

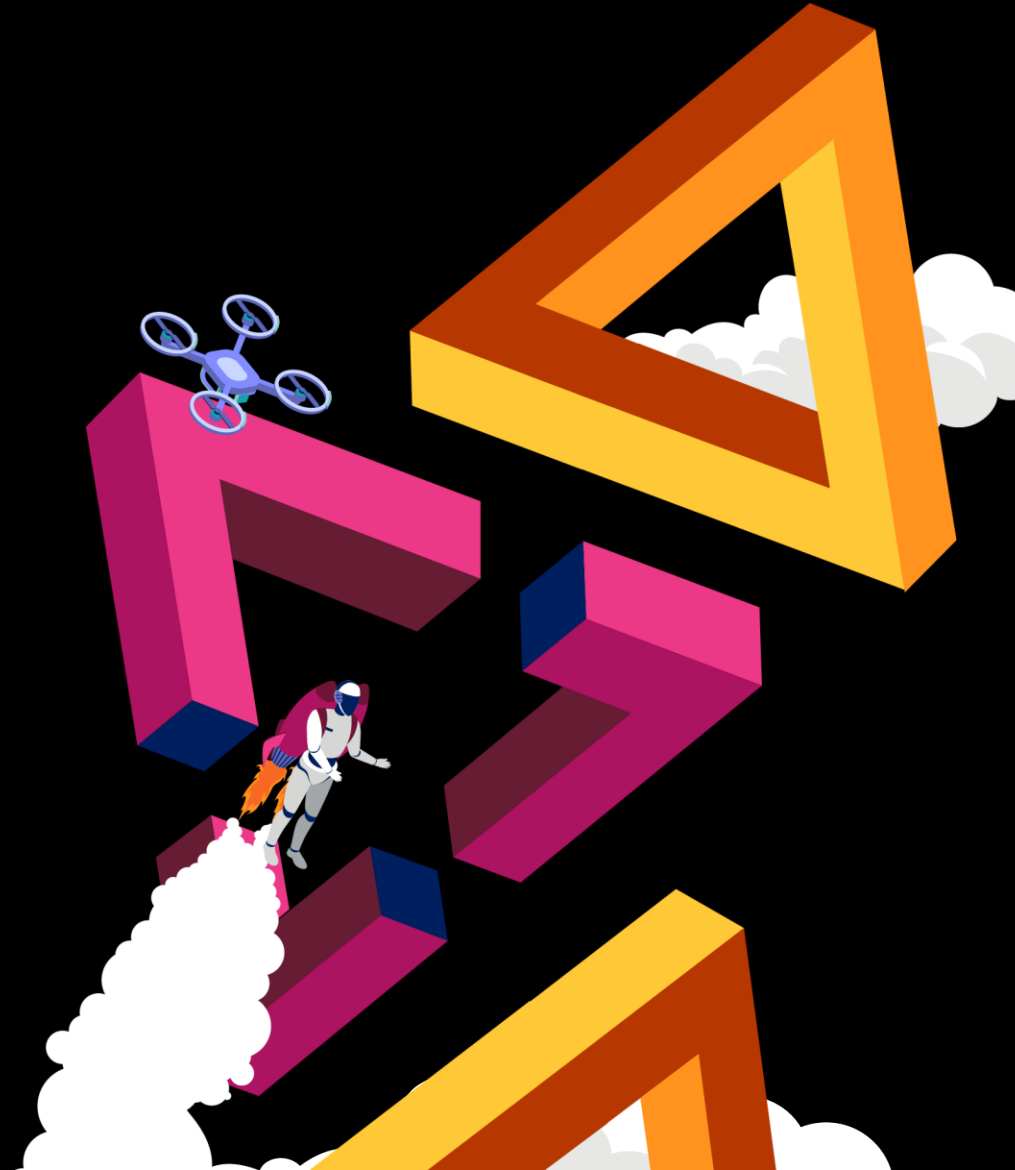


# PegaWorld

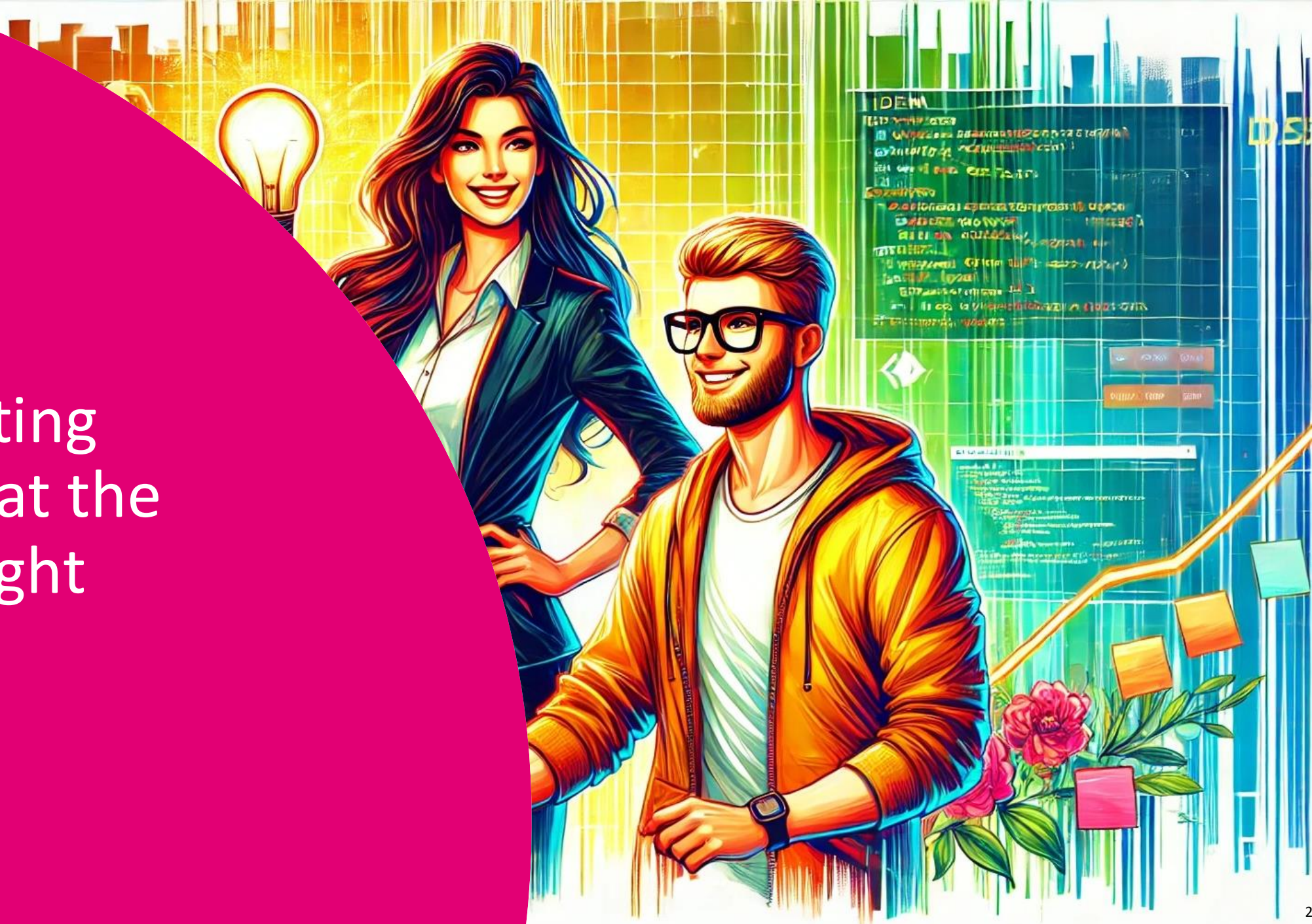
JUNE 1-3, 2025 | LAS VEGAS

## Speeding up: How Deutsche Telekom utilizes blueprint and reference case management to accelerate time to market

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Implementing  
processes at the  
speed of light





