



Profitable Journeys: Pegasystems Partners All In on Customer Transformation

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Introduction/ Executive Summary

This Partner Success Guide provides insights into how partners have leveraged their relationship with Pegasystems to grow their business and focus on business outcomes for their customers. Current and potential Pega partners will find relevant strategies in this guide that will enable them to get the most out of their relationship.

Pegasystems is a vendor of software that falls into three of IDC's software taxonomy categories: application platforms, application development software, and customer relationship management software. Over the course of eight one-on-one interviews with Pega partners around the globe, IDC learned what it takes to make a partnership with Pega excel, revealing core strategies being embraced to achieve business goals.

The business models that make up the Pega partner ecosystem are diverse, but what is consistent among the partners interviewed is the strength of their engagement with Pega for business and technical success. The flexibility and the options available in Pega's solutions, combined with strong business and sales relationships with Pega, allow these partners to engage a wide range of clients while building deep customer relationships. These customer relationships have proven to be long-lasting and profitable.

To capture increased market share and generate profitable growth, Pega partners are investing in repeatable solutions that drive increased margin. These partners have found success developing intellectual property (IP), whether services or products, that focus on horizontal differentiation and vertical expertise. Pega partners have built out solutions across a wide range of industries—at least 17 different verticals among the Pega partners interviewed. It's all about partners' building expertise and delivering solutions for verticals at a rapid pace, helping differentiate themselves and develop clear routes to market. They are also leveraging the Pega Marketplace to reach a broader audience with their IP.

Pega partners agreed that the migration of on-premises hardware, software, and services to the cloud is a key driver of their growth. There was general alignment that their business will be cloud-first going forward, and that expertise with cloud implementations is a core value proposition with their clients.

Successful partners are also embracing the revised Pega Partner Program and benefiting from the increased access to Pega expertise it offers. Partners are finding it easier to engage with the resources they need to stay current on products and capabilities and to close deals. In addition to taking advantage of increased marketing benefits, partners are also building strategic sales partnerships with Pega in the field. To drive a mutually beneficial sales pipeline, they are working closely with Pega on activities like joint account planning. From programmatic content such as packaged campaigns to one-on-one cadence calls, partners are navigating the program and the Pega relationship to carve personalized paths toward their goals.

Engaging Pega to Full Potential

Pega partners are finding that their businesses are stronger and more profitable because of the success of their partnership with Pega, its solutions, and its capabilities. Partners praised the robustness of the Pega solutions to solve complex problems, the potential for revenue growth and profitability, the mass migration to cloud, and their own ability to derive value through the Pega relationship.

Partners and Pega: A Winning Combination

Pega partners, regardless of size, come to the Pega relationship with different ways of going to market and growing their businesses. Some large partners have entire practices dedicated to the Pega business, while other partners dedicate their entire expertise and portfolio to Pega solutions. The robustness of the Pega solution set has kept partners investing in the technology and relationship, and they are taking advantage of multiple revenue streams from their own services and software, and even reselling.

The professional services firm Ernst & Young (EY) is a Global Elite partner for Pega and has a large and fast-growing consulting business that relies on Pega for many of the solutions it implements. According to Scot Kinser, Partner and Sponsor of EY's Global Pega Alliance, the combination of Pega technology and EY expertise equals transformation for customers.

“When you combine the deep subject matter knowledge that we have across different sectors and different businesses with the power of Pega’s technology, we can really focus on the business transformation,” said Kinser.

EY views its Pega relationship as strategic. Kinser says that until 2018, the Pega business was mainly in the United States; since then, EY has doubled down and reinvested in Pega for growth outside the United States. *“We’re making investments to help fuel global growth, and that is a priority for us,”* said Kinser.

EY is investing resources around the way it engages with Pega, because key to its success is understanding the business value of Pega and bringing that insight to clients. The partner focuses its Pega business across many industries, most prominently in capital markets, banking, healthcare, life sciences, and the public sector.

“We have dedicated client executives focused on the Pega alliance and working with our account teams to help them be successful. Our alliance client executives have a very deep understanding of Pega and the Pega value proposition and can share that with our clients within each vertical,” said Kinser.

Other partners, like futureproofAI, dedicate the bulk of their business to Pega, specifically the Pega Customer Decision Hub. futureproofAI is a performance marketing consultancy with a focus on applied AI to enable one-to-one customer engagement and is a Pega Specialized partner with six packaged service offerings on the Pega Marketplace.

