



**Breakout | The future of Operations**

# Community Forum

**Capgemini and Knowledge Expert –  
Supporting a global multi-dimensional  
business model within a complex IT  
landscape**





# INTRODUCTIONS

## DELIGHTED TO BE HERE WITH YOU



**ALEXEJ MICHAELI**  
CHAPTER LEAD

**CAPGEMINI**  
CUSTOMER PROCESS MANAGEMENT



**ANDRE AFONSO**  
ENGAGEMENT LEAD

**KNOWLEDGE EXPERT**  
PEGA DELIVERY

# CAPGEMINI & KNOWLEDGE EXPERT TOGETHER THE STRONGEST PEGA PARTNER IN EUROPE



ke

ke + 

Certified Pega  
Consultants

90+

1900+

Pega Lead  
Systems  
Architects

15+

75+

Pega Official  
Trainers

8

8

★ Specialized

## knowledge expert

### Knowledge Expert

Expert digital transformation teams specialising in Lean-Agile, DevOps, Design-Thinking Processes and Pega-powered solutions for accelerated growth and success.

#### SPECIALTIES

- 1-to-1 Customer Engagement (EMEA)
- Delivery (EMEA)
- Government (EMEA)
- Intelligent Automation (EMEA)
- Life Sciences (EMEA)
- Manufacturing (EMEA)
- Training (EMEA)

#### AUTHORIZED REGIONS

- EMEA

[Partner website](#)

[See solutions](#)

🌐 Global Elite

## Capgemini

### Capgemini

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services with more than a decade of experience delivering Pega-based solutions.

#### SPECIALTIES

- Delivery (Americas)
- Life Sciences (Americas, EMEA)
- Manufacturing (Americas, EMEA)
- Transportation (EMEA)

#### AUTHORIZED REGIONS

- Americas
- EMEA
- India

[Partner details](#)