# Our keyfacts Deutsche Telekom

**25.4 mn**  
fixed-network lines

**199,652**  
employees worldwide\*

**€ 112.0 bn**  
revenue in 2023

**22.0 mn**  
broadband customers

**252.2 mn**  
mobile customers

Figures based on annual report 2023.  
\* Reporting date December 31, 2023



# The mission: retire the legacy platform and transform 800 legacy processes

## 2zero2Five

**WHATEVER IT TAKES**  
ONE MISSION ONE GOAL

### HRcules

#### Mission goals



**Transfer of >800 HR processes**



**Fixed retirement deadline in 2025**



**Ongoing legal challenges that MUST be incorporated in processes on short**



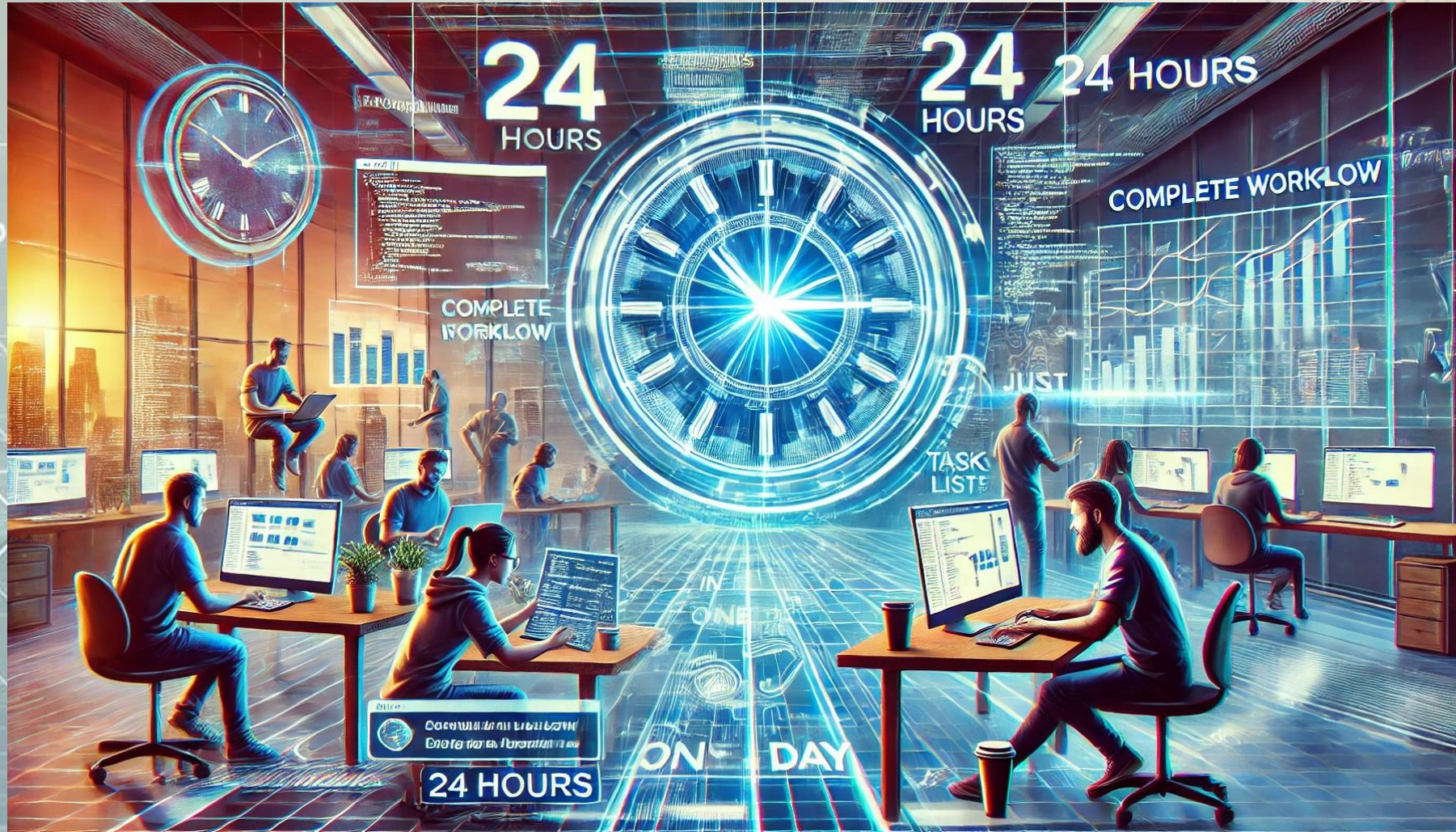
**An efficiency target of 35%**



**While realizing 8.4 out of 10 points in customer satisfaction**



# The challenge: Building a process within a day





# How to create the fastest flywheel between business and IT?

## Business challenge

- Design optimal process
- Huge list of legacy requirements
- Scattered process responsibilities
- First time Pega Contact
- Excellent business experts
- Limited digitalization experience



## IT challenge

- Stable requirements needed
- Huge time to market pressure
- Scaling development
- Expectations always exceeding budget



