ACCENTURE TECHNOLOGY VISION FOR
PEGA 2018

A CONVERSATION WITH:

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Don Schuerman, Chief Technology Officer, Pegasystems

EXTENDED REALITY
THE END OF DISTANCE

David Steuer (Accenture): Hi, this is David Steuer and I lead up the Pega Platform within Cloud First for Accenture. And I have with me today, Don Schuerman, who is the CTO for Pega. Don, happy to have you here with us.

Don Schuerman (Pega): Always nice to talk to you.

Accenture: We're going to talk today about the 2018 Tech Vision, it's called Intelligent Enterprise Unleashed. And as we do every year, we have a set of trends that we're seeing within technology, and these trends are focused on the types of things that are going to allow organizations to better interface with their customers, to better improve and optimize their own businesses, as well as technology trends that may impact you and I, as customers or citizens within the world.

The second trend that we have is around extended reality, what we call the end of distance. That's kind of a fun topic, I know, you know, extended reality is something that's often used in games.

Pega: Yep

Accenture: But we're also seeing it as a way to use for training, or even enhancing in communication and it's a channel. And maybe talk a little bit about how you see Pega playing in that space, how does it fit into the Pega omnichannel approach?

Pega: Yeah. I think where we really want to ensure is that as we're making these AI-powered decisions, as we're driving this robotic-powered automation, which is what really drives efficiency and also ease of experience, that's got to work no matter where your customers are. Right, whether you're engaging them in a traditional channel, like a branch or an ATM or a website, whether you're pushing into a more digital channel, like a mobile app experience or a chat bot, I want to ensure that I'm not building and burying my logic inside those channels, but that the logic is sort of living across the channel.

I think the risk for organizations, with all these exciting new tech, is to dive into the new channel tech and build a great experience there, and then when your customer goes somewhere else, everything falls apart. Your customers don't live in channels, they live almost a "channel-less" life. And we want to ensure that the technology plugs seamlessly across all of them, so you can get great benefits and great experience for the customer.

I know we've done some work with Accenture, specifically in sort of this enhance reality space. You guys built a really cool prototype of what you can do with enhanced reality.

Accenture: Yeah, exactly. One of the things I think people think about this enhanced reality is you have to put on the glasses, and sometimes you do, but

actually we had an implementation where we used your smartphone, putting that right over a printer, to be able to see where you would be able to troubleshoot the printer itself; put in the ribbon, or solve a problem with a particular printer, and then having that seamlessly integrate with Pega is what we were able to build out.

Pega: You know, probably the most widely accepted use of enhanced reality, right, is Google Maps and Pokémon Go, and it's not going to be people having on these massive glasses all the time, except in certain situations, it's going to be using the devices we have and are comfortable with. And then injecting the intelligence directly into that point of visualization, into that augmented reality. And we've been working with API mash-up technologies that will allow us to ensure all those decisions fit seamlessly into these cool new ways of engaging with both computer and reality at the same time.

Accenture: Yeah, very interesting space. I think it will change the way customers interface with organizations, it will change the way field service works as well.

Pega: I think especially field service. Anything that involves making things work, right, having that visual and the data pulled together is going to be really powerful.