“Ninety-eight percent of our revenue comes from Pega Customer Decision Hub services, from advisory services that relate to helping a client set up a program successfully and focus on value to implementation and managed services,” said Chris Reade, futureproofAI’s Managing Director of EMEA.

futureproofAI also sells into a mix of industries, specifically telco, automotive, insurance, manufacturing, and financial services. The partner specializes in one-to-one customer engagements within each vertical, and that, according to Reade, often leads to high-margin customizations that Pega is also eager to address.

“There’s always a feedback loop going on with Pega,” said Reade, adding that this ease of interaction has kept the partner engaging and innovating on the Pega platform.

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**CHRIS READE,
EMEA Managing Director, futureproofAI**

Capabilities for Complex Challenges

Partners are also gaining success by selling with Pega because of the ability to transform customers through business and process automation, robotics, and personalized customer service. It is important for these partners to engage with vendors that can provide end-to-end capabilities.

Rulesware is a digital transformation consultant specializing in financial services, healthcare, insurance, and manufacturing, based in Schaumburg, Illinois, that won a 2021 Pega Partner Innovation Award for Industry Excellence.

According to David Bliss, Executive Vice President for Customer Success and Engagement, Rulesware relies on the breadth and diversity of Pega's platform to solve complex customer problems. In fact, Bliss said, the partner selected Pega primarily because of what can be accomplished with the technology.

"It's easy for a vendor to have the front end presented to gain everybody's approval at the customer, but it's a journey to complete against customer requirements, and Pega gives us that—the rich capabilities that can transform businesses. It's the only option in the market that allows us to do that, and that's why we feel it's so important to enhance what we can do with Pega," said Bliss.

Revenue and Profit Considerations

The market for customer engagement and intelligent automation solutions is where Pega partners are seeing results. Solutions that help customers make decisions and implement end-to-end automation and robotics can be complex and high-margin engagements.

Atos is a global digital transformation company with 111,000 employees and annual revenue of about €11 billion. With a focus in secure and decarbonized digital spaces and a range of digital solutions along with consultancy services, digital security, and decarbonization offerings, Atos provides tailored end-to-end solutions for industries in 71 countries. Pega is part of the Digital Business Line within Atos, inside its BPM/Low Code Global practice.

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DAVID BLISS,
Executive Vice President for Customer Success and Engagement, Rulesware

“The Pega practice is a high-growth, profitable practice that is helping and supporting Atos growth in the digital area,” said Miguel Pinto, Pega Global Portfolio and Alliance Lead at Atos.

Complex solutions like process automation, powered by real-time AI, require sophisticated approaches, and for Atos, this is where high margins can be achieved and where the outcome value for customers is highest. Pinto says that this margin and delivered value would erode quickly if Atos and Pega weren't aligned in all of the areas where coordinated planning and execution are critical. To be successful, Atos relies on many aspects of the Pega relationship to go to market and win deals.

Pinto mentioned the following areas of importance that Atos takes advantage of to drive growth with Pega:

- ▶ Integration of sales teams and joint management of opportunities
- ▶ Efficient deal registration and deal management
- ▶ Atos' global investments in solutions engineers and delivery specialists
- ▶ Joint marketing campaigns
- ▶ Trained, vertically focused, and technically enabled sales teams aligned to Pega verticals, and joint planning
- ▶ Pega Partner Program
- ▶ Pega Marketplace
- ▶ Market development funds

Partners indicated that the Pega platform allows for flexibility and customization, both of which lend themselves to partner services. For a partner like EY, a customer's business transformation is the key driver of services. *“Systems integration work has become commoditized, but for us, when we have a large transformational deal, that changes the way our clients do business. Pega is a part of that conversation,”* said Scott Leete, EY's Alliance Relationship Director.

“The Pega practice is a high-growth, profitable practice that is helping and supporting Atos growth in the digital area.”

MIGUEL PINTO,
Pega Global Portfolio and Alliance Lead, Atos

“Systems integration work has become commoditized, but for us, when we have a large transformational deal, that changes the way our clients do business. Pega is a part of that conversation.”

SCOTT LEETE,
Alliance Relationship Director, EY

Long-Term Engagements

Partners that focus on large, complex deals with the potential for growth year over year are reaping benefits. This has been the experience of Merkle, a Pega Specialized partner with 14,000 employees in 50 countries and a large Customer Decision Hub practice.