# We defined three ways of developing in PEGA

Conventional  
Agile  
Development

PEGA  
Blueprint

Reference  
Case  
Model



# Bad news: There are no shortcuts in setting up your Pega Platform





# Respecting Pega's philosophy and the system mechanics enables delivery at speed

Educate & Understand

Build a component based fundament

Start Easy & Level Up

Industrialize



## Common Mistakes:

- **Treat Pega as just another tool** → Pega comes with philosophy, that needs to be understood and respected
- **Try to build everything upfront before the use cases are implemented** → functions remain theoretical and will never fit process needs
- **Start with the most complex process** → Time-to-market will fail expectations, reusables will be tough, mistakes will be made
- **Lack a roadmap on how to stack reusables and processes** → Facts & Figures should define business value, impact and dev complexity
- **Explore every process as if it would be the first** → Figure out core functions and patterns, develop a delivery model that is built to scale



# Pega Blueprint Benefits: Get an idea of a process

Creates understanding  
where there was none  
before

*"Pega Blueprint is like a smart  
translation tool that understands  
inputs from people with different  
backgrounds who couldn't  
understand each other before."*





# Pega Blueprint Benefits: Speed up elaboration

Facilitates the capture of requirements

*"Pega Blueprint offers the ability to have more than one click dummy at an early stage, which improves understanding and reduces the time spent on explanations and discussions."*





# Pega Blueprint Benefits: Speed up elaboration

Breaks down complex processes into Micro-Journeys

*"Pega Blueprint slices processes into Micro-Journeys, allowing teams to manage smaller case types with the benefit of faster delivery and reusability."*





# Introduction to the reference case model





# Introduction to the reference case model





# Are you familiar with this situation?

**What are you  
able to offer?**

## Thoughts...

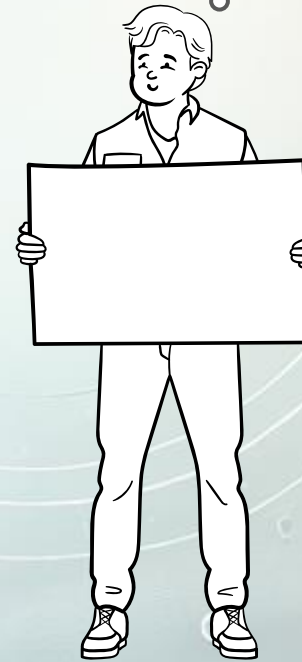
- I need to have my process with all features I currently have...
- There are this and this special situation which should not be forgotten...
- I need to have full control about my process...
- I need to address the issue what the old system was not able to do....
- I expect to talk with an expert who knows my business...



**What are  
your  
requirements  
?**

## Thoughts...

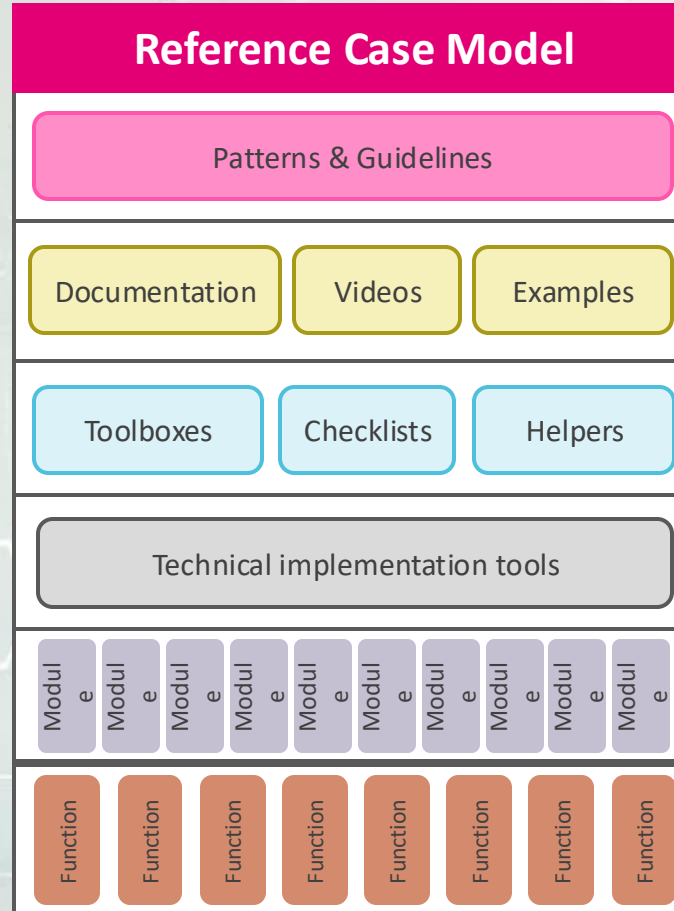
- I want to understand the business value of the process and what this process is about...
- Let's think about the happy path first and skip discussions about the unusual situations....
- Let's think the process newly and see what can be made better...
- I would expect that they made herself familiar with the new system upfront....



