



Digital Transformation for Real

Kerim Akgonul, Senior Vice President, Produits - Pegasystems



Engaging the digital customer is hard...

CommonwealthBank



"We deliver high-quality, personal interactions..."

It's all about deepening customer relationships."

Martin Granell

Customer Engagement Leader
Commonwealth Bank of Australia

...but it can be done right.



Yes, this is all true

- ✓ There is a new, **digital customer**
- ✓ They demand a **personalized, seamless experience**
- ✓ Organizations must **digitally transform** to meet their demands
- ✓ **Digital natives** will **disrupt** the market

**Every enterprise and every vendor
says the same thing**



The problem isn't a lack of vision

- ✓ Omni-channel & personalized
- ✓ Learn in real-time with AI
- ✓ Grow share of wallet

- X Massive programs that fail
- X Rapid deployment of new silos
- X Business and IT dysfunction
- X Millions spent with little impact

It's the path to get there



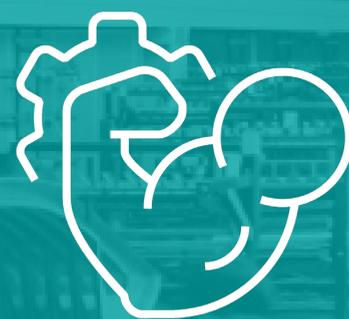
Get **REAL**





REAL
INTELLIGENCE

AI for Customer Engagement



REAL
AUTOMATION

Operational Excellence Delivered



REAL
AGILITY

Software That Writes Your Software

**“...the highest reference customer scores
for, modeling and predicting customer
behavior”**

**“...the best ability to build, maintain
and change complex cases”**

THE **REAL** CRM ALTERNATIVE

“...the best cost-to-value rating of any solution”





