

# PEGA GenAI Blueprint™

## APPLICATION OVERVIEW DOCUMENT

# Know Your Customer (KYC)

Congratulations on completing your application definition! This document presents a summary overview of your application as defined in the Pega platform. It encapsulates the key elements of your application's design, highlighting its core functionalities and overall structure.

Please note that this is a high-level view and does not include granular details like data models or sample data. It's an ideal resource for a quick reference, facilitating discussions among team members and stakeholders, and for guiding strategic decisions in your application development process.

Blueprint ID: BP-31392

## Application Context

Organization name	Industry	Industry subsegment
U+ Bank	Banking	Retail Banking

Department/function	Language
Onboarding	English

Application purpose  
Know Your Customer (KYC)

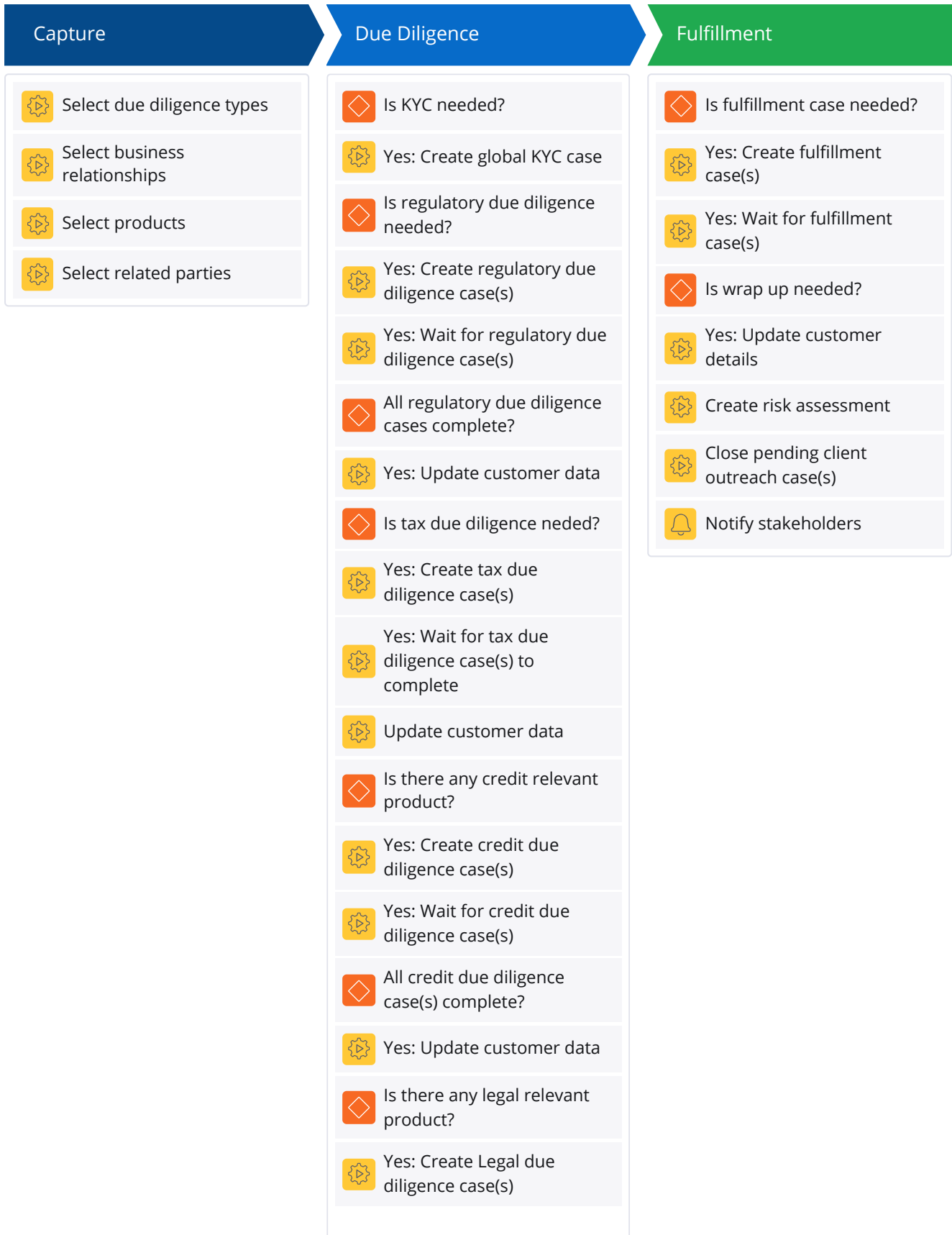
### Functional description








Ensure compliance with regulatory requirements by collecting, verifying, and updating customer information regularly. This includes Customer Identification and Verification, Document Collection and Validation, Risk Assessment, and Ongoing Monitoring

