

**PHILIPS** **SIEMENS**

**Driving Excellence:  
Center of Excellence  
Panel Discussion -  
Best Practices**

**PW  
18**



**Limitless  
possibilities.  
Real results.**

## Panel Discussion

# Driving Excellence: Center of Excellence Panel



**Gernot Eggen**

Director Cloud Engineering  
and Site Lead  
Philips Healthcare



**Dr. Peter Scherer**

Head of IT Department iBPM  
Siemens AG

Moderated by:



**Paul Roeck**



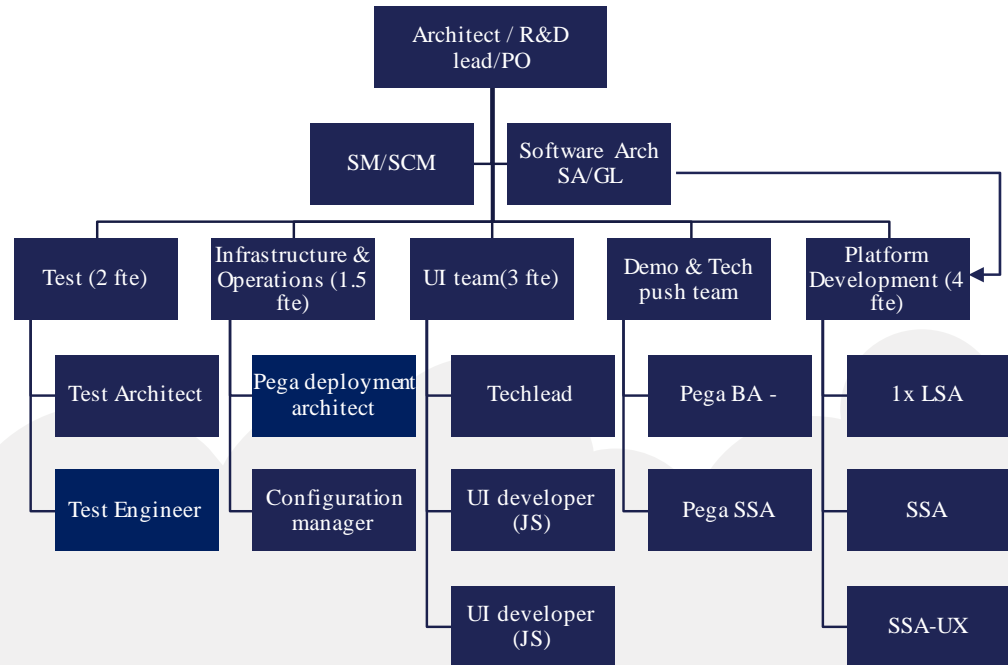
**Dr. Setrag Khoshafian**

# Philips



# Philips COE History / Structure

- Timeline:
  - 2016Q4: Pilot Phase I
  - 2017Q1: Pilot Phase II
  - 2017Q3: Full Project start
  - 2018Q1: 2nd Project
  - 2018Q1: Start CoE Pega
- Need for re-use in layers, libraries and competencies
- Expertise center to support projects
  - Architecture, (Pega) UX, Test
  - CI/CD, Hosting & Operations
  - Training
  - Supplier management (clouds, people, expertise)



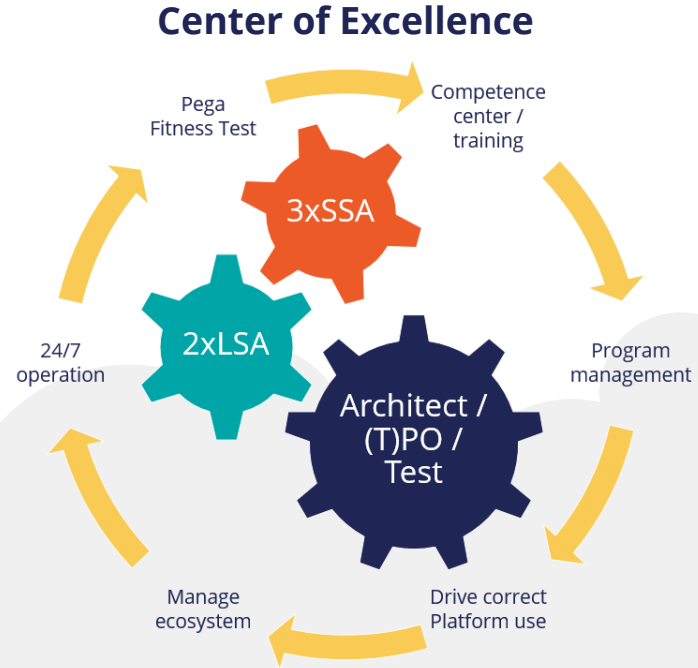
**Pega is an expertise which demands governance and guidance**