# CASE STUDY

CHOOSING A FUTURE-PROOF TECH STACK

SUPPORTING A MULTI-DIMENSIONAL BUSINESS MODEL

SUPPORTING A COMPLEX IT LANDSCAPE

SUPPORTING BUSINESS IN A FAST-PACED WORLD

ALIGNING ON THE FUTURE YOU WANT

# CUSTOMER JOURNEY REQUESTING A SERVICE FROM HOME



**PEGA SITUATIONAL LAYER CAKE**

# CASE STUDY

## CUSTOMER SERVICE

OUR CUSTOMER OWNS SEVERAL BRANDS DESIGNING, PRODUCING AND SELLING LUXURY GOODS WORLD-WIDE

THEY'VE FAILED TO CREATE A PORTAL FOR ALLOWING CUSTOMERS TO REQUEST SERVICES FROM HOME DURING THE PANDEMIC

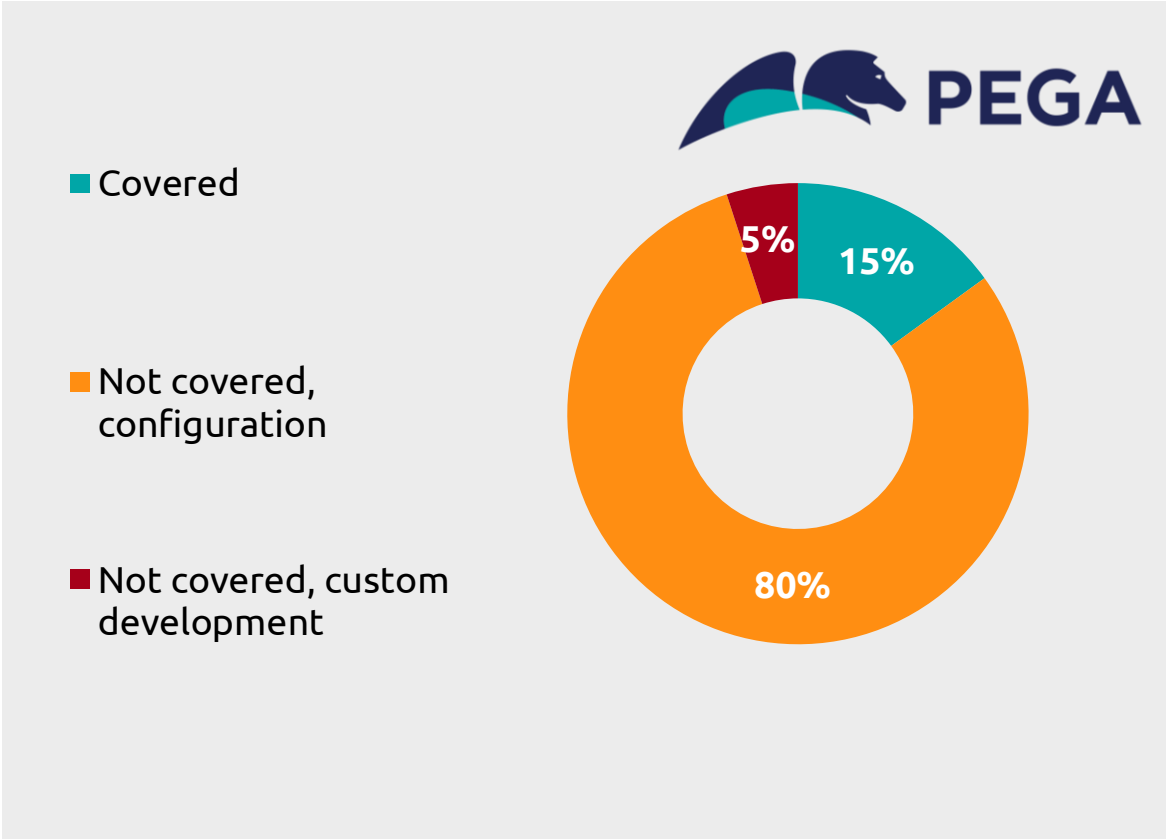