# Case Types and Lifecycles

## Client KYC and Due Diligence

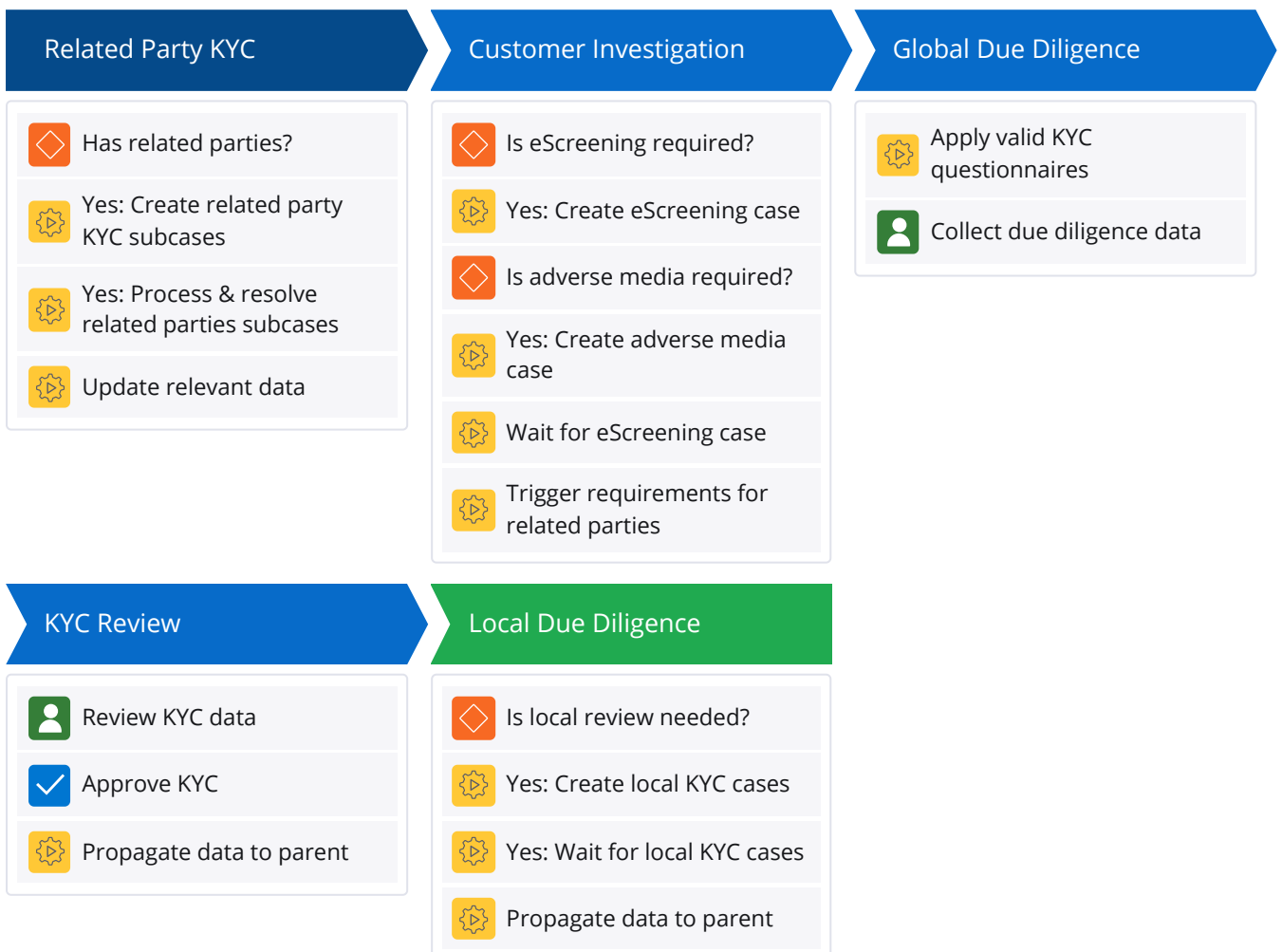
This case type manages the process of reviewing regulatory compliance for existing customers. It includes collecting, updating and validating various required documents, conducting background checks, and ensuring compliance with Know Your Customer (KYC) regulations.