REAL Intelligence

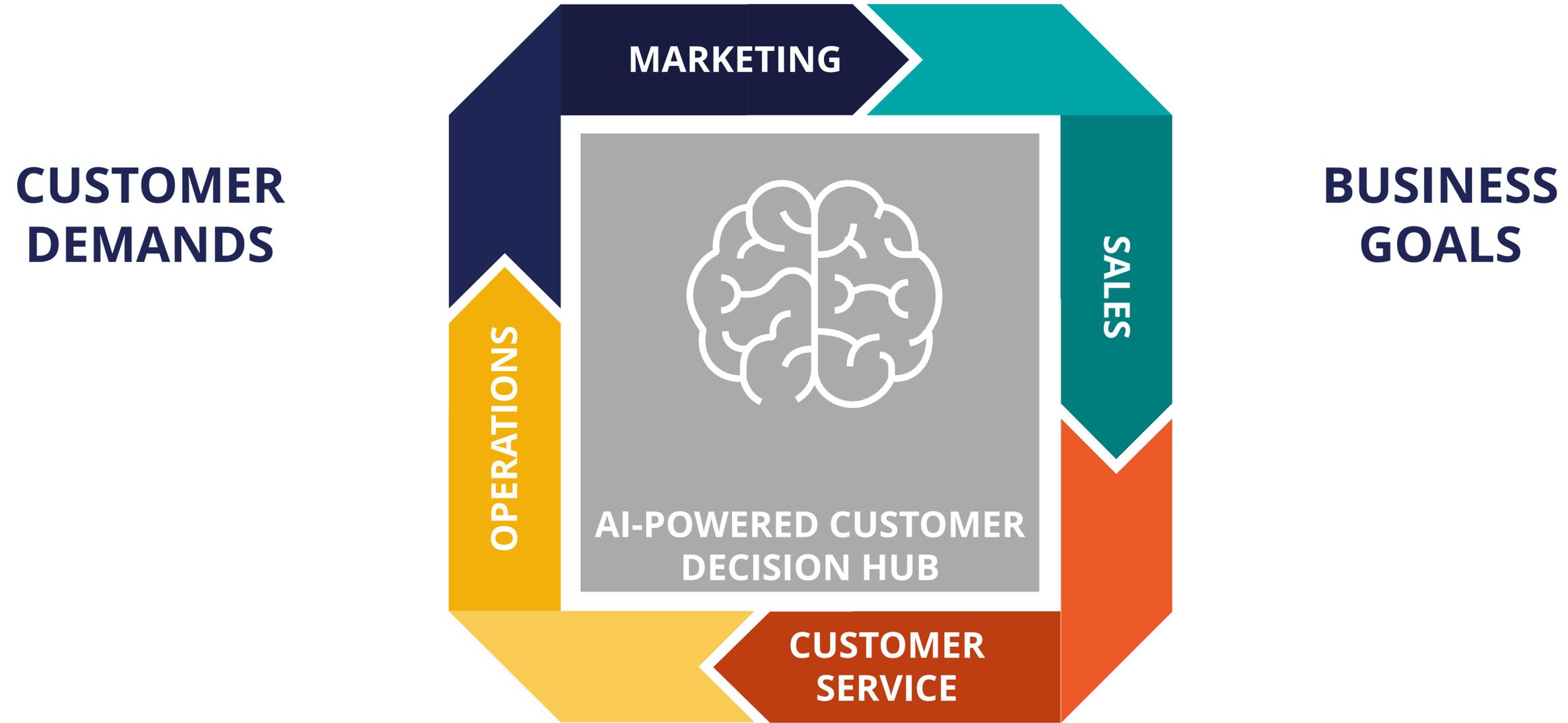
64%

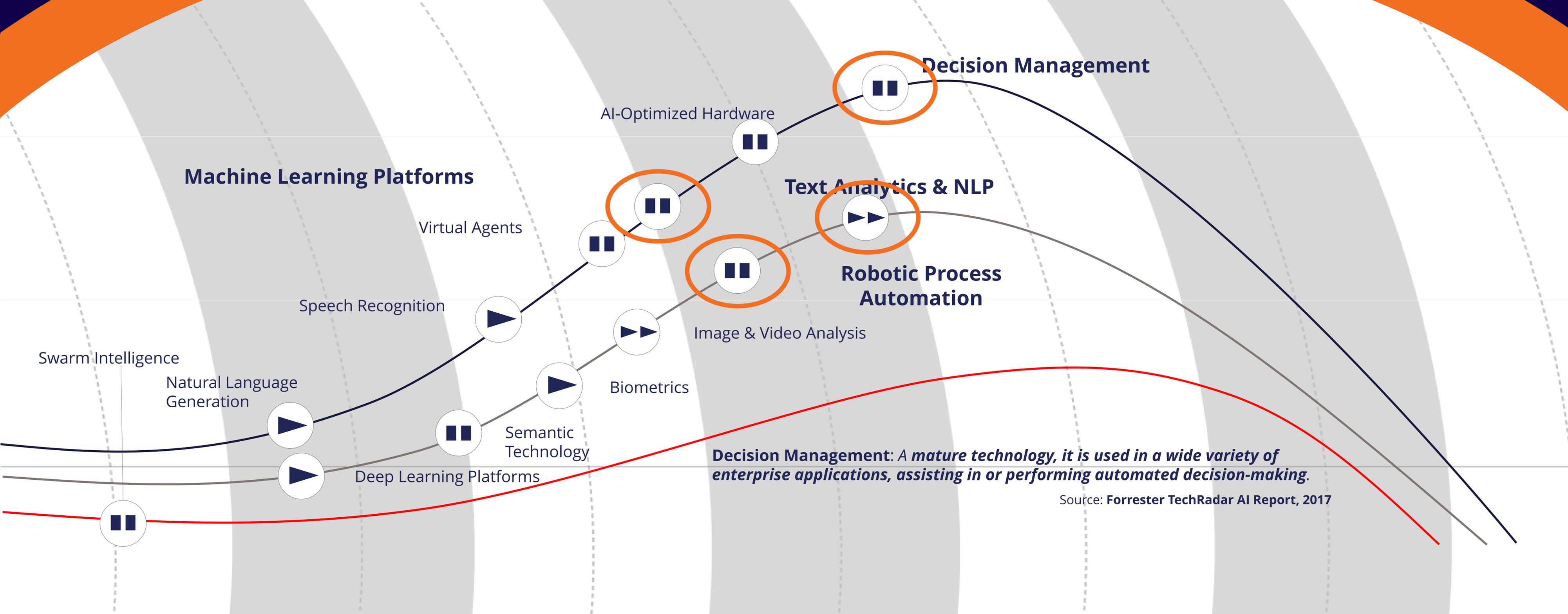
of companies say they know and understand their customers well.

24%

of customers agree.

We power end-to-end, omni-channel customer journeys





AI in Action

Next-best-Balances Customer vs Business Needs - In Real-Time





British Gas

“By having personalized, relevant and timely offers, we're able to improve the customer experience. We have seen an uplift of 20 percent in conversion rate.”

