

Pega als Innovations Accelerator

Innovations-Methode, Platform und Delivery

08 July 2019 | Dieter Tappe





OUR MISSION

Change the way the world builds software,
to create unprecedented business outcomes in
customer engagement and **operational excellence**

Innovation Focus Areas

1. The Catalyst Method: Innovation Principles and Approach
2. The Pega Platform – Foundation for Innovation
3. Innovation Delivery

3 Principles of Successful IT Innovation

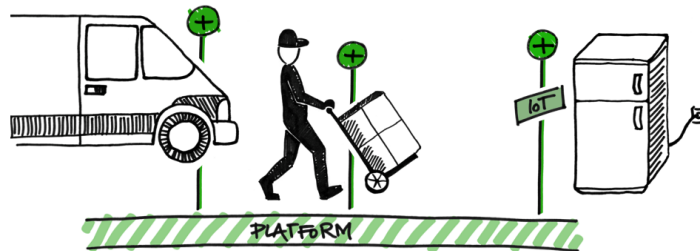
1. Principle:
PEOPLE



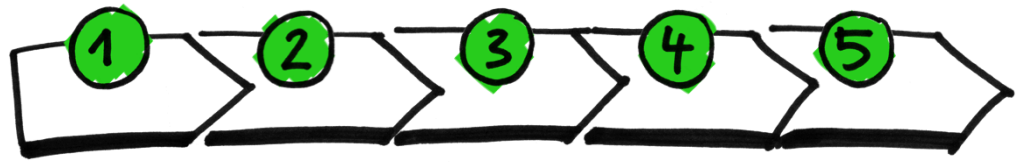
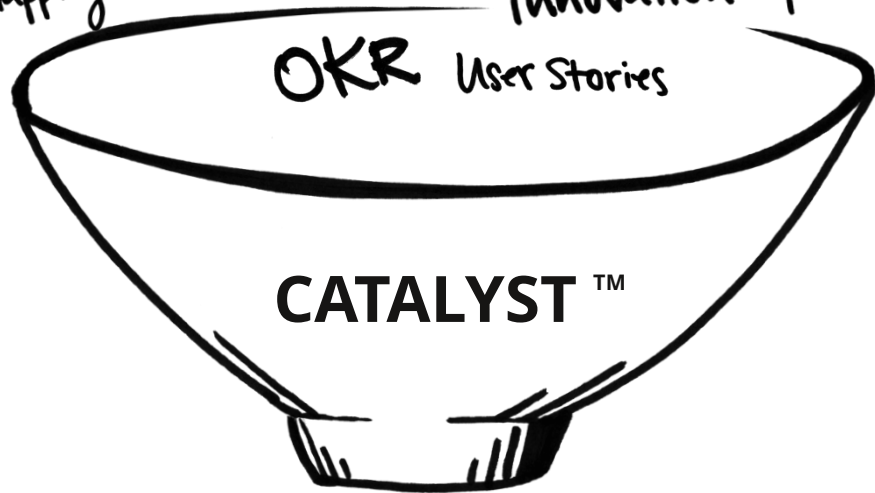
2. Principle:
FAST & VALIDATED LEARNING



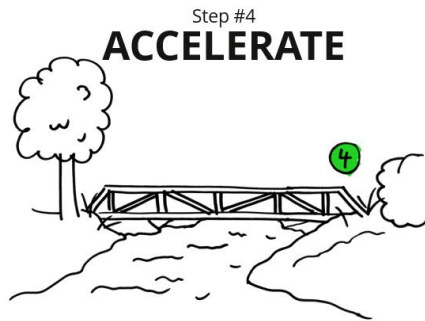
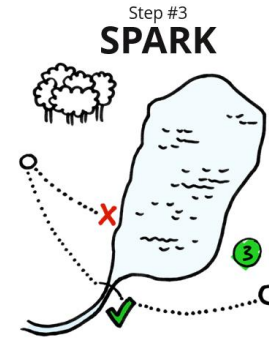
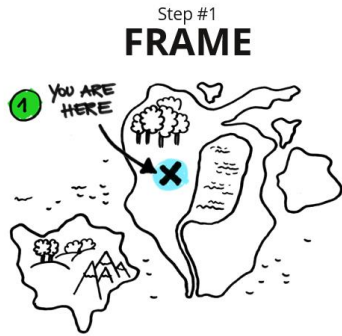
3. Principle:
CAPABLE PLATFORM



Lean Start-Up
Customer Journey Mapping
Jobs-to-be-Done
Service Blueprints
Design Thinking
Solution Map
Business Model Canvas
Innovation Sprints



5 Steps of Successful IT Innovation



Innovation Use Case Qualification

ASSESS YOUR USE CASE WITH THESE QUESTIONS - HELPS TO SHARPEN THE VIEW OF A PEGA FIT AND GIVES GUIDANCE TO SOLUTION DESIGN