-  Yes: Wait for legal due diligence case(s) to complete
-  All legal due diligence case(s) complete?
-  Yes: Update customer data
-  Wait for due diligence cases
-  Are requirements pending?
-  Yes: Wait for requirement cases
-  Update customer data

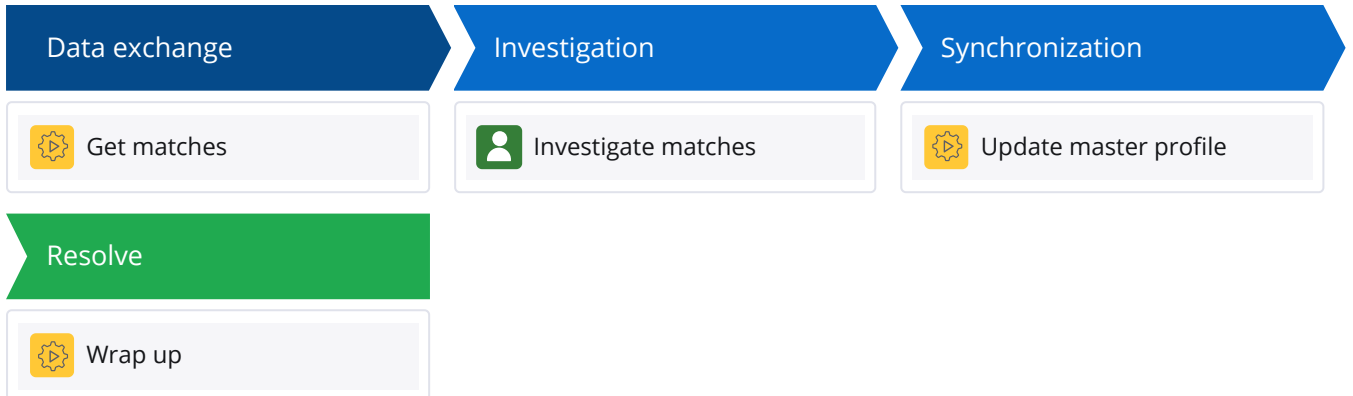
## Global KYC

The Global KYC case type encompasses the due diligence process of verifying the identity of a client. It includes collecting and validating required documents, conducting background checks, risk assessments and ensuring compliance with know your customer (KYC) regulations. It also involves identifying the relevant related parties and conducting the right level of due diligence on them.



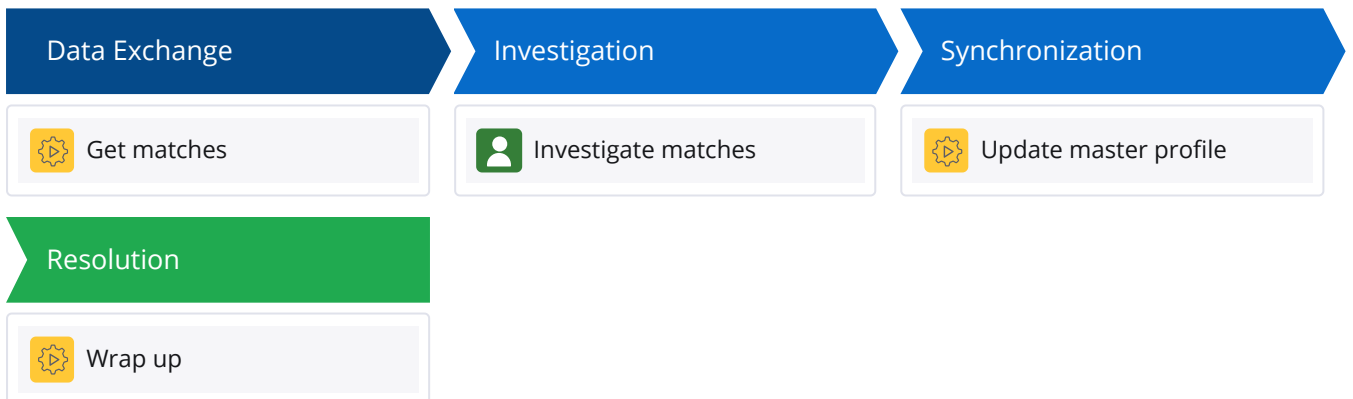
## eScreening

The eScreening subcase connects to a 3rd party service provider that uses case data to screen for heightened risk individuals and entities globally, and to uncover hidden risks in business relationships and human networks.