“We are a growing practice within Merkle—last year we had double-digit growth and this year we expect to grow 20%. We’ve seen the very largest enterprises focused on Pega and their businesses transformed to take full advantage of the capability,” said Simon Esland, Merkle’s EMEA Decisioning Practice Leader, adding that being based in EMEA has been a benefit, with more greenfield space for Pega solutions and higher growth potential.

Merkle specializes in helping customers change the way their businesses are structured to make decision-making processes more efficient. Nick McCarthy, Merkle’s Senior Vice President of Alliances, emphasized that Pega is a big part of making that happen.

“When Pega is implemented effectively, it is genuinely transformative for client organizations. It forces the client to put the customer at the heart of the organization,” he said, adding that transformative implementations represent higher-margin, high-growth opportunities.

Cloud Migration

Technology adoption and digital transformation have accelerated over the years, and the Pega partners emphasized the speed with which solutions have converted to an all-cloud approach. Pega itself has evolved its offerings to be fully cloud-based to meet this wave of opportunities in a cloud-choice model, including recent partnership announcements with AWS and Google Cloud. This approach allows customers to go straight to cloud or migrate from their current on-premises structures to cloud.

According to Merkle’s Esland, cloud migration is the dominant implementation posture for them with new clients, and legacy customers are all expected to make the transition to cloud. *“All of the new Pega implementations are on cloud, and everything that’s been deployed in the last number of years is cloud. A lot of our legacy customers have migration paths onto the cloud, and we are expecting most of those on-premises implementations to disappear in three years,”* he said.

Steve Ashe, Senior Vice President of Business Development at futureproofAI, indicated that futureproofAI’s Pega business is nearly all in the cloud, and that Pega’s cloud capabilities have allowed the organization to capitalize on the shift. *“Ninety percent of what we do is cloud-based, which is a big change from even three years ago, when it would have been mostly on-premises,”* he said, adding that Pega has made huge investments in enhancing its cloud offerings to enable partners and Pega sales to compete in the market more effectively.

Combining Expertise and Industries

Partners are deriving value from the depth and breadth of Pega solutions, and the greatest value comes from innovating in the transformation of customer businesses over the long term. The combination of partner services and capabilities with Pega solutions allows for greater value delivery to customers.

Tech Mahindra, a provider of digital transformation, consulting, and business re-engineering services and solutions, headquartered in Pune, India, with 151,000 employees globally, is a Pega Specialized partner in intelligent automation, manufacturing, and robotic process automation. The partner engages with Pega across industries, including banking, insurance, healthcare, manufacturing, life sciences, and telco. Each vertical has its own requirements around specialization and insight, and Tech Mahindra partners with Pega to create solutions in all of them.

“Every industry has the potential to be efficient and agile in terms of automation and process orchestration, and we have seen success with Pega. The technology has delivered that level in terms of being able to change and improvise processes. Our industry subject matter expertise has helped position Pega, construct a business case, and deliver value to customers,” said Natesh Parameswaran, Tech Mahindra’s Global Head of Digital Process Solutions.

Parameswaran noted that there is value in the innovation that happens when an organization partners with Pega. He considers Pega technology to be innovative because customers can start small and scale horizontally and vertically for full impact on the business, which allows the partner to also scale and expand with the customer.

“You can land in an enterprise to impact in a targeted way and then demonstrate how you can enable transformation,” he said.

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NATESH PARAMESWARAN,
Global Head of Digital Process Solutions, Tech Mahindra

Pega and Partner IP

Pega partners have derived value from the Pega relationship and the Pega platform when developing their own solutions, specifically packaged service offerings or accelerators. These solutions are allowing partners to differentiate in the market, contribute to profitability, and engage for long-term value as they evolve with customer businesses and requirements. Partners are also taking advantage of the Pega Marketplace to showcase solutions and generate new business.

Differentiation as the Foundation

Atos has verticalized its services approach for maximum leverage in the market, aligning to a wide variety of sectors including financial services, insurance, healthcare, life sciences, manufacturing, the public sector, and defense, among others. According to Atos' Pinto, customers value the combination of the Pega solution and the expertise of a knowledgeable partner like Atos.

“We’re a leader when we bundle our industry domain expertise with our horizontal digital practices, creating and delivering far more value than pure Pega technical delivery expertise. We differentiate our go to market with the bundle of assets, resources, services, and intellectual property we can offer in a single engagement, enhancing the value we can deliver with the highest quality standards,” said Pinto.