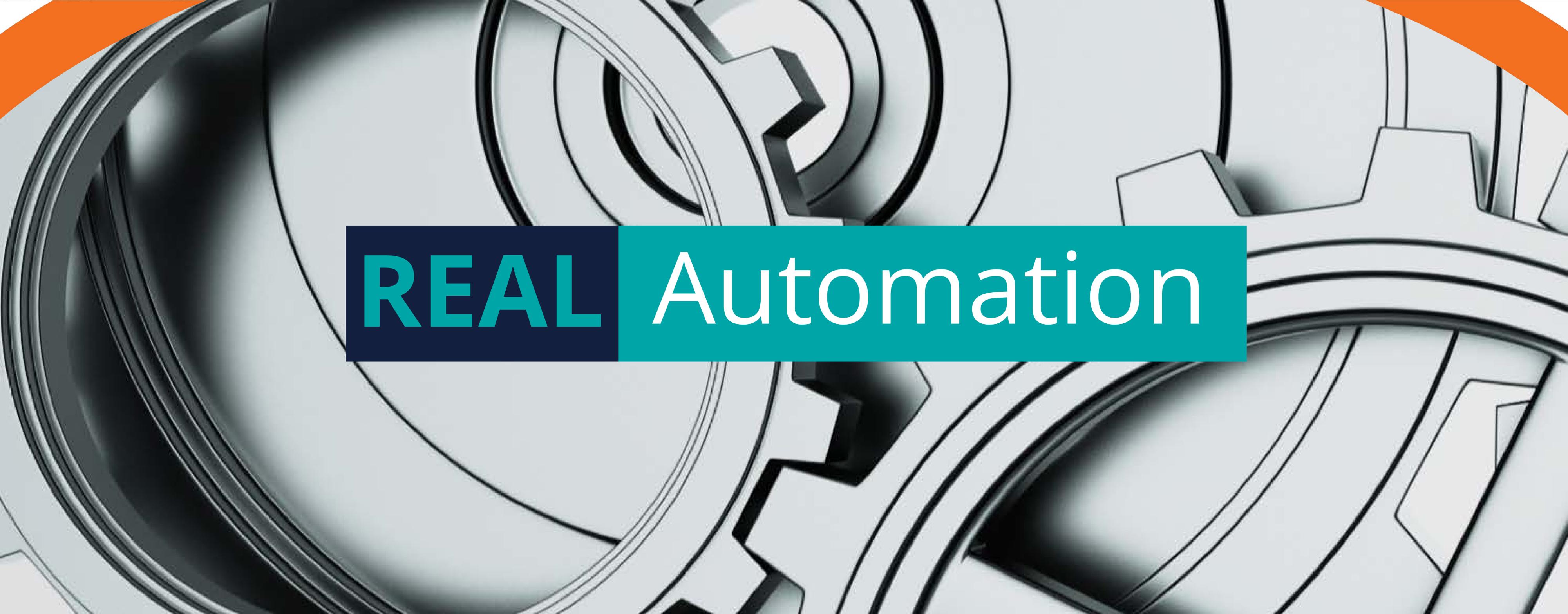
Jo Allen
Business Lead, Next Generation Decisioning - British Gas



PEGA[®]



PEGA[®]



REAL

Automation

**The word of the
day is robotics**



You want bots? You got bots!

Across the operation in a unified platform.



Advise

Artificial Intelligence focused on making decisions and discovering opportunities to improve operations



Replace

Robots executing end-to-end processes



Assist

Give workers a personal robot assistant to perform rote tasks on their behalf



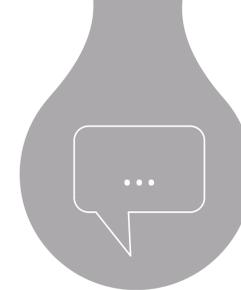
Extend

Provide a robotic API to service-enable legacy systems



Engage

Interact with customers and users across virtual assistants, chatbots, and email automation.







“Taking an end-to-end view of the outcome...
is better than applying a robotic Band-Aid
to a particular pain point.”