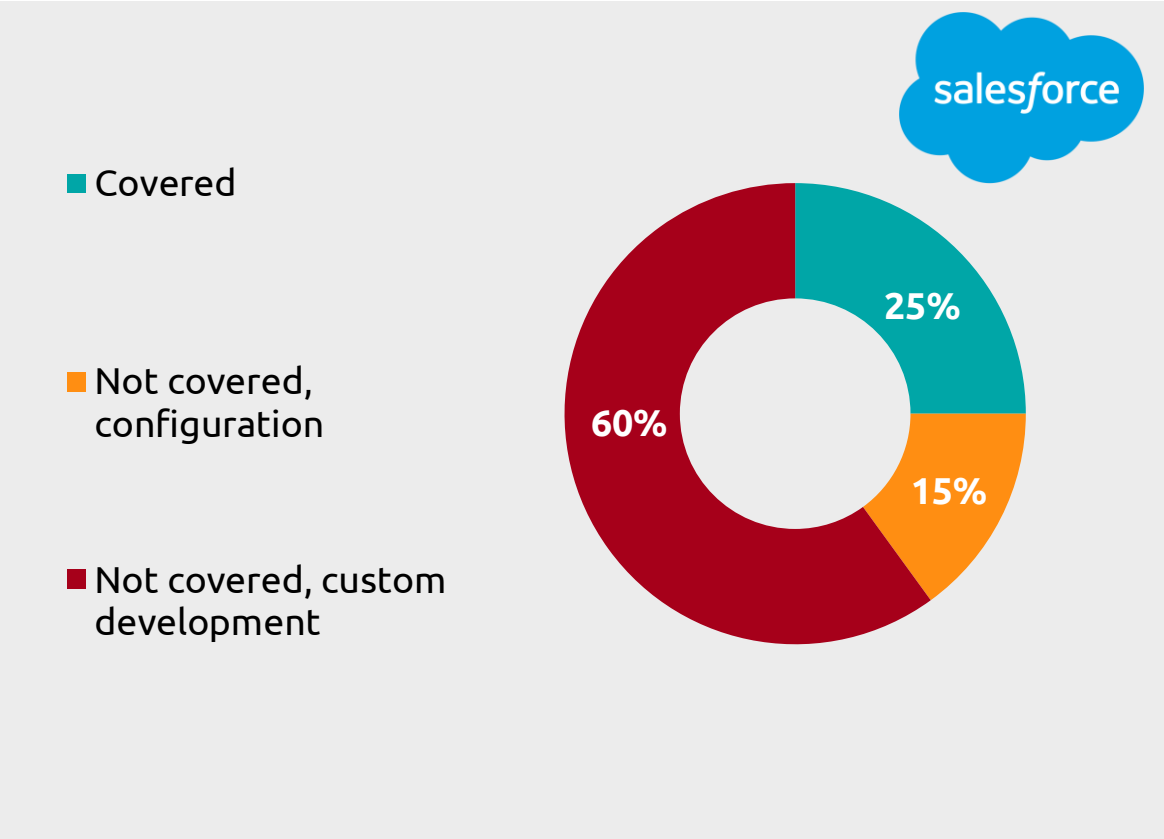
STILL, REQUESTING SERVICES FROM HOME IS EXPECTED TO INCREASE CUSTOMER SATISFACTION BY AS MUCH AS 6 POINTS

### MAIN CHALLENGES

- HOW TO CHOOSE THE RIGHT PLATFORM FOR THE SOLUTION TO MAXIMIZE ROI?
- HOW TO SUPPORT MULTIPLE BRANDS, PRODUCT LINES, ACROSS ALL REGIONS
- HOW TO SUPPORT OMNI-CHANNEL CUSTOMER REQUIREMENTS?
- HOW TO DEAL WITH BRANDS ON DIFFERENT E-COM PLATFORMS?
- HOW TO AVOID BUILDING DIFFERENT APPLICATIONS FOR THE SAME END?
- HOW TO ADDRESS EVER CHANGING REQUIREMENTS FROM BRANDS?