Atos differentiates through practices in areas such as decarbonization, customer experience, digital transformation consulting, cybersecurity, and data management. Most of the partner's services revenue in the Pega relationship comes from consulting, implementation, and integration, but aligning with Pega in key go-to-market solutions and industry vertical categories elevates the partner's value in the eyes of its customers. *“We can generate a much bigger impact and faster return on investment for clients this way,”* said Pinto, adding that this generates higher margins for Atos in repeatable engagements.

IP Creation

Many Pega partners are developing accelerators as one pillar of their strategy to create repeatable engagements. Those accelerators broaden partner reach and often lead to more streamlined customer solutions. As an example, EY views its accelerators as a door into Pega opportunities, and the partner experiences higher returns and customer satisfaction with the custom work that surrounds planning and implementations.

“The solutions must be repeatable, and we invest a lot of money in creating those accelerators. They are tangible assets, and they are very often wrapped around consulting advisory services,” said EY’s Leete.

Both large and small partners are investing in creating accelerators and other IP that can be monetized across the Pega consulting and implementation cycles as a differentiator. Coforge, a Pega Global Elite partner with global presence, has built a dedicated Pega practice with more than 1,400 employees and has several offerings available on the Pega Marketplace.

“We create frameworks and accelerators because that allows us to offer differentiation to a prospect or client. It allows us to get them solving their problem with a solution and into production with speed, and that’s the number one goal,” said Stuart Chandler, Coforge’s Senior Vice President of the Global Pega Practice.

The focus on repeatable solutions allows many Pega partners to increase their profitability and extensibility within customers over time. For Coforge, its accelerators create beachheads at customers and become important drivers of ongoing engagement. *“They’re helping us shrink the time to achieve key outcomes with customers, but we’re also embedding ourselves and opening up a level of dialogue and conversation to go and tackle other parts of the business to create greater efficiency,”* said Chandler.

As it develops its own beachhead with customers, futureproofAI relies on Pega as the foundation of its consulting and other strategic services. Development of its services IP creates value for the partner as it works to standardize offerings and package the expertise it has developed on top of Pega. *“Where we are investing in and developing IP is in areas like advisory services, framework migration services, and delivery methodology. **We leverage Pega as a partner to help with the best practices, and we supplement those best practices with our own strategies, experiences, and approaches,**”* said futureproofAI’s Ashe.

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STUART CHANDLER,
Senior Vice President of the Global Pega Practice, Coforge

Pega Marketplace

One of the valued benefits of joining forces with a vendor like Pega is the opportunity for increased visibility with customers and with the vendor's sales teams. The Pega Marketplace provides that for partners as a place for them to market their packaged services. This helps create an information and business value exchange that helps grow the business.

HCL Technologies, a multinational software and services company with 209,000 employees in 52 countries, has the most packaged service offerings (with 18 solutions/accelerators published) on the Pega Marketplace. HCL leverages the marketplace for brand building and for reaching new customers with its differentiated offerings.

"We have a framework published in the Pega Marketplace that we use to scale the customer journey, and we also have different accelerators to reduce the implementation costs by 10–15%. We package all of these as part of our HCL's ADvantage™ Pega suite of offerings," said Rahul Jha, HCL's Global Pega Practice Director.

Perhaps more important is that the Pega Marketplace and diversified offerings worked along with ecosystem partners represent an opportunity to be seen, stand out, and get connected for HCL. Not only does HCL get exposure to Pega sales and customers, but that also leads to closed business. *"Pega Marketplace is a two-way traffic for us. It helps us build more credibility with the solutions we create and drives awareness. And we're getting a lot of leads from that channel. It is a differentiator for us in our capability and in our pitch,"* said Jha.

Tech Mahindra also takes advantage of the Pega Marketplace to showcase its service capabilities through methodologies and accelerators to automate to improve quality and reduce time (AQT) for customers. *"Over the years we have done a lot of accelerators to address AQT, which provides significant economic impact to customers. We also have industry accelerators to jump-start processes and journeys there,"* said Parameswaran, adding that packaged services are an area where the partner has invested heavily and that continues to be a key focus in the Pega relationship.

Other partners are also using the Pega Marketplace to build brand recognition and generate opportunities, including futureproofAI, which currently has six packaged service offerings available, with more planned this year. The partner has worked hard to get its offerings on the marketplace and has found that it has brought in new business and solidified its expertise with Pega. ***"We want to be recognized cross-industry, and being on the Pega Marketplace helps our brand with the customer, other partners, and with the Pega sales community,"*** said futureproofAI's Reade.