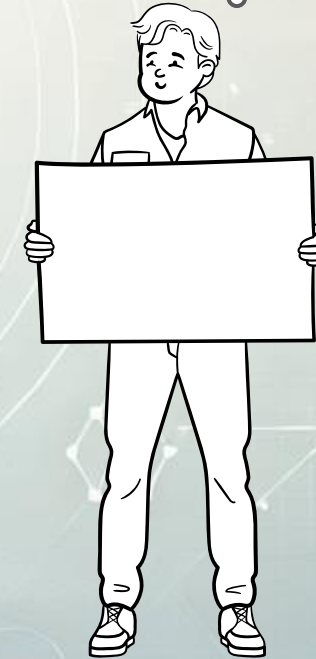


# Industrialization approach of process implementation

What are you able to offer?

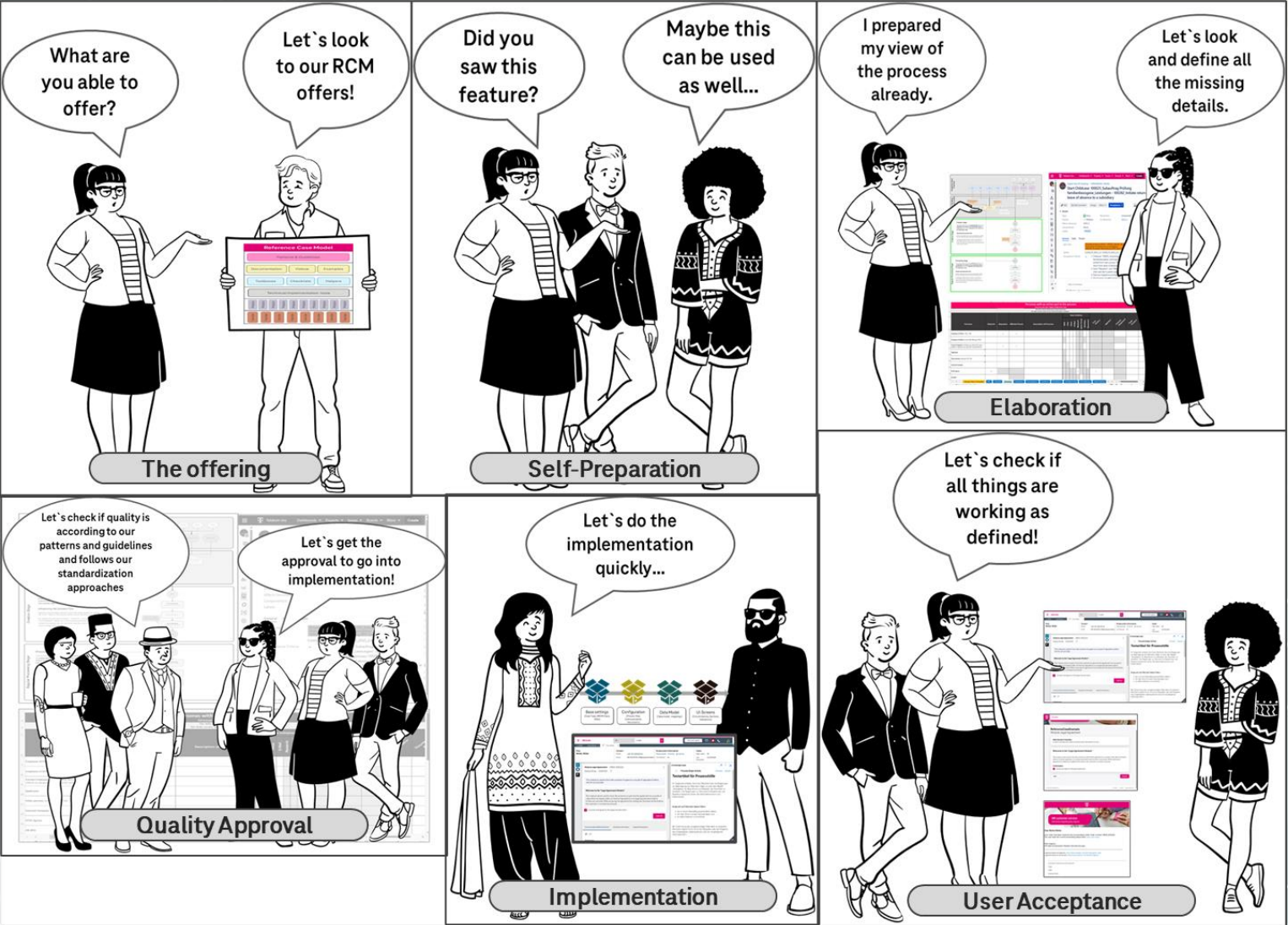


Let's look to our RCM offers!





# Standardized delivery chain





# Reference Case Model – Standardized delivery chain



## 1 Exploration 2 Elaboration 3 Implementation

- Preanalysis of processes and collection of all necessary information.
- Validation of requirements and definition of efficiency measurements

- Define the process flow and module usages.
- Collect all process related data fields which are captured, modified or displayed during the process flow.
- Build the mock-ups for the UI-Screens incl. all labels and translations

- Translate the requirements and add all needed configurations into the system
- Define the case specific data model incl. translations
- Build the UI-Screens



**Process Flow Chart**



**Process Definition**



**Integration User stories**



**Configuration**



**Implementation data / screens**



**Documentation**



**Video tutorials**



**How to guides**



**Checklists**



**Support team**

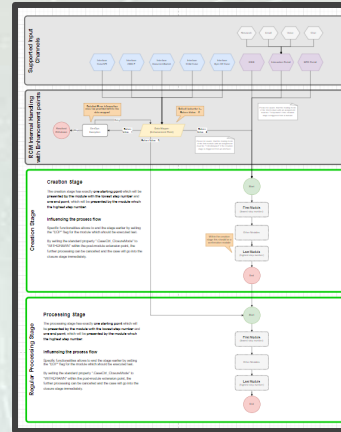


# Exploration & Elaboration

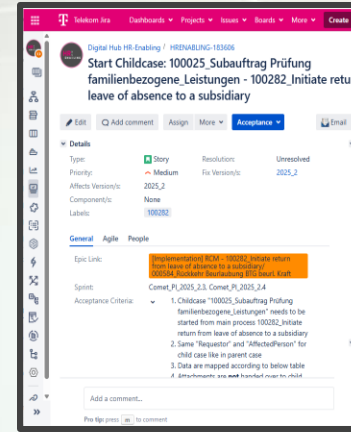
