



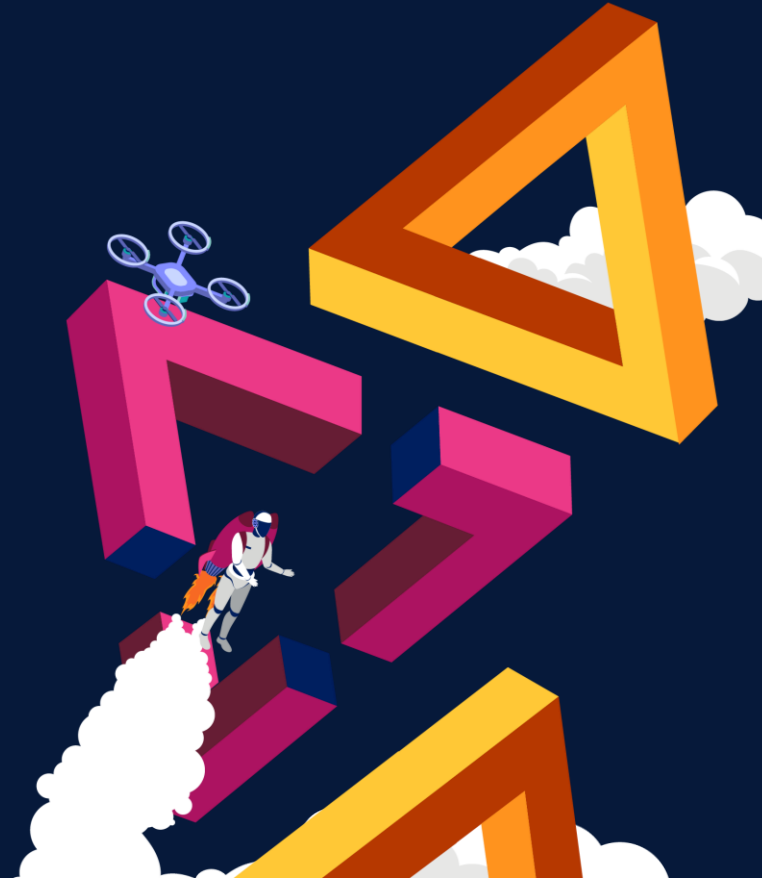
PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

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Bovemij & ING Accelerating Enterprise Value: How Leading COEs Drive Continuous Innovation with Pega

Panel Discussion



Meet the panel – Introductions



Alec Taylor (Moderator)

SVP, Consulting & Global Head of Delivery Excellence @ Pega



Lex Ruijter

Pega Product Lead, Bovemij



Tim Ummels

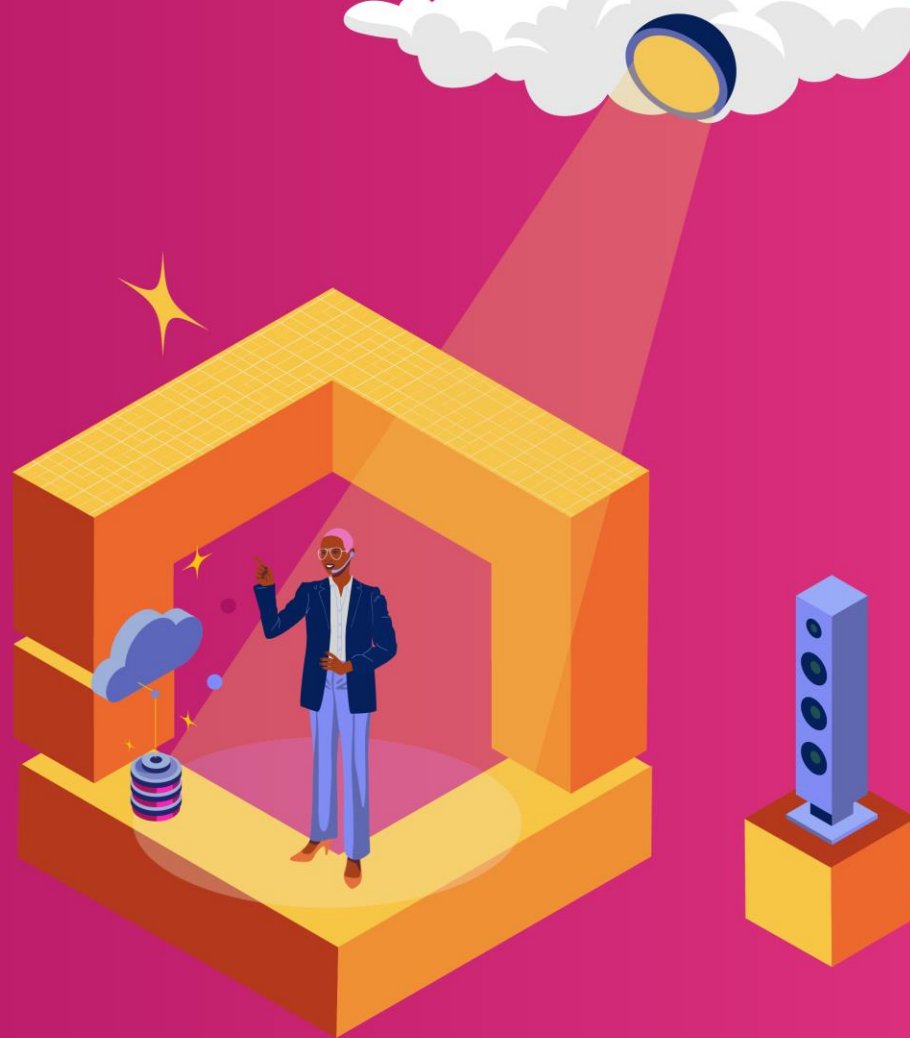
Pega COE Lead, ING



Questions:

- 1. Innovation Acceleration** - Many organizations struggle with the transition from project-based delivery to establishing a sustainable Center of Excellence. Could you share a pivotal moment when your COE shifted from being perceived as a 'governance body' to becoming recognized as a true 'innovation accelerator?' What specific changes in structure, mindset, or leadership made that transformation possible?
- 2. Value and Impact** - Beyond traditional ROI metrics, how does your COE quantify and communicate the enterprise-wide value it creates through continuous innovation? What novel measurement frameworks or success indicators have you developed that effectively capture both tangible outcomes and intangible benefits like organizational agility or improved collaboration between business and IT?"
- 3. Continuous Improvement** - As Pega's capabilities continue to evolve with AI and automation advancements, how is your COE proactively adapting its approach to ensure it remains at the forefront of innovation?

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Questions:

- Can you share a specific example of how your Center of Excellence has partnered with the business to deliver measurable value using Pega, and what made that initiative successful?
- What strategies have you found most effective in fostering a culture of continuous innovation within your Pega COE?
- As the technology world around us, and Pega's capabilities rapidly evolve, how does your COE stay ahead to drive ongoing transformation?