# COE Scope / Engagement Model

## Governance & Platform Supplier

Three Models:

- Supplier
  - Development reusable layers/component (Platform)
  - Operational party
  - Selecting resources
- Integrated development partner
  - Develop together with project
  - Platformize / Harvest
- Expertise support
  - Support by seeding projects temporarily with experts
  - Knowledge delivery



**Supporting the projects to make the right choice → Pega fit**

# Culture / People – Impact on COE Effectiveness

## We are an R&D company, we are:

- Used to installing governance & support structures for optimized, efficient & sustainable product development
- Used to architect solutions for re-use, scale & maintainability
- 'CODERS'

## What happened?

- No coding?? We had to rehire a large part of our crew
- Pega is a black box to our architects & designers
- We see solutions in a large eco system: LSA/SSA have a Pega view. Our architects don't know Pega

Embracing change

“This is a very, very disruptive way of working,”

*Ms. Liat Ben-Zur*

THE WALL STREET JOURNAL.

## How Low-Code Can You Go? IT Tests ‘Disruptive’ App Development

*By Sara Castellanos*

Philips NV is testing automated software tools that it hopes will reduce errors, speed up development times and lead coders to focus more time on the design of applications and how customers might best interact with them. [28 minutes ago](#)

**Success = Pega development + Software development**

Software developers can't model. Pega developers can't develop software

# Siemens



# Siemens COE History / Scope

## 2014:

first PoCs directly between our customers and Pega

## 2015:

PaaS software assessment for DCM

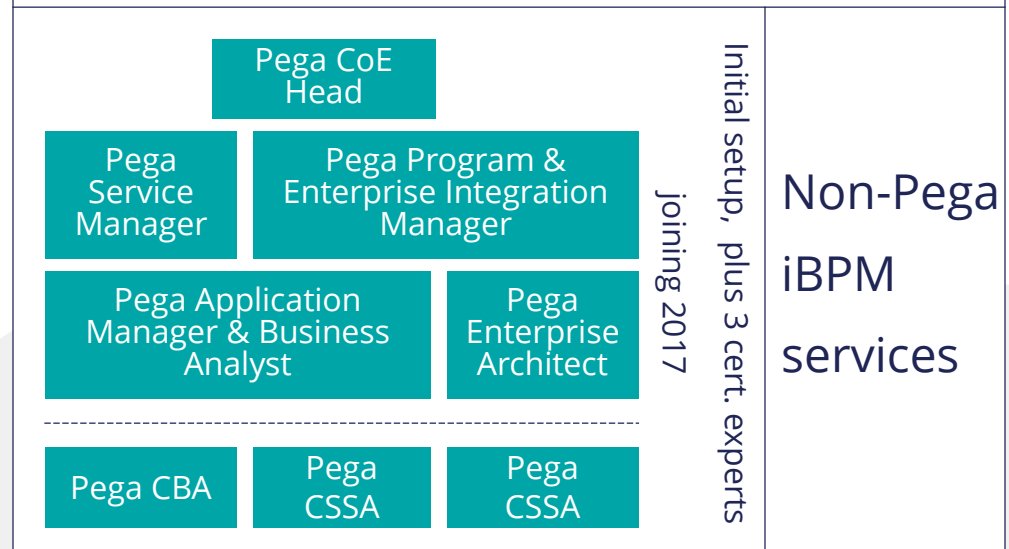
## 07/2015:

final decision for Pega. Pega CoE setup started (governance!)

