

ACCENTURE TECHNOLOGY VISION 2018 FOR PEGA

accenture



A CONVERSATION WITH:

David Steuer, Managing Director, Accenture

Don Schuerman, Chief Technology Officer, Pegasystems

DATA VERACITY THE IMPORTANCE OF TRUST

David Steuer (Accenture): Don, thanks for joining me today.

Don Schuerman (Pega): Of course.

Accenture: We're going to talk a little bit about the Accenture Tech Vision and five themes that we have within the Tech Vision.

Pega: I'm excited to talk about this. At Pega we spend a lot of time thinking about how technology can impact both how our clients and our joint clients engage their customers and how they can drive better efficiency in their operations. So, let's dig in.

Accenture: Fantastic, fantastic. So, let's go to the third theme, and the third theme is really all about data veracity and the importance of trust. Data is so important from an AI perspective, right. I mean really, artificial intelligence depends on having the right data and a trusted source of having that data. Maybe talk a little bit about what role would Pega play in providing data veracity?

Pega: I think there are a couple of pieces. Pega is for many organizations, both a protector and a governor of the data, as well as a consumer of the data from the AI space. And there have been lots of projects organizations do lots of big heavy lifting around master data management projects and data consolidation. There's also more light-weight things we've helped

organizations do around overall data governance. And it involves looking at your data through the perspective of a process of a case that needs to be done to manage that data. A great example of where we're actually seeing this pop-up right now is in the area of GDPR, right. As more organizations need to be able to push back out to their customers' information about the data, or perform global data cleansing, they're going to fill a lot of that initially through a lot of manual stuff, but at the end of the day, that actually needs to be a process that's governed. And so, we're seeing organizations use Pega both in the case of GDPR but also in the case of other areas of data cleansing. Use case management to sit on top of their data systems, virtualize pulling that data together, and then ensuring that once you get the data right, it stays right, so that every time changes get made, I'm consistently updating back into the various systems that need it.

Accenture: That makes sense, so using case management to really do that data management. Now, when you talk about Pega AI and AI-enabled Customer Decision Hub, you used the example of Google before, and Google's very dependent upon lots and lots of faces, all of our faces, all of our pictures are loaded up in there so they do a fantastic job with that. How dependent is Pega on the data for the Customer Decision Hub?

Pega: We are data-dependent and we're using technologies, again, like amazing machine learning,

predictive analytics that are fed and grown and learn through data. However, I think that there's been, at the enterprise level, a lot of excitement about big data, massive data scale, sort of internet-size scale, and it's left a lot of what I would call little data, unmined for value. Right?

So, we are dependent on data and we pull data in and we can do things to help organizations normalize and get the right data. But you can also do a lot in the AI-driven decisioning space without massive Google-sized data sets. We did some work together at a telecommunications company that dramatically changed how they retain and market to their clients, and I believe the first phase of that project started with about 30 to 40 pieces of data about each individual customer. And having those 30 to 40 right and fed into an engine that could learn from them, allowed them to have triple and dramatically improve their ability to make the right offers to the clients. So, it wasn't about getting this Google-sized data set, it was about getting the right data set and fed into the right kind of engine to learn from it.

Accenture: And getting a data set that's actually very dependent upon the customer or client themselves, versus having to go outside of that ecosystem.

Pega: So many of these enterprises, you know, have as valuable and as exciting as sort of the data economy is, and what some of these platforms will be for certain things, as an enterprise, if you're a bank, if you're a telecommunications company, you've got data about your client that's incredibly powerful, unique to you, that allows you to make a differentiated decision, not the same kind of capability that anybody can make from using Google's data, and I think at the enterprise level, that data is still relatively unmined. There's lots of value to be pulled from it.

Accenture: Yeah, tremendous opportunity.