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RAHUL JHA,
Global Pega Practice Director, HCL Technologies

Engagement in the Field

Pega partners describe success in integrating with the Pega sales teams to fill their pipeline and work opportunities. In fact, partners are engaging Pega sales earlier in the sales process, leading to increased collaboration and higher win rates through practices that include account planning, business value discussions, and opportunity management.

Integrated Efforts

Coforge has leaned heavily on its partnership with Pega to bring in new business and to expand its footprint with existing clients. The partner considers Pega to be an extension of its sales force and vice versa. To that end, Coforge shares its objectives with Pega so there's a clear understanding of the partner's value proposition for customers and where they align in accounts. *"Shared objectives are important because it brings focus and dialogue that focuses on the customer, which informs the sales process, the pricing, and the execution. It's a lifecycle in its own way,"* said Coforge's Chandler.

In the case of Rulesware, the partner discusses the technology solution with customers after focusing first on objectives and business value. This means that when Rulesware is early in the sales cycle, it doesn't necessarily discuss Pega, but instead focuses on core messaging around agility, business value and success. When Pega does surface as the recommended technology vendor, however, its participation in the account with the partner can be invaluable. *"The biggest benefit is that Pega really goes deep with specific vertical knowledge, and they are aligned to sell that way. They are subject matter experts that help support us,"* said Rulesware's Bliss.

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DAVID BLISS,
Executive Vice President for Customer Success and Engagement, Rulesware

What Bliss says is key, because other Pega partners emphasize that industry knowledge and the ability to speak to industry-specific challenges in the sales process is critical to success, for both the partner and Pega. This integration in the sales process and after can lead to deeper relationships.

Integration with Pega for partners also goes beyond just sales. futureproofAI has experienced focused efforts by Pega to integrate go-to-market efforts with the partner that bring multiple aspects of the business as leverage for success. *“All of Pega’s sales executives, sales support, and marketing support recognize us as a partner that is competent to lead because we have critical mass in terms of talent and certifications, and that has resulted in a lot of partnering,”* said futureproofAI’s Reade.

Pega has teams available to work with partners on technical integration, go-to-market activities, and sales, with the expected outcome being a larger impact in the market that comes from combined and coordinated objectives and resources. *“There’s a sales overlay team at Pega focused on the one-to-one customer engagement opportunities, and this enables us to have great relationships up through the executive level,”* said futureproofAI’s Ashe, adding that the partner has weekly calls with Pega leadership on pipeline review, new opportunities, and go-to-market strategies.

Increased engagement with Pega sales leads to more targeted account plans and more focused customer-facing activities for Pega partners. In addition, successful joint activities deepen the sales relationship and encourage further collaboration. *“We have joint account plans in place for all the major regions. We’re seeing early fruits of that in terms of a good level of collaboration, and we’ve seen a lot of goodwill toward using that model,”* said Merkle’s Esland.

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EMEA Managing Director, futureproofAI

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SIMON ESLAND,
EMEA Decisioning Practice Leader, Merkle

Pega Partner Program Value

In 2021, Pega fortified and relaunched its Pega Partner Program with a focus on enabling partners to accelerate their customers' digital transformation initiatives. Successful partners are using Pega's program to their strategic and tactical advantage by leveraging it to gain discipline in generating and managing opportunities, increase market presence, and integrate solutions.

For Coforge, the Pega Partner Program has helped clarify and streamline the partner's market approach through a more formalized structure that resonates through the Pega organization. *"The new program has helped bring governance to our go-to-market plans and approach. It's also our voice into Pega to advocate for us and to facilitate relationship opportunities. Doing these things has helped us continue to radiate in the market,"* said Coforge's Chandler.

Pega partners are utilizing the Pega Partner Program to enhance their strategic engagement with Pega and to further innovate on how they generate opportunities together. HCL Technologies, as an example, has been leveraging its status in the program to invest for growth, and tying business goals to that investment.

"This has become a very structured, collaborative relationship that is aligned to goals and the growth of the partnership. It includes delivery excellence, certifications, engineering enabler, advisor, and support, as well as leadership sessions at the highest level," said HCL's Jha.

