

What's inside

Every day people ask “What is Pega? What do you do?”

So, how do you describe Pega to a neighbor? A new business connection? Your parent, grandparent, even a kid?

This deck provides a fast-hit resource to help you tell our Pega story.

- Our **Brand Narratives** help tell people about what we do and why – all in simple, human words.
- Our **Brand Positioning** helps us align around what makes us different in the market. It's an internal framework and uses more technical “Pega Speak.” It serves as a North Star to guide our decisions and actions.

Dig deeper. Really understand and own our Pega story. To check out the Pega Brand Positioning and Identity guide, click [here](#).

Sincerely, Pega Brand Team @pegabrand

Brand narrative

SHORT VERSION

Pega crushes business complexity. We help leading organizations tackle immediate challenges now and transform for tomorrow. From quick fixes to visionary goals, we solve the problems no one else can. And we don't give up until you're more streamlined, more agile, and better prepared for a fast-changing world.

LONG VERSION

We help leading organizations solve problems no one else can solve. Visionary goals, quick fixes, and everything in between. Because **Pega crushes business complexity** in a complicated and ever-changing world.

At heart, our software is the engine that makes solutions clearer. Relationships stronger. We help brands delight customers in real time and siloed teams join forces. We're the time you save when you don't have to log into six different apps to get work done. The much-needed loan approval that takes 10 minutes instead of 10 days. The perfect offer that makes you click "yes, please."

So bring on your frequent changes, fragmented systems, fractured workflows. Your 18 channels and 26-step processes. We can handle it. In fact, we love it.

No matter what you need or how fast you need it, we'll create solutions together. The kind that make you more streamlined, efficient, and agile. It's not easy, but there's a reason why so many brands trust Pega. We're up for the challenge and then some.

And tomorrow? We'll wake up and start crushing complexity all over again.

Brand narrative, cont.

WHY DO WE CRUSH BUSINESS COMPLEXITY?

All of our results – ROI, KPIs, millions in savings, billions of conversations – add up to something bigger: **saving people time.**

We believe in meaningful work, not busywork. **That's why we free up employees and customers to get back to the important stuff.** Like human connection, creativity, innovation. Even joy. In their jobs and in their lives.

When doing business becomes less complex, people have more time to focus on what matters most. Our clients can relate to their customers like humans, making every conversation feel empathetic and relevant. Their employees can work like humans, with fewer tedious tasks, more collaboration. And their customers feel treated like humans, supported and understood by the brands they interact with every single day.