



Pega CRM System



A New System of CRM Gives New Value to Your Legacy CRM

Your CRM is a big component of your customer engagement processes, and for CRM suites to be truly successful, they must enable consistent and personalized customer experiences across channels, business and administrator tooling, processes and work flows, security, permissions, and more. Recently, the CRM category has seen an explosion in new capabilities including omni-channel support, use of predictive and adaptive analytics to personalize customer experiences, and tools to maximize business agility.

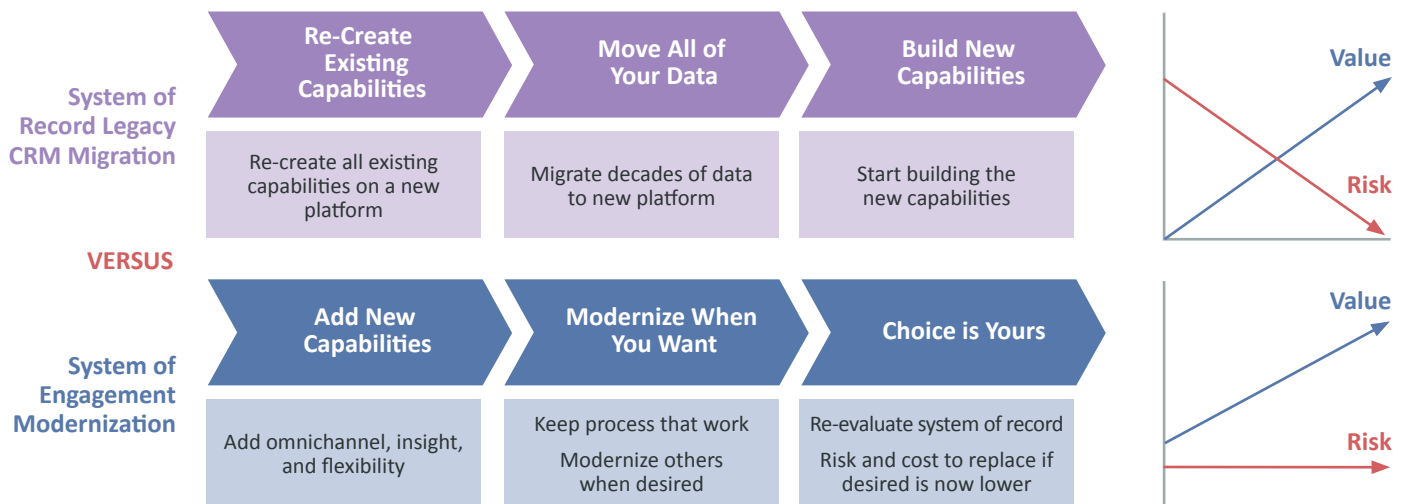
Unfortunately, legacy CRMs don't support all of the modern capabilities, and instead drive customers away rather than pulling them into a closer relationship with your brand.

Unfortunately, hundreds if not thousands of manual processes stand in the way of digital transformation—including organizations with legacy CRMs.

Migration Versus Modernization

While there are different paths to benefiting from modern CRM capabilities—*modernize or rip and replace*—modernizing provides greater advantages more quickly with lower risk.

By leveraging the Pega and Eventus solutions, companies are gaining tremendous benefits from a modernization approach, rather than a traditional IT-laden *code and deploy or rip and replace* approach.



4 Key Advantages of Modernization

- **Speed to value** from implementing modern capabilities
- **Customer engagement value** through adding omni-channel, insight, and flexibility while keeping existing System of Record
- **Significantly reduced risk** as compared to “rip and replace”
- **Keep current** processes that work and modernize others when desired

Eventus and Pega Bring Together the Best of Both CRM Worlds

Eventus and Pega bring leading software and services together to enable customer engagement processes and maximize operational efficiencies, while extending the power and lifespan of an existing or legacy CRM. Good customer experiences correlate to strong retention, loyalty and advocacy. World-class CRM software goes hand in hand with people who have expertise in customer engagement and contact centers—precisely where Eventus comes in.

As a globally recognized consulting and managed services firm, we optimize customer engagement through customer service and digital channels. We believe that we can extend the life of your CRM by adding modern capabilities that you may be missing today.

Unique Value

Eventus Solutions Group is uniquely positioned to implement a new CRM system or optimize an existing one. Unlike traditional technical systems integrators, Eventus brings a blend of contact center technology and operations expertise to its client engagements. By taking a holistic view of an entire customer engagement strategy, Eventus can ensure your CRM system will meet business objectives.

Through a powerful combination of technology, people and partners, Pegasystems helps organizations transform their customer experience into a

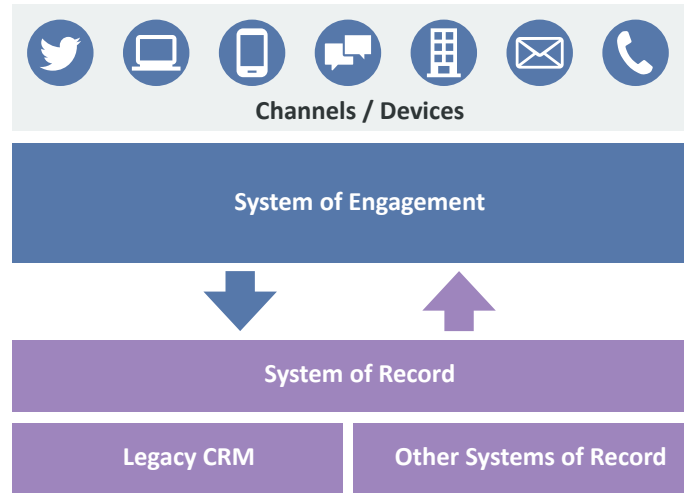
Contact Us

We would enjoy talking to you about your specific CRM needs.

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business-driving competitive advantage. Pegasystems has delivered award-winning capabilities in CRM and BPM, powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough results.

Eventus Solutions Group and Pegasystems bring leading software and services to enable customer engagement processes, and maximize operational efficiencies, while extending the power of existing contact center solutions to support end-to-end customer journeys