McKinsey&Company

*“We managed to reduce cost by a factor of four...
and eliminated 93% of touches.”*

Gilles Leyrat,
SVP of Customer and Partner Services, Cisco





REAL Agility

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...n,a;if(t.slice)for(r=t.length;--r>-1;)Fe(t[r],e,i);else for(s=t.childNodes,r=s.length;--r>-1;)Fe(t[r],e,i);return a.cascadeTo=function(t,i,s){var r,n,a,o=e.to(t,i,s),h=[o],l=[],_=[],u=[],p=e.enabled(!0),r=u.software-r>-1;if(n=H(u[r],l[r],_[r]),n.firstMPT){n=n.difs;for(a in s)p[a]&&this.plugin({software:"roundProps",priority:-1,API:2,writes:nction(t,e,i){return this._tween=i,!0}}),of Array?s.vars.roundProps:s.vars.roundPthat.split(","),n=r.length,a={},o=s._propLookup.roundProps(a,!0):e.n===t&&(this._add(e.t,t,e.s,e.c),i&&(i._prev=writes),e._prev?e._prev._next=i:s._firstP){this._addTween(t,e,i,i+s,e,!0),this._overwriteProps.push(e)}}(),_gsYour._gsDefine.plugin({propNreturn!1;this._target=t,this._thaty={},this._start={},this._end={};for(i in e)this._start[i]=this._r.c:e[i],this._overwriteProps.push(i);return!0},set:function(t){this._super.setRatio.call(this,t)=i[s],this._target.setAttribute(e,r[e]+"")}}),_gsScope._gsDefine.plugin({propNamesoftwareionalRota;var i,s,r,n,a,o,h=e.useRadians===!0?2*Math.PI:360,l=1e-6;for(i in e)"useRadians"!==i&&(o=(e[i]+"f t["get"+i.substr(3)]?i:"get"+i.substr(3)]()),n=this.finals[i]="string"===typeof s&&"==="s.charAt_"),-1!==s.indexOf("short")&&(a%=h,a!==a%(h/2)&&(a=0>a?a+h:a-h)),-1!==s.indexOf("_cw")&&0>a?a=(a+9of Array?s.vars.roundProps:s.vars.roundPthat.split(","),n=r.length,a={},o=s._propLookup.roundProps(i){var s,r,n,a;if(t.slice)for(r=t.length;--r>-1;)Fe(t[r],e,i);else for(s=t.childNodes,r=s.length;--r>-1;)Fe(t[r],e,i);return a.cascadeTo=function(t,i,s){var r,n,a,o=e.to(t,i,s),h=[o],l=[],_=[],u=[],p=e.enabled(!0),r=u.software-r>-1;if(n=H(u[r],l[r],_[r]),n.firstMPT){n=n.difs;for(a in s)p[a]&&this.plugin({software:"roundProps",priority:-1,API:2,writes:nction(t,e,i){return this._tween=i,!0}}),of Array?s.vars.roundProps:s.vars.roundPthat.split(","),n=r.length,a={},o=s._propLookup.roundProps(a,!0):e.n===t&&(this._add(e.t,t,e.s,e.c),i&&(i._prev=writes),e._prev?e._prev._next=i:s._firstP){this._addTween(t,e,i,i+s,e,!0),this._overwriteProps.push(e)}}(),_gsYour._gsDefine.plugin({propNreturn!1;this._target=t,this._thaty={},this._start={},this._end={};for(i in e)this._start[i]=this._r.c:e[i],this._overwriteProps.push(i);return!0},set:function(t){this._super.setRatio.call(this,t)=i[s],this._target.setAttribute(e,r[e]+"")}}),_gsScope._gsDefine.plugin({propNamesoftwareionalRota;var i,s,r,n,a,o,h=e.useRadians===!0?2*Math.PI:360,l=1e-6;for(i in e)"useRadians"!