I prepared based on the information my view of the process.



## Process flow + UI



## Integration US



Let's look and define all the missing details.



## Data model + Functions

Persons with an active part in the process											
Personen mit einer aktiven Rolle im Prozess											
Persons	Relevant	Requester	Affected Person	Description of Persons	Case Initiation						
					WBS	Case	Request	Request	Request	Request	Request
Employees of DTAG in FY1 / 200											
Employees of DTAG outside FY1/200 (e.g. DTAG)											
Former Employees of DTAG (e.g. pensioner (e.g. DTAG) or person with pension entitlement)											
Applicants											
Other persons outside of DTAG											
External Company											
DTAG Agents											
and DTAG											

## Reference Case Model

Documentation

Videos

Examples

## Reference Case Model

Toolboxes

Checklists

Helpers

Module	Module	Module	Module	Module	Module	Module	Module	Module	Module
Function	Function	Function	Function	Function	Function	Function	Function	Function	Function



# Process Design Board / Design Authority

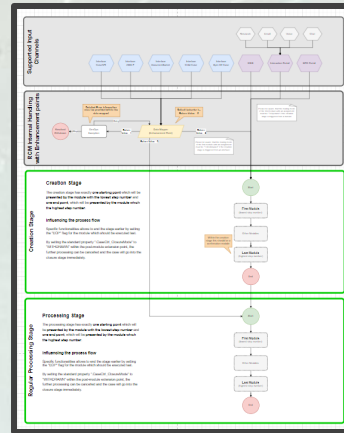
Let's check if quality is according to our patterns and guidelines and follows our standardization approaches