1	Frequency of process / rule Change ? (Agility)	never	often
2	How many Cases / Processes ? How many Steps / Complexity ?	1	many
2	How many different Roles are involved? How many Users will use the solution?	1	many
4	Proportion of manual steps ? Contribution of manual interactions ?	low	high
5	How many interaction Channels ?	1	many
6	How many involved other IT Systems / Apps ?	0	many
7	Requirements for Quality & Efficiency	low	lean 6σ
8	Process Transparency & Control	low	high
9	Need for Business Scalability (Standardization, Reuse, Specialization)	low	high
10	Compliance & Regulation Requirements	no	high
11	Logic implemented in existing system ?	<input type="checkbox"/> Y/N	<input type="text" value="how to integrate"/>
11	Available COTS or other solution approaches?	<input type="text" value="describe"/>	

CAPABILITIES PROFILE	What most important business capabilities would your solution use from Pega?					
	A	Dynamic Case Lifecycle Mgmt.	<input checked="" type="checkbox"/>	N	Correspondence / Notifications	<input checked="" type="checkbox"/>
	B	SLA (Goal / Deadline)	<input checked="" type="checkbox"/>	O	Reporting, operational Monitoring	<input checked="" type="checkbox"/>
	C	Attachments	<input checked="" type="checkbox"/>	P	Web Mashup of User Interface	<input checked="" type="checkbox"/>
	D	Sub-Cases / Processes, Ad-hoc	<input checked="" type="checkbox"/>	Q	Chat Bot and / or intelligent eMail	<input checked="" type="checkbox"/>
	E	Audit Log / History	<input checked="" type="checkbox"/>	R	Robotic Automation	<input checked="" type="checkbox"/>
	F	Business Rules & Calculations	<input checked="" type="checkbox"/>	S	AI - Decisioning and NLP	<input checked="" type="checkbox"/>
	G	Workflow, Validation, Approval	<input checked="" type="checkbox"/>	T	Data store & maintenance	<input checked="" type="checkbox"/>
	H	Task Management / Task list	<input checked="" type="checkbox"/>	U	Document handling / Mgmt.	<input checked="" type="checkbox"/>
	I	User Portals & Dashboard	<input checked="" type="checkbox"/>	V	Live Data	<input checked="" type="checkbox"/>
	J	Interactive dynamic UIs/Forms	<input checked="" type="checkbox"/>	W	Data Models & Transformation	<input checked="" type="checkbox"/>
	K	User collaboration - Pulse	<input checked="" type="checkbox"/>	X	Consume Integration Services	<input checked="" type="checkbox"/>
	L	Mobile users / scenario	<input checked="" type="checkbox"/>	Y	Provide Integration Services / API	<input checked="" type="checkbox"/>
M	Localization / multi-language	<input checked="" type="checkbox"/>	Z	Bulk extract case/process data	<input checked="" type="checkbox"/>	

Pega Infinity™

Revolutionary software that unifies customer engagement and digital process automation

Pega **Marketing™**

Pega **Customer Service™**

Pega **Sales Automation™**

Pega **Customer Decision Hub™**

CUSTOMER ENGAGEMENT



DIGITAL PROCESS AUTOMATION

Pega **Robotic Automation™**

Pega **Platform™**

- Case Management
- No-code App Dev
- Mobile



REAL-TIME, OMNI-CHANNEL AI

Industry-leading technology



END-TO-END AUTOMATION & ROBOTICS



JOURNEY-CENTRIC RAPID DELIVERY

Start fast and scale



SITUATIONAL LAYER CAKE



SOFTWARE THAT WRITES YOUR SOFTWARE™

Future proof your investment



CLOUD CHOICE

PEGA DX ARCHITECTURE™

The ONLY Unified Architecture for Digital Transformation

Gartner



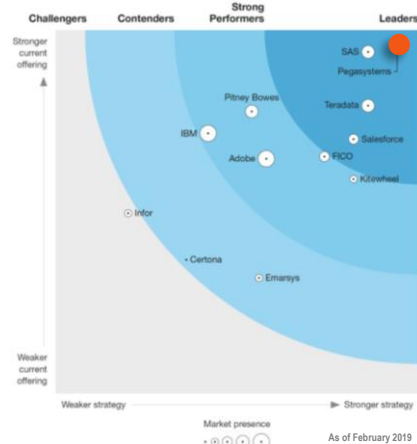
Customer Engagement

FORRESTER®



Digital Process Automation

FORRESTER®



Real-Time Decisions & AI

Gartner



End-to-End Work Management

The Pega Platform™ offers one of the most comprehensive sets of features in the market.”

Gartner

Pega's Delivery Vision

Our platform transforms delivery across three dimensions:

- **Quality and Relevance** – Applications are built to be of the **highest quality** and functionally correct, based on **direct contribution from business people** and the power of Pega AI.
- **Speed** – Applications are built in **weeks rather than months** and can be deployed into production one **customer journey** at a time.
- **Agility** – We **Build for Change®** in both development and design, allowing our clients to rapidly meet the ever changing needs of the business.