# CHOOSING A FUTURE-PROOF TECH STACK

## PEGA'S LOW-CODE APPROACH



**PEGA IMPLEMENTATION DONE MOSTLY THROUGH CONFIGURATION**



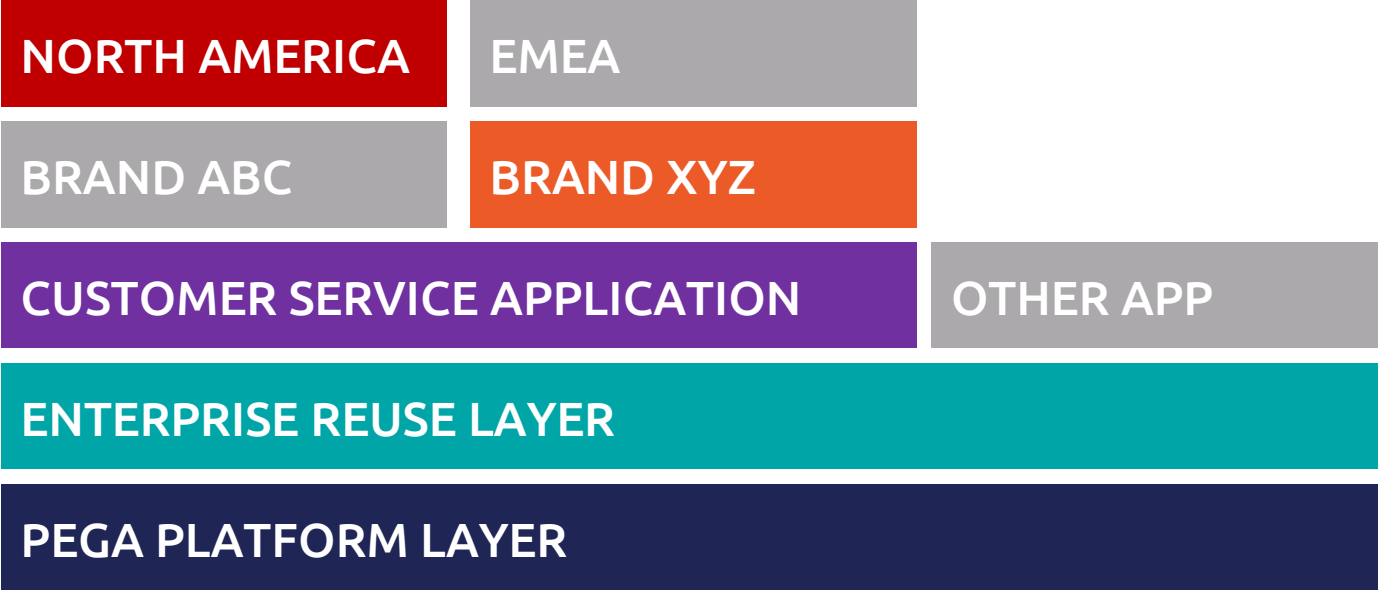
# SUPPORTING A MULTI-DIMENSIONAL BUSINESS MODEL

## PEGA'S SITUATIONAL LAYER CAKE



**SPECIALIZATION**

- REGION
- BRAND