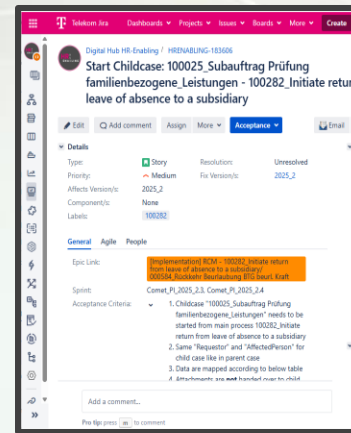
Reference Case Model

Patterns & Guidelines

## Process flow + UI



## Integration US



## Data model + Functions

Personas with an active part in the process											
Personas and other persons affected by the process											
Personas	Relevant	Requester	Affected Person	Description of Personas	Case initiation						
					WBS	Chart	Flow	Process	Initial Phase	Business Document	Case
Employees of BfMG in PSL 2.00											
Employees of BfMG outside PSL 2.00 (e.g. BfG)											
Former Employees of BfMG (e.g. personnel in a child or person with personal circumstances)											
Relatives											
Other persons outside of BfMG											
External Companies											
BfMG Agents											
and BfMG											

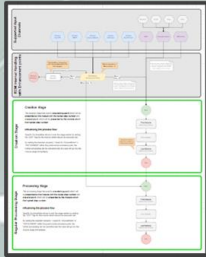
Let's get the approval to go into implementation!



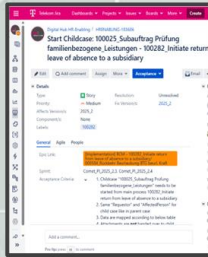


# Implementation / Delivery

Process flow + UI



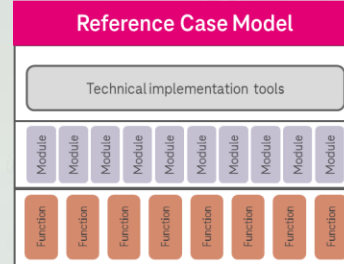
Integration US



Data model + Functions

A table showing data model and functions. The table has columns for 'Name', 'Start', 'End', 'Status', 'Status-Prüfung', and 'Status-Prüfung-Prüfung'. The table contains several rows of data.

Reference Case Model



Let's do the  
implementation



**Base settings**  
(Case Type, BROM Class,  
Skills)



**Configuration**  
(Process flow,  
Communication,  
Documents)



**Data Model**  
(Data model , mappings)



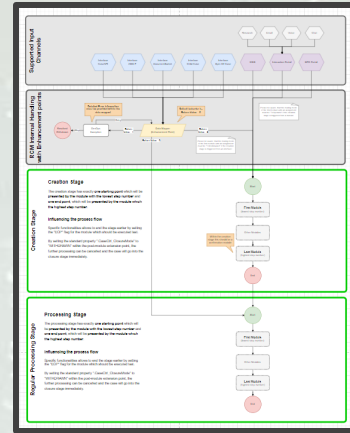
**UI-Screens**  
(Circumstances, Sections,  
Validations)





## User acceptance / Go-Live

**Let`s check if  
all things are  
working as  
defined!**



## Data model + Functions

[illegible]

HRCUES

HOME
Searchmap
Frau Müller

**Frau**  
**Melina Müller**

**Contact**  
Phone  
+49 30 58965214  
Email  
MELINA.MUELLER@pegadev.ticketsk

**Employment information**  
Employments  
1 Active  
0 Inactive  
Civil Servant  
No

**Cases**  
Open cases  
56  
Last interaction  
12/09/2024

+
-

**Module Legal Agreement** (HRDE-805226)  
Melina Müller 42390129

This module is used to force the customer to agree to a couple of regulations before she/he can proceed.

**Welcome to the "Legal Agreement Module"**

This module can be used to force the customer to give his/her agreement to a couple of rules which are based either on internal regulations or on legal requirements before he/she can proceed. Without giving the agreement by ticking the checkbox at the bottom, the customer is not allowed to proceed.

☒ I accept and agree to the legal requirements

**Submit**

Customer Role & Affected Person
Customer information
Cases & Interactions

27 27

**Knowledge base**

Process Helper Article
Preview
Attach

### Testartikel für Prozesshilfe

Im Folgenden erhalten Sie einen Überblick über die Regelungen zur Beantragung von Elternzeit. Dabei ist unter dem Begriff „Arbeitgeber“ für Beamtinnen und Beamten der Dienstherr zu verstehen. Die Regelungen zur Elternzeit für Beamtinnen und Beamte entsprechen denen der Arbeitnehmerinnen und Arbeitnehmer.