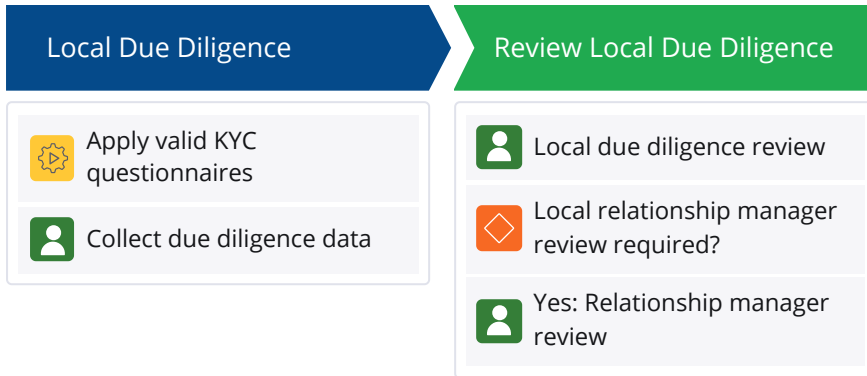
## Adverse Media

The Adverse Media case is spun off simultaneously with the main parent case to allow users to complete this and other vital data enrichment in parallel. It enables operators to seamlessly query, adjudicate, and exchange adverse media (also known as negative news) findings on a single unified platform.



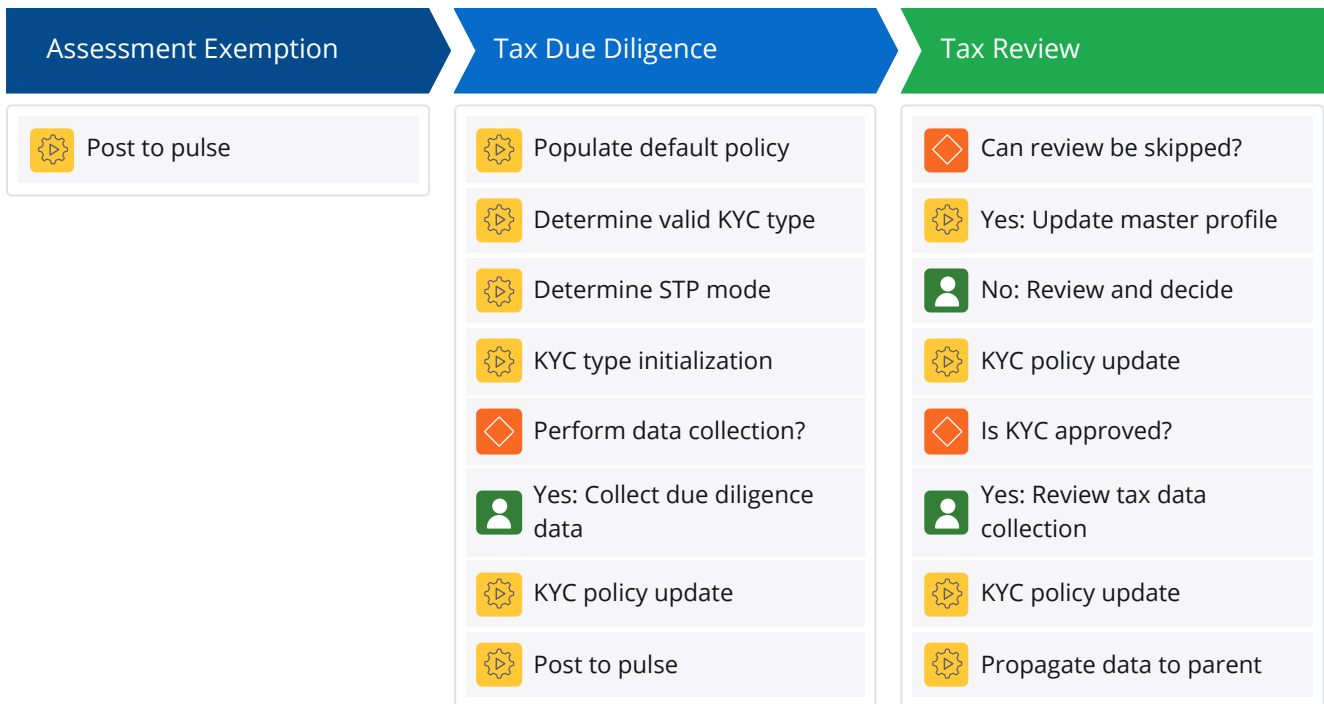
## Local KYC

The Local KYC case type checks for regulatory compliance for each jurisdiction, including Anti-Money laundering (AML) checks, any other checks required according to the local regulatory requirements, and a Relationship Manager review.