**PEGA UNDERSTANDS THE USER'S CONTEXT TO APPLY THE RIGHT SET OF RULES**

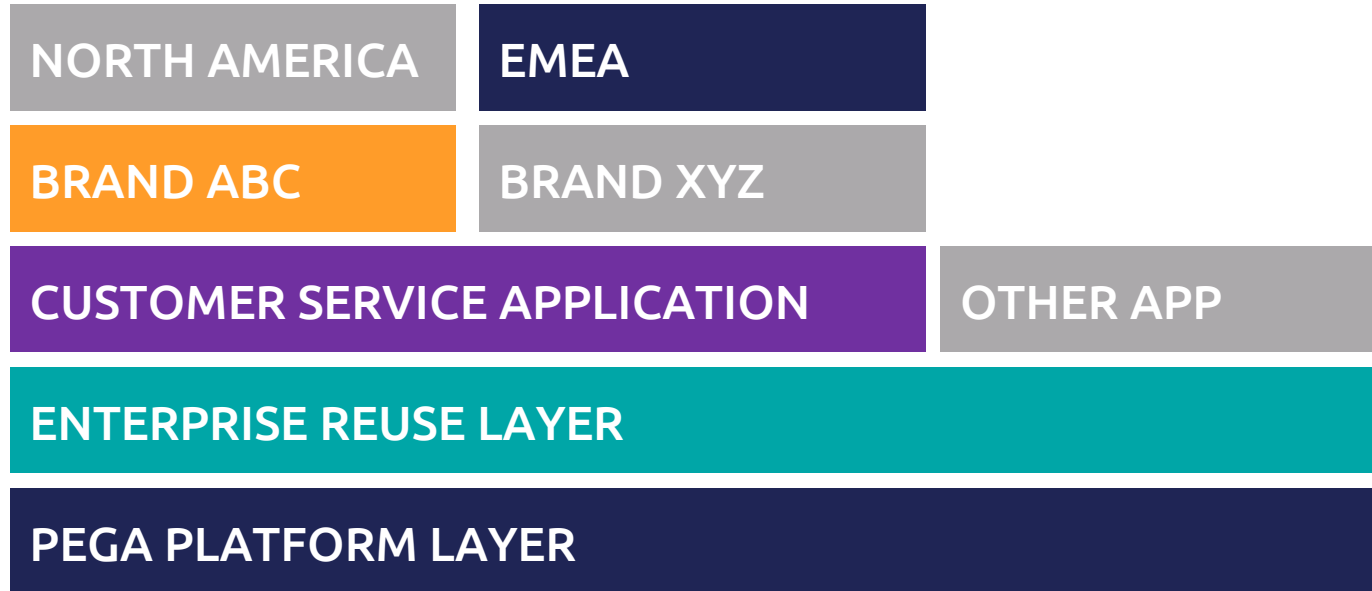
# SUPPORTING A MULTI-DIMENSIONAL BUSINESS MODEL

## PEGA'S SITUATIONAL LAYER CAKE



### SPECIALIZATION

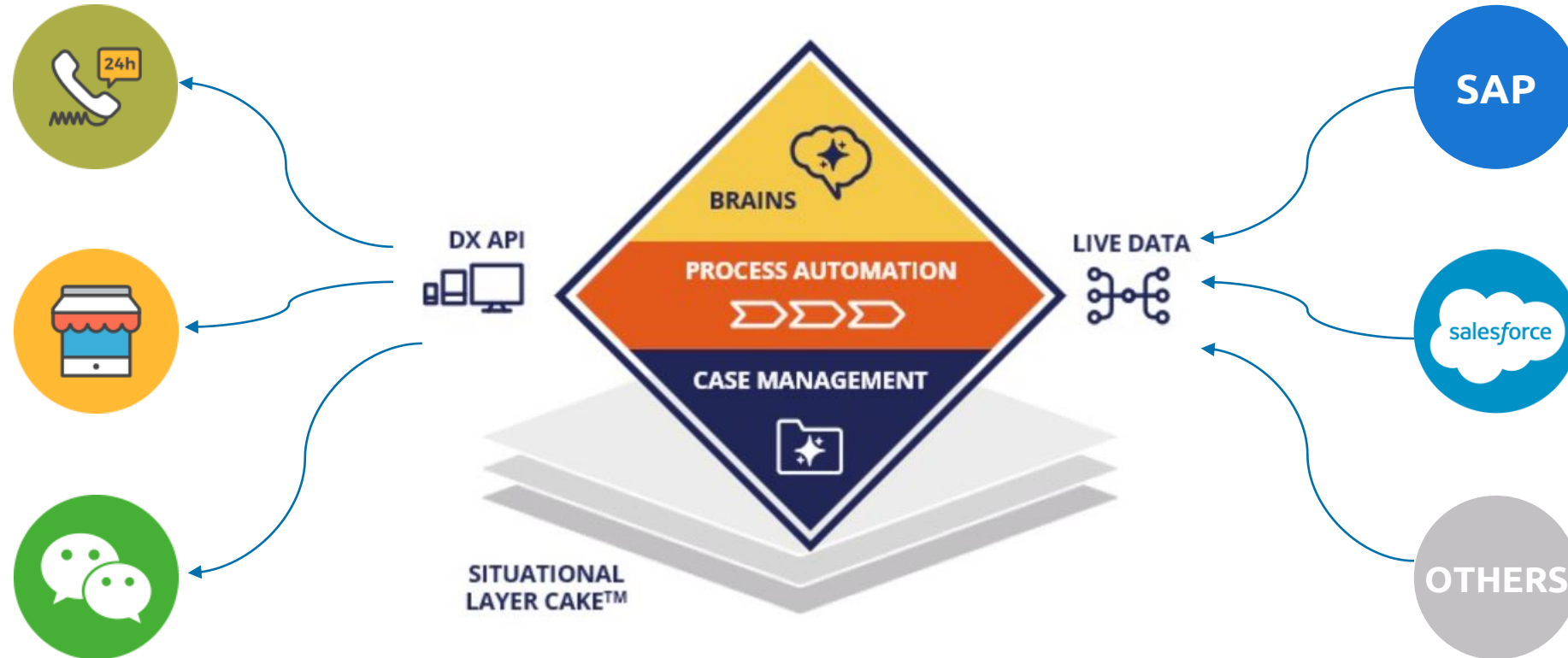
- REGION
- BRAND



PEGA UNDERSTANDS THE USER'S CONTEXT TO APPLY THE RIGHT SET OF RULES

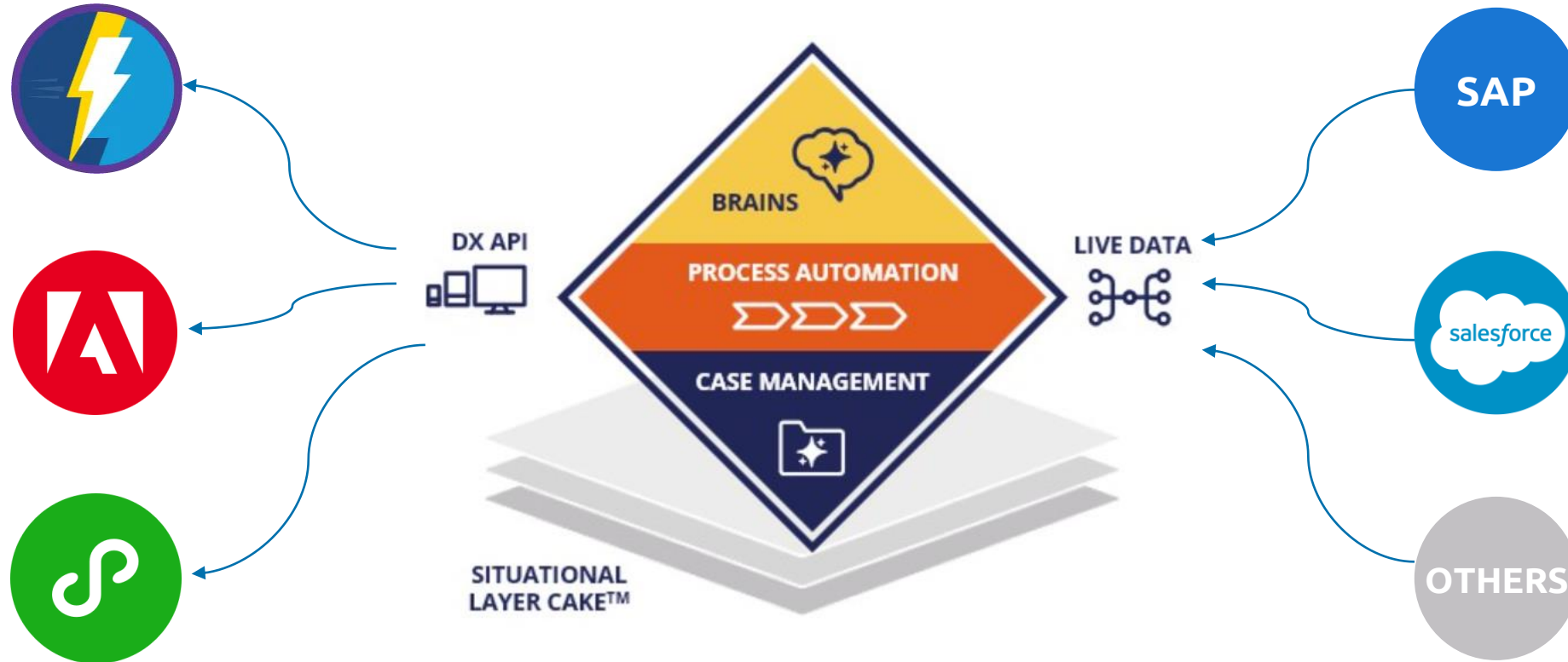