**Anspruch auf Elternzeit haben Eltern:**

- die in einem Beschäftigungsverhältnis stehen,
- mit dem Kind in einem Haushalt leben und
- es selbst betreuen und erziehen.

Mit Zustimmung des sorgeberechtigten Elternteils ist außerdem Elternzeit möglich für ein Kind des Ehegatten oder der Ehegattin, des eingetragenen Lebenspartners oder der eingetragenen Lebenspartnerin.

T

My Orders

## ReferenceCaseExample

### Module Legal Agreement

Hello Karsten Froeschke,

In order to proceed your request we need some information from you.

Welcome to the "Legal Agreement Module"

This module can be used to force the customer to give his/her agreement to a couple of rules which are based on internal regulations or on legal requirements before he/she can proceed. Without giving the agreement by ticking the checkbox at the bottom, the customer is not able to proceed.

Confirmation

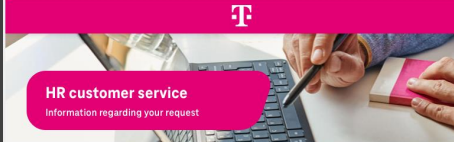
☒ I accept and agree to the legal requirements

Back

Submit

© Deutsche Telekom AG

Contact Imprint Data protection



## HR customer service

Information regarding your request

Dear Melina Müller,

your order has been received and is processed under order number HRDE-805226.  
You can track the current processing status here: [View order status](#)

Kind regards,  
HR team at Deutsche Telekom Services Europe

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Legal information for employees: <http://www.telekom.com/pflichtangaben-dtse>  
Legal information for civil servants: <http://www.telekom.com/pflichtangaben>

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© Deutsche Telekom Services Europe SE

Chat

YAM

Contact form



A template based approach makes life easy for business and business architects



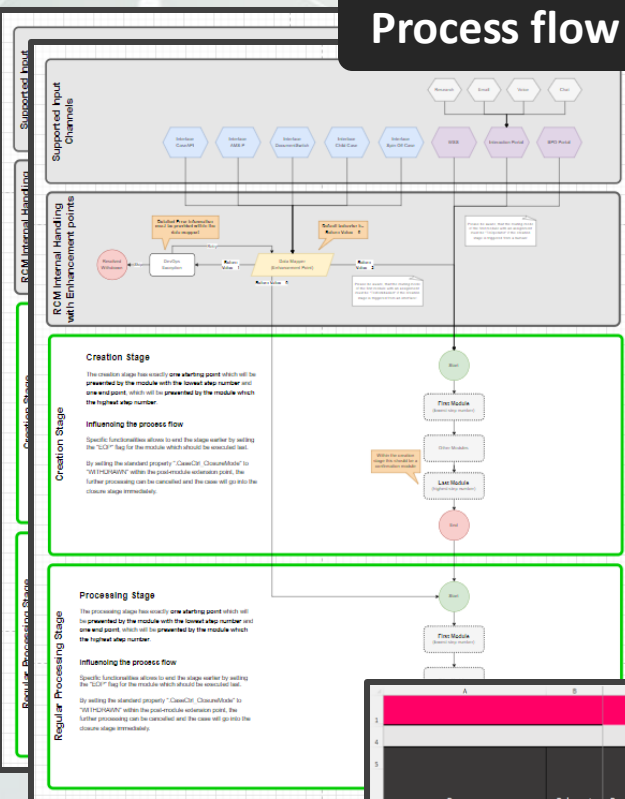


# Reference Case Model – Impressions



Reference  
Case  
Model

## Process flow



## Interaction Portal

The screenshot shows the Interaction Portal for a user named Frau Melina Müller. It displays contact information (Phone: +49 30 58965214, Email: MELINA.MUELLER@pegadev.telekom), employment information (1 Active, 0 Inactive, Civil Servant: No), and case information (Open cases: 56, Last interaction: 12/09/2024). The main content area shows a 'Module Legal Agreement' (HRDE-805226) for Melina Müller (42390129). It includes a 'Welcome to the "Legal Agreement Module"' message and a 'Testartikel für Prozesshilfe' section. The user has checked 'I accept and agree to the legal requirements' and clicked 'Submit'.

## WSS

The screenshot shows the WSS (Work Service System) interface. It displays a 'ReferenceCaseExample' for 'Module Legal Agreement'. The message reads: 'Hello Karsten Froeschke, in order to proceed your request we need some information from you.' Below this, it says 'Welcome to the "Legal