## 02/2016:

service go-live for Pega CoE

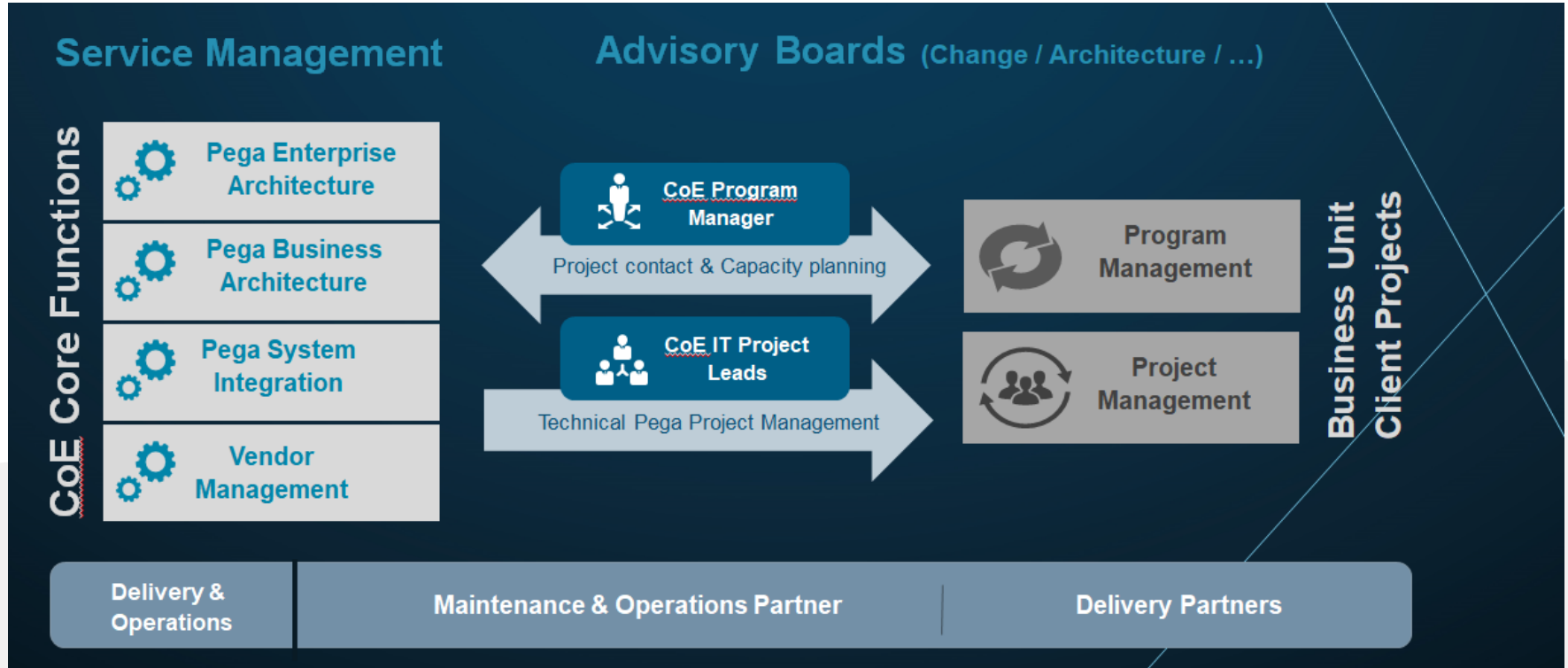
## CoE iBPM (view on internal staff only)



Currently, core team (headcount 8) is managing > 10 ongoing customer projects (including multiple country rollouts). Efforts per project range from 50 up to > 2000 person days



# COE Structure / Engagement Model



# Culture / People – Impact on COE Effectiveness

- Not just a cool technology and agile-like methodology – key factor people: spirit, ambition, passion, diversity in your CoE team and on customer side
- Technology/projects can only be successful if you have the right driver/gate keeper for standardization/governance on IT and business side
- Distributed teams / cross-cultural collaboration
- Agile meets waterfall
- IT vs. Business perspective
- CoE people need a mixed skill-set:
  - foster guidance/governance
  - deal with technical experts as well as business leaders
  - promote your success, do internal sales and marketing



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**PEGA<sup>®</sup>**

Build for Change<sup>®</sup>