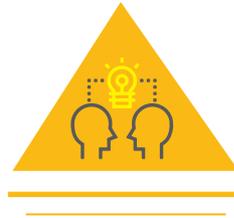


ADvantage Pega Experience Amplifier

Personalized customer experience delivery
with Pega & Adobe Experience Platform



Introduction:



HCL's ADvantage Pega Experience Amplifier solution provides an end-to-end framework to build & deliver meaningful and contextual experiences for marketers across different digital touch points leading to brand marketing, prospect conversion and retention. The solution powered by Pega Infinity platform, Pega CDH (Customer Decision Hub), Adobe Experience Cloud, Adobe Experience Platform provides enterprises the ability to build data-driven marketing experiences, AI-led conversations and deliver contextualized one-to-one customer communication. It enables scalable digital solutions for shaping tomorrow's customer experiences, hyper-personalization and customer journey the experiences that touches lives. The key highlight of the solution is the ability to complement the various Adobe components (Analytics, Target, AEM, Campaign etc.) with the Pega Infinity Platform & Always On Brain Pega CDH to unlock the value of data & amplify the customer experience.

Why ADvantage Pega Experience Amplifier?

Enterprises embarking on developing digital marketing capabilities spend a considerable amount of time in implementing solutions and identifying the right potential of data to enable next best action, next best offer, cross sell/upsell, revenue recovery, "know your customer" driven marketing/proactive outreach. Relevant customer communication are typically crafted through content, data & process.

In view of this, it is important to have :



Deeper or more meaningful connections

Effective actionable use of analytics

Increased speed of response and optimization

Connected, efficient and powerful technology activation

In today's age, customer communication crafted through content, data & process needs to include:



Deeper, more meaningful connections



Effective, actionable use of analytics



Increased speed of response and optimization



Connected, efficient and powerful technology activation

Siloed Marketing Organizations face key internal challenges:



Long campaign origination and design time to market



Lack of insight around campaign and brand outreach



High strategy, content development and delivery costs

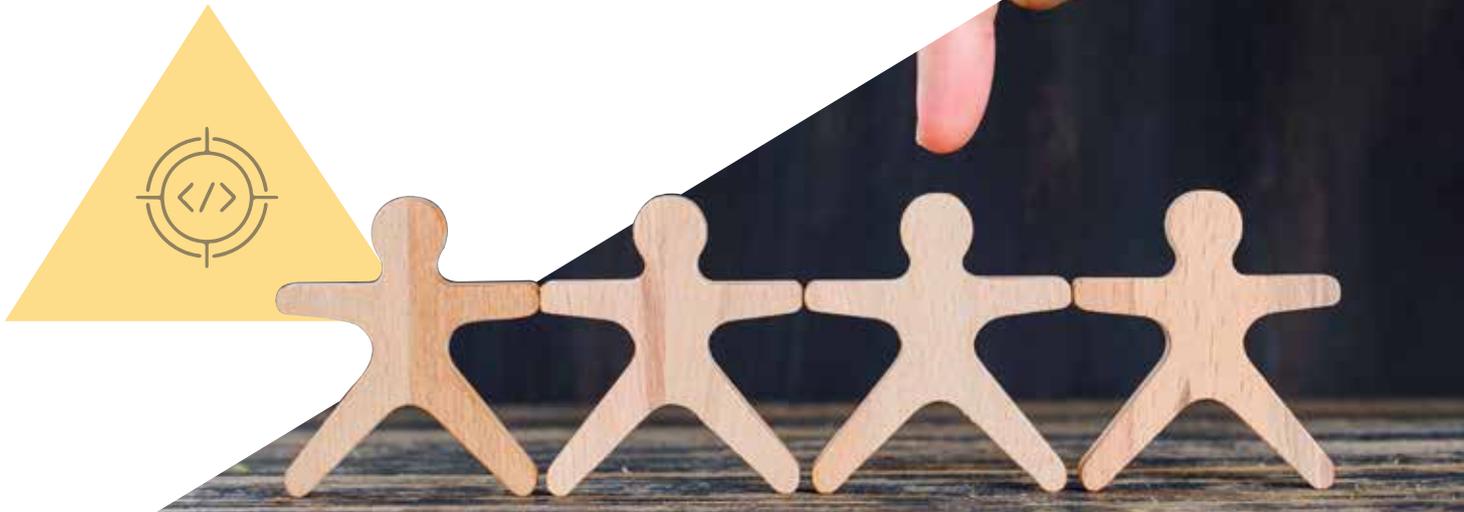


Disjointed customer experience and measurement across channels



Lack of governance around marketing operations; slow response to change demands

Customer Data Challenges Include:



Fragmented Data

Customer data sits across disparate data sources, systems, and teams - making it difficult to build a complete view of the customer journey



Inconsistent Experiences

Customers receive disjointed experiences across different channels - increasing CPA and impairing personalization



Complicated Governance

Critical to meet regional and organizational requirements for managing known and unknown customer data

HCL's ADvantage Pega Experience Amplifier helps resolve these issues through



Real Time Personalization



Multistep Attribution



Predictive and Automated Marketing



Next Best Action



Cross Channel Orchestration



Unified Customer Profile

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HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses transform into next-gen enterprises.

HCL offers its services and products through three business units - IT and Business Services (ITBS), Engineering and R&D Services (ERS) and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations and next generational digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P, HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences & Healthcare and Public Services.



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