## Tax KYC

The Tax KYC case type conducts tax-specific due diligence, including FATCA and CRS classifications.



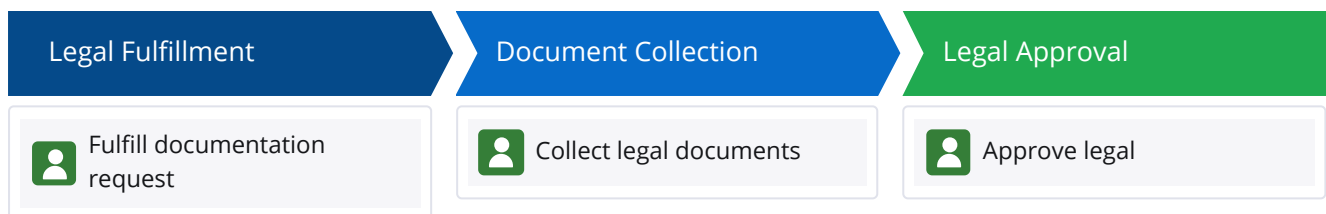
## Credit KYC

The Credit KYC case type conducts screening and due diligence for credit-sensitive products. This is a baseline case type that financial institutions extend based on their specific needs, booking jurisdictions, and products.



## Legal KYC

The Legal KYC case type conducts legal due diligence based on the nature of the product, relationship, and type of organization being onboarded. This is a baseline case type that financial institutions extend based on their specific needs, booking jurisdiction, and products.



## Live Data

### Requirements Documents

The Requirements Documents data object represents the documents provided by the customer for verification, such as identification cards, passports, and proof of address. This data is used for document collection, validation, and compliance with regulatory requirements.

### Regulatory stack

It is the model for regulatory stack with Policy Stack Hash and Application ID as keys

### Products

Products being sold and serviced to prospects and customers as separate products or as part of bundles. Includes the product's pricing, eligibility, and benefits.

### Accounts

Financial account information associated with an organization or individual that includes credit, debit, deposit, loan, and investment accounts.

### Contact

A contact is a person that is a prospect or customer. For business selling, they are usually employees of the organization to whom you are selling. For Individual selling, they are the person interested in making a personal purchase.

### Organizations

A group of individuals related and aggregated together so that the optimal advice, offers, and actions are provided when household members are interacting with the Financial Institution. A business, holding company, or corporation that can be a customer, contact, or prospect to the financial institution. It can consist of one or more organizations that can hold many accounts. Some examples include corporations, partnerships, associations, funds, trusts, family offices, and endowments.

### Parties

A legal organization, individual, or fund that can be a customer, contact, or prospect to the financial.

### Individuals

An individual person who can be a customer, contact, or prospect to the financial institution.

### KYC Type

The container that puts together all items and groups under a questionnaire. It is also used to maintain questionnaire level configuration such as the applicability rules of the KYC Type, initialization and data propagation logic, or the definition of profiles.

## **KYC Item**

KYC Item represents each of the questions in a questionnaire.

## **KYC Group**

Items can exist by themselves in a questionnaire, but they can also be grouped under KYC Groups. The KYC Group displays items on the screen under a collapsible section that facilitates the navigation and maintenance of the KYC Type.

## **KYC policy profile**

During the persistence of the Master Profile, the application extracts all the policies (processed KYC Types) of that customer and stores them separately in the Policy Profiles repository, an independent database table used to maintain all the policies of the customers.



## **Personas**

### **KYC Analyst**

The KYC user, uses the application to assess customer risk levels, review documentation, and make decisions on customer onboarding and ongoing monitoring.

### **Operations Manager**

The Operations Manager oversees the overall onboarding process and ensures its efficiency. They monitor the progress of each case, assign tasks to different users, and resolve any issues or bottlenecks that may arise during the onboarding journey.

### **Customer Relationship Manager**

The Customer Relationship Manager (CRM) is responsible for managing the relationship with the customer and assisting them throughout the onboarding process. They provide guidance on product selection, collect necessary documents, and ensure a smooth activation process.

### **Credit Analysis Manager**

Manager in charge of the team carrying out credit analysis work.

### **Credit Analysis User**

The Credit analysis user is responsible for reviewing the client and loan deal structure, to ensure rates are appropriate and that the collateral is sufficient.

### **Legal Documentation Manager**

Manager in charge of the team carrying out legal documentation work.

### **Legal Documentation User**

User carrying out legal documentation work.

### **KYC Reviewer**

Part of the 4 eyes principle, the KYC reviews completed due diligence and approves/rejects it.

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