# SUPPORTING A COMPLEX IT LANDSCAPE

## CENTER-OUT BUSINESS ARCHITECTURE



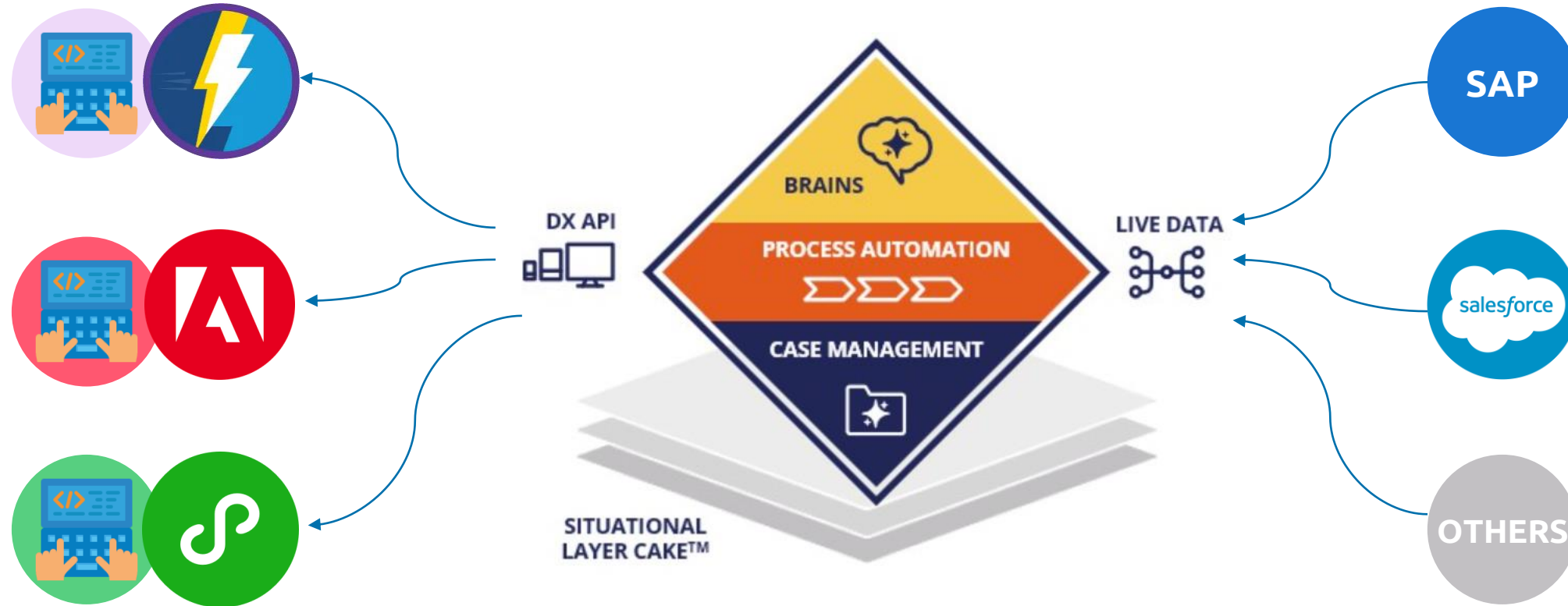
**BUILD UPON EXISTING DATA AND PUBLISH TO MULTIPLE CHANNELS**

# SUPPORTING A COMPLEX IT LANDSCAPE HANDLING DIFFERENT TECHNOLOGIES



**DX API CAN BE USED BY CHANNELS IN DIFFERENT TECHNOLOGIES**

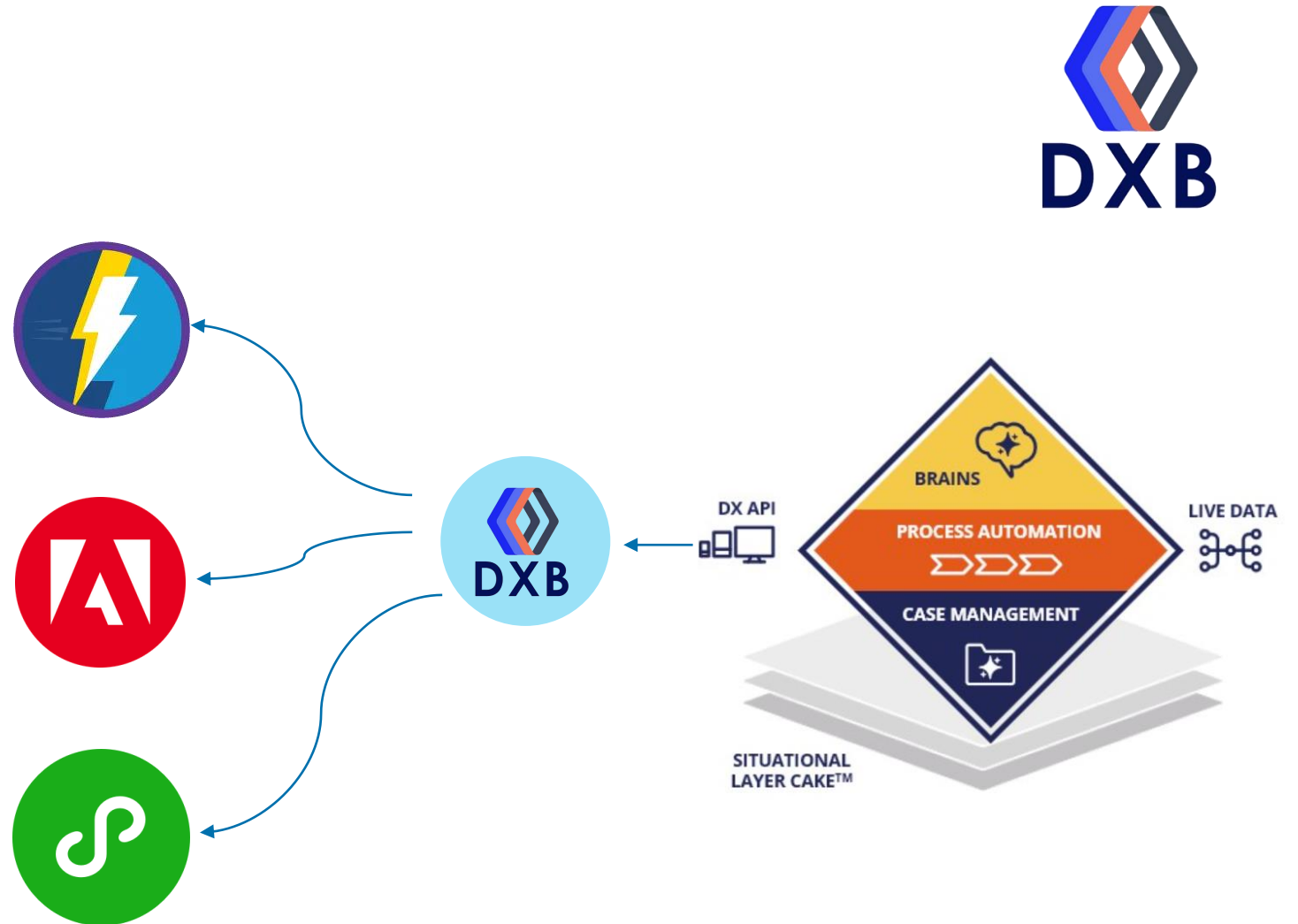
# SUPPORTING A COMPLEX IT LANDSCAPE HANDLING DIFFERENT TECHNOLOGIES



**DX API OUTPUT STILL NEEDS TO BE TRANSFORMED**

# INNOVATION: DX-BRIDGE EXCLUSIVE PRODUCT

UNIFYING CLIENT-SIDE  
FRAMEWORK GENERATING  
FULLY INTERACTIVE AND  
PERFORMANT APPLICATIONS,  
POWERED AND DRIVEN BY  
PEGA, FOR ANY FRONT-END  
FRAMEWORK.



