

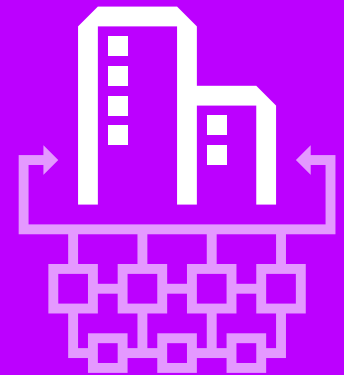
# ACCENTURE TECHNOLOGY VISION 2018 FOR PEGA

## A CONVERSATION WITH:

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## FRICTIONLESS BUSINESS BUILT TO PARTNER AT SCALE

**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.

**Accenture:** Let's go to the fourth trend, which is really about building a frictionless business, and building that business at scale. When we really talk about frictionless business, it's partnerships. You know we hear a lot about blockchain, having that ability, one key technology having that ability to lessen the friction and create a smoother interaction, maybe disintermediate in some cases, certain roles that are being played or certain roles that organizations are playing out there. And maybe to start with, how is Pega enabling a frictionless business?

**Pega:** You know, I think when we work with clients, and when we've collaborated with clients, we're really pushing clients to think what we call end-to-end. So,

in my mind, end-to-end thinking means thinking in the context of what is the customer trying to achieve and then managing the work through that.

And I think that really for a lot of enterprises comes in two phases. One, getting the internal house in order. Knocking through the silos and the system separations and organizational impediments to make it easy for customers to do something easy like sign-up for a loan. And for a lot of organizations, there's still debt there, there's work to be done to make that frictionless and easy. But then if you really start thinking in terms of customer outcomes, the customer isn't talking to you because they want a loan, the customer is talking to you because they want a new house. And then it becomes okay now, how can I manage or participate in that broader outcome? Whether it's orchestrating partners on the realtor side, on the insurance side, on the moving side, to help the customer get through that end-to-end experience.

That's one of the reasons we really like case management, because case is really good at capturing the outcome and then orchestrating all the participants into that. It's also the reason we're excited equally about blockchain, right? Blockchain allows for that sort of shared and also smart contracts between organizations so that I can start building the ecosystem of partners, so that I can deliver the full end-to-end experience to my client, even if that extends beyond what my individual products and services might do for them.

**Accenture:** Yeah, it's interesting right. Because Pega's heritage is in the BPM space, really now BPM is now emerged in digital process automation. It's really that heritage that has allowed Pega to easily integrate with lots of different solutions.

**Pega:** Easily integrate with these different solutions, easily sort of become participants in these broader blockchain sort of ledgers and transactions that need to take place. But we've also evolved a lot of the thinking there around processes not being rigid, but processes being much more collaborative, processes being much more dynamic and responsive to changing customer needs and the changing needs of the partners that need to come in and communicate with you.

**Accenture:** Yeah, what's interesting too is part of this frictionless business is being able to build things in smaller pieces or microsegments, microservices. We've even seen that in an example we did with Pega at a teleco where we have been building out micro-bots, microservices around those bots – almost using the bots in the same way you would call an API – but of course at a different level. And Pega's queuing capability, I think really, plus its integration capability, allowed us to be able to do that.

**Pega:** Yeah to both, to sort of provide out those microservices, but also help you begin to orchestrate and put them together into something that feels coherent and end-to-end for the client experience.

**Accenture:** Yeah, absolutely.