Delivery Vision May 2018.pdf

What Makes Successful Projects

- Smaller is better
 - Small projects succeed **62%** of the time, compared to 6% of large
- People are the primary drivers of project success
 - Top 3 factors: **user involvement, executive support, clear requirements**
- Agile projects are 3x more likely to succeed than Waterfall projects (39% vs. 11%)
 - Large and medium projects show dramatic improvement with **Agile**



Standish Group Chaos Report & Scrum Alliance Oct 2016

Why Journey Centric Delivery?

% utilization of released features

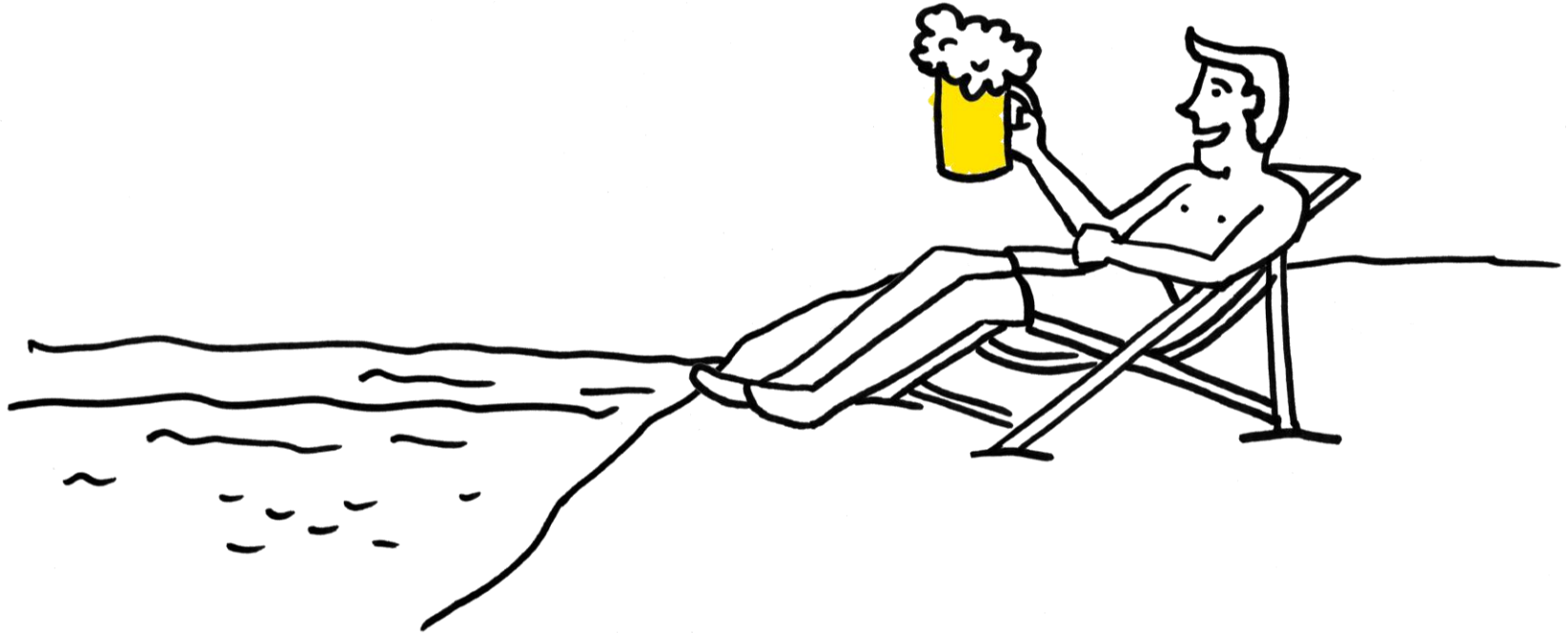


XXX MLP 1: Real Project TimeLine (Sprint Structure)

Example

Integration Discovery	Sprint 0	Sprint 1 - N							Sprint Z	HyperCare (optional)			
		Sprint 1	Sprint 2	Sprint 3	Sprint 4	Sprint 5	Sprint 6	Sprint 7		W10	W11	W12	W13
w0	w1	w2	w3	w4	w5	w6	w7	w8	w9	w10	w11	w12	w13
technical integration validation	prioritized backlog	tested product increment, re-prioritized backlog	tested product increment, re-prioritized backlog	tested product increment, re-prioritized backlog	tested product increment, re-prioritized backlog	tested product increment, re-prioritized backlog	tested, hardened product increment, re-prioritized backlog	tested, hardened product increment, re-prioritized backlog	application in production MLP	smoothless production experience			

**If you like a cold beer on
the other side of the lake call us.**





PEGA[®]

Build for Change[®]