More important is that HCL takes advantage of benefits like marketing dollars offered through the Pega Partner Program to foster more go-to-market initiatives, including webinars, roundtables, podcasts, and focused co-marketing. The partner sponsors events like customer engagement summits, has a Tech Talk video series, and hosts a joint hackathon with Pega. All efforts help HCL broaden its outreach and connect to a wider customer base.

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STUART CHANDLER,
Senior Vice President of the Global Pega Practice, Coforge

“Our events like the Pega Day in HCL, with 1,000 attendees and leadership from both sides, and the Pega Pathbreaker global hackathon, with awards of up to \$20,000, created a sense of focus and purpose for us,” said Pritiman Panda, HCL’s global Pega practice lead, adding that these kinds of activities raise interest in Pega solutions, nurture innovation beyond organizational and geographical boundaries, and help solidify HCL as a core part of the solution set.

Widening access to benefits through the Pega Partner Program is a motivator for partners for deeper engagement and greater expertise with Pega. EY, as an example, is leveraging the program for maximum advantage to be on the leading edge with customers.

“We can’t be an effective partner without getting access to the latest and greatest products and training. We must be seen as being current,” said EY’s Kinser, adding that the Pega Partner Program has been effective at enabling the partner to establish strong working partnerships with its Pega counterparts.

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SCOT KINSER,
Partner and Sponsor of Global Pega Alliance, EY

Challenges/Opportunities

Partners that are actively engaged with Pega are experiencing positive business outcomes in the form of revenue and profit from their own services. These partners are engaged in the Pega Partner Program, are proactive with Pega field sales and support teams, and leverage the Pega Marketplace. They are deriving value by building on the Pega platform and going to market with Pega.

This level of success takes commitment, and some partners may struggle with investing the resources required to exploit available opportunities. Successful partners have found that investment in the Pega ecosystem has long-term benefits. However, deals that produce long-term value for clients may have long lead times, and partners will need to commit to extended sales cycles with Pega to succeed. The benefit is that revenue and profit can be a long-term proposition.

“Client investment in Pega means that they’re going to stick with it for the long run. Pega is often a strategic choice with a mid- to long-term vision. As a partner, we understand this, and the fact that successful Pega implementations often require skills and knowledge beyond the Pega platform itself,” said Atos’ Pinto.

“Customer experience, design thinking, agile delivery methodologies, cybersecurity, decarbonization, ERP domain expertise, and data management are just a few of the skills often required for successful Pega implementations, and Atos is well suited in all these areas, as an end-to-end journey partner for its client base.”

The wave of on-premises Pega solutions that will migrate to the cloud is also worth considering as worthy opportunities. Atos, as an example, is spending significant effort on planning how to achieve the best outcomes for its customers in this transition, as these migrations need to be assessed, planned, and well executed to provide the best outcomes, ensuring that the cloud benefits are delivered in full. *“The new versions of Pega are all cloud-based, so one of the strategic items for Pega is how to upgrade and migrate the last 20 years of on-premises installations into the cloud. We are positioning ourselves as a major player to help Pega with this migration through Atos One Cloud and the Pega practice offering,”* said Pinto.

Conclusion

It's clear that partners that are fully engaged with Pega have had success in taking advantage of its technology, partner program, and relationships to further their customer and market expansions. For those partners considering Pega or those wanting to take their partnership to the next level, it's important to engage with Pega through the many available attributes.

More important, however, is that partners derive value through innovation of their own services and products that take advantage of the Pega technology, customer base, and prospects. As a partner, defining your value and niche within the Pega ecosystem and developing services and/or product intellectual property that can be made available through the Pega Marketplace are cornerstones of success. Pega partners are deriving revenue, profit, and growth through their own repeatable solutions.

Establishing and maintaining strong relationships with Pega sales is also a key ingredient in market and account expansion. Pega partners that engage with Pega sales early in the sales cycle drive toward successful customer outcomes and longer-term revenue opportunities.

The Pega Partner Program is a good place for partners to start in establishing a position, credentials, and capabilities relative to the Pega technology. Status in the partner program allows for exposure externally with customers and internally with Pega staff, and provides other core benefits across marketing, sales, and delivery. It also allows partners to differentiate in the market regardless of size.

About the Analyst



Paul Edwards
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Paul is focused exclusively on providing research-backed guidance to leading software and cloud vendors on partner strategy. In his role, Paul extensively studies vendor and partner dynamics as they relate to and impact go-to-market strategy with partners. This includes analysis of business models and practices in the development, implementation, and management of effective partner strategies across the ecosystem.

[More about Paul Edwards](#)

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