# CUSTOMER JOURNEY REQUESTING A SERVICE FROM HOME



**PEGA SITUATIONAL LAYER CAKE**

# CUSTOMER JOURNEY REQUESTING A SERVICE FROM HOME



**PEGA SITUATIONAL LAYER CAKE**



# INNOVATION: TEST MAKER EXCLUSIVE PRODUCT

CHANGING THE GAME OF  
QUALITY AND SPEED IN  
COMPLEX APPLICATION  
DEVELOPMENT



Test Maker

## VIBRANT CUSTOMER SUCCESS STORIES



## ADVANCED FEATURES



LIGHTNING FAST



SIMPLE SETUP



DEVOPS INTEGRATION



PEGA MODELS



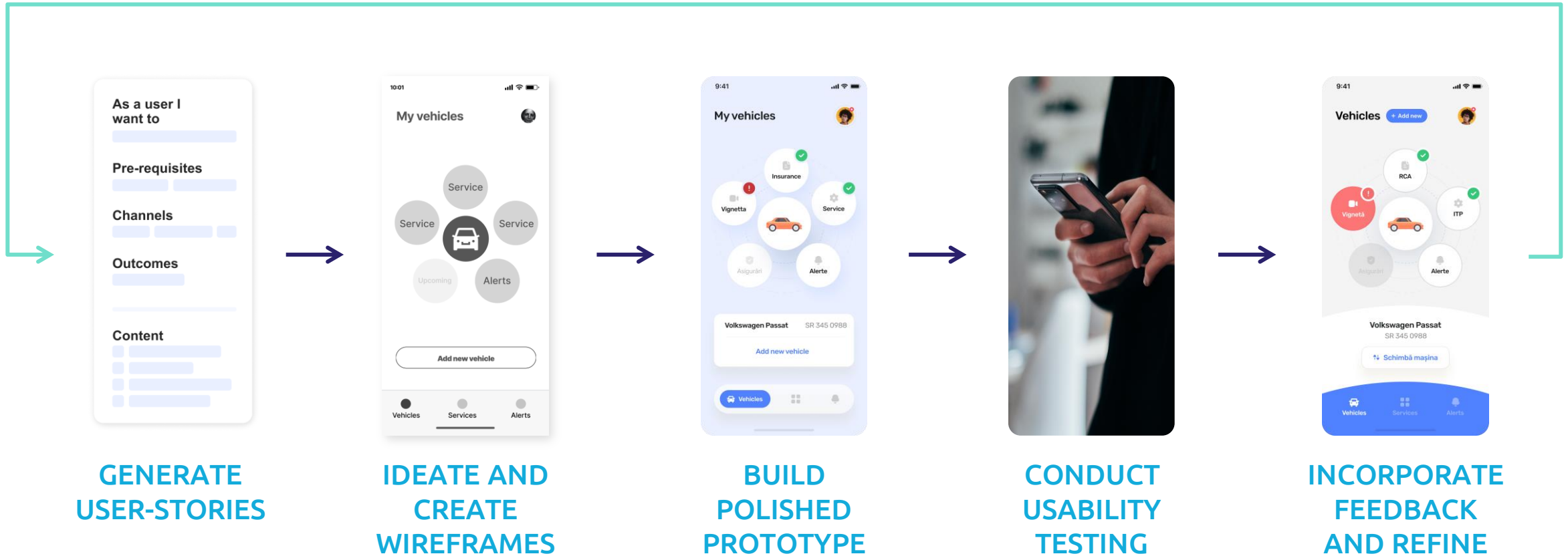
ALL TEST TYPES



BDD SUPPORT

## EXHAUSTIVE DOCUMENTATION, TRAINING, AND CERTIFICATIONS

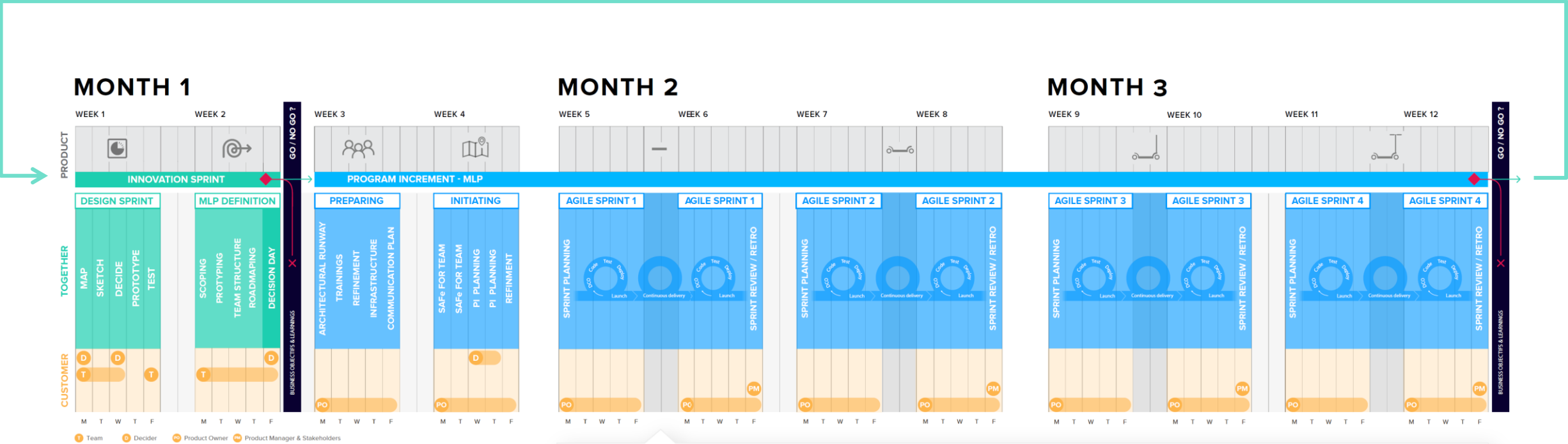
# ALIGNING ON THE FUTURE YOU WANT LEVERAGING UX THROUGHOUT THE DEVELOPMENT



**DESIGN THINKING AND GAMESTORMING EXERCISES HELP ALIGN ON COMMON GOALS**

# INNOVATION SPRINT

## 90-DAYS TO GO LIVE



# KEY TAKE-AWAYS

## WHAT WE SAW...

- **CONSIDER USING DIFFERENT PLATFORMS FOR DIFFERENT PARTS OF THE SOLUTION**
- **PEGA'S LAYER CAKE MAXIMIZES REUSABILITY, EVEN FOR THE MOST COMPLEX SCENARIOS**
- **FOCUS ON DELIVERING USER VALUE FAST, LEVERAGE EXISTING DATA WITH PEGA**
- **USERS WANT TO HAVE DIFFERENT CHANNELS, PROVIDE THAT EXPERIENCE WITH PEGA DX**
- **MAXIMIZE QUALITY, MINIMIZE RISK: USE TEST AUTOMATION WITH DISCIPLINE**
- **SOFTWARE IS A SOCIAL ENDEAVOR: APPLY A METHOD THAT PROMOTES COLLABORATION**
- **PRIORITIZE FEATURES, GO LIVE EARLY, LEARN FROM USERS WHAT TO DEVELOP NEXT**

# THANK YOU FOR HAVING US!



ALEXEJ MICHAELI  
CAPGEMINI  
alexej.michaeli  
@capgemini.com



ANDRE AFONSO  
KNOWLEDGE EXPERT  
andre.afonso  
@k-expert.com



**GET THE  
FUTURE  
YOU WANT**

[capgemini.com](https://www.capgemini.com)



## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of over 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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