer behaviors, such as offer acceptance, churn or credit risk. These powerful predictive models discover the hidden trends and patterns in your data, enabling opportunities and risks to be reliably evaluated. And because PAD is fully embedded into Pega's award-winning business process management platform, it puts predictive decisioning at the heart of every business process to make every prediction actionable, increasing automation and accuracy while optimizing the result of each customer interaction.

Unlike most tools that require experienced statisticians or data miners to develop models, PAD enables business users, including marketing or risk analysts, to quickly create high-quality predictive models. Developing models is simple and easy: While you define the objectives and judge the results, PAD takes care of analyzing and understanding how hundreds of attributes are related.

With PAD, you can:

- Drive predictive intelligence into every business decision with advanced analytics functions that cover the end-to-end model development process from data preparation to model building and evaluation.
- Develop more models in hours – not days or weeks – that predict any form of behavior to deliver the best actions across the customer lifecycle, including sales, service, retention, cross-selling, up-selling and risk.
- Enhance operational efficiency, increase consistency and eliminate service representative “guesswork” by integrating predictions for multiple outcomes into automated, rules-driven business processes.

CHALLENGE

With increasing competition, higher customer expectations and pressure on the bottom line, leveraging the insight trapped in your data can make the difference between winning and losing. But with more data and complexity than ever, unlocking this insight is becoming increasingly difficult. Consequently, offers are missing the mark, processes are inconsistent and opportunities to engage the customer are being wasted.

To succeed, businesses need an easy, accurate and reliable way to create and incorporate predictive analytics and decisions into every process and interaction.

SOLUTION

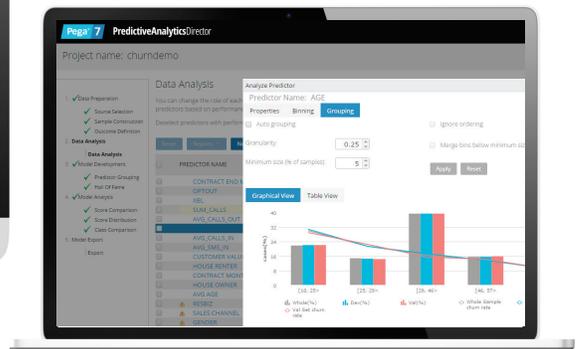
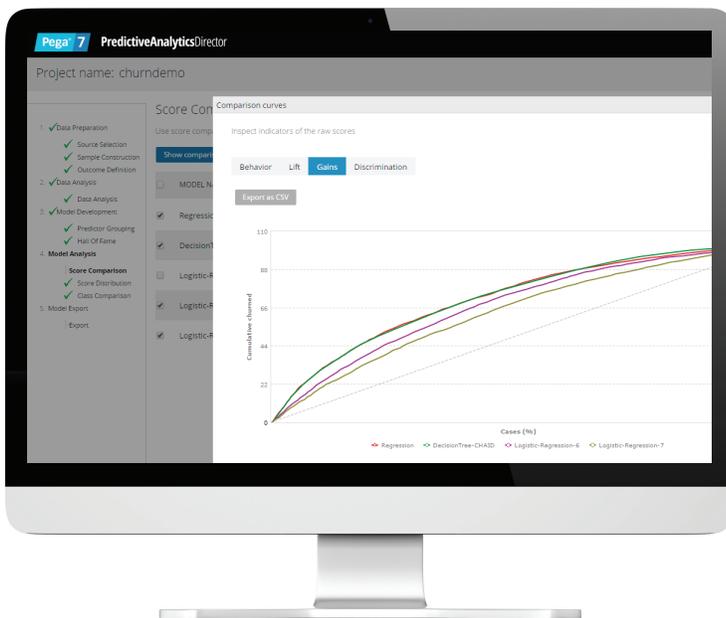
An objective evaluation concluded that Pega PAD is a serious modeling platform that achieves best-of-breed performance. PAD is suitable for building a wide assortment of quantitative models from customer data. Its valuable analytics capabilities, including automated binning, bivariate, viewing the validation data and development set at the same time and automated sampling streamline the most critical and time-consuming steps in model building.

Rapidly develop accurate predictive models

- Visual, easy-to-use wizards enable analytical business users to create powerful and accurate models for predicting customer behavior from customer data.
- Automation streamlines complex scoring model development including automatic univariate analysis, predictor pre-processing, non-linear modeling, model building and evaluation.
- Scoring for positive/negative behavior, extended scoring that infers the behavior of unknown cases and spectrum models that predict continuous behavior provide the highest levels of predictive power and reliability.
- Multivariate scoring models include regression models, decision tree models and genetic programming models, offering multiple options for best managing accuracy versus simplicity.
- Seamless integration with Pega Adaptive Decision Manager (ADM), makes predictive models “self-learning”, as ADM uses real-time data to instantly adapt predictive decisions during customer interactions.
- Adherence to standards minimizes integration effort with third-party applications.

Drive better business outcomes

- Models can be operationalized to accurately predict risk, calculate expected losses and ensure compliance with regulations.
- Models can take into account multiple factors across the customer lifecycle to personalize the Next-Best-Action, such as past service interactions, purchases, payment history, likelihood of defection and spend objectives.
- Integration with case management automatically determines the most efficient queuing and routing based on agent past performance and manages the sequence and timing of tasks.
- Centralized predictive models ensure that best practices are always executed during customer interactions.
- Automatic monitoring and real-time reporting on decisions made and outcomes enable predictive models to be continuously refined and improved.



Predictive Analytics Director offers a business-focused solution for development, analysis, deployment and monitoring of accurate and reliable predictive models that can be used to drive automated business processes.