==i&&(o=(e[i]+"ch||Fe(n,e,i)};return a.cascadeTo=function(t,i,s){var r,n,a,o=e.to(t,i,s),h=[o],l=[],_=[],u=[],p=e.enabled(!0),r=u.software-r>-1;if(n=H(u[r],l[r],_[r]),n.firstMPT){n=n.difs;for(a in s)p[a]&&this.plugin({software:"roundProps",priority:-1,API:2,writes:nction(t,e,i){return this._tween=i,!0}}),of Array?s.vars.roundProps:s.vars.roundPthat.split(","),n=r.length,a={},o=s._propLookup.roundProps(a,!0):e.n===t&&(this._add(e.t,t,e.s,e.c),i&&(i._prev=writes),e._prev?e._prev._next=i:s._firstP
```

Software that perfects your software.



"Pega's suite of tools enables us to be agile and fast on the front-end and stable and reliable on the back-end."

Birgit König, Ph.D.,
CEO, Allianz Health Germany

Allianz 



Pega software connects your customers to outcomes

Acquire customers

Deepen
relationships

Sell more

Increase **retention**

Streamline **service**

Deliver frictionless
experiences

Engage proactively



Accelerate
transformation

Automate work
across silos

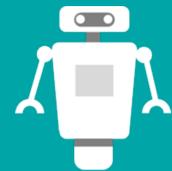
Optimize with **AI**
and **Robotics**

Deliver apps 8X
faster than coding

Simplify **compliance**



**REALTIME,
OMNI-
CHANNEL AI**



**END-TO-END
ROBOTIC
AUTOMATION**



**JOURNEY-
CENTRIC RAPID
DELIVERY**



**SOFTWARE THAT
WRITES YOUR
SOFTWARE**



**SITUATIONAL
LAYER CAKE**



**CLOUD
CHOICE**

For over 30 years, we've powered the world's leading brands

LLOYDS
BANKING
GROUP



SO ARBETSLÖSHETSKASSORNAS
SAMORGANISATION

xerox



Scotiabank

PayPal

CISCO



TOKIO MARINE



citi

Safelite
AutoGlass

OCBC Bank



TÜRKİYE
BANKASI



orange

ING



vodafone



Pfizer

Maine.gov



Santander

CVS Health

AIG

HSBC



Sprint



OnStar



WELLS
FARGO



Aflac



GE Healthcare



NOVARTIS

COX



HM Revenue
& Customs



AIRFRANCE



UnitedHealthcare

PEGA

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SO ARBETSLÖSHETSKASSORNAS
SAMORGANISATION

xerox



Scotiabank

PayPal

CISCO



TOKIO MARINE



citi

Safelite
AutoGlass

OCBC Bank



TÜRKİYE
BANKASI



orange

ING



vodafone



Pfizer

Maine.gov



Santander

CVS Health

AIG

HSBC



Sprint



OnStar



WELLS
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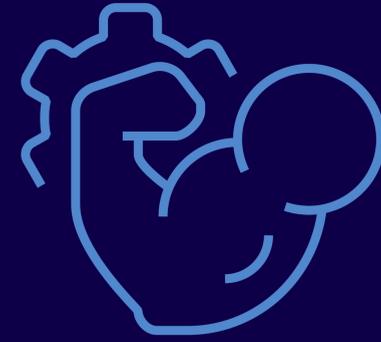
Every day, Pega powers
millions of automated processes,
billions of customer interactions,
and **trillions of dollars** of business.

When you drive your car, use your credit card, call for service,
open an account, accept an offer...

...there's often a Pega system on the other end.



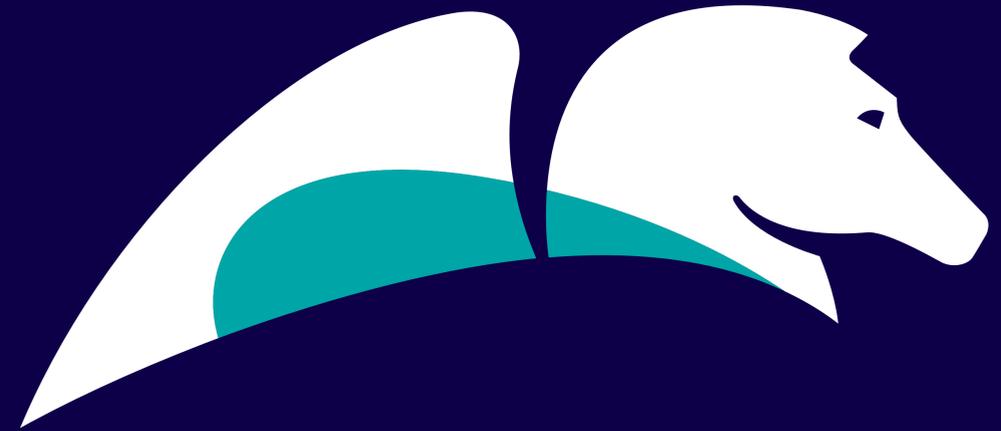
**One customer
interaction
you could
improve with AI**



**One outcome
you could get
to faster with
automation**



**One dial you
could have in
your business to
make it more agile**



PEGA[®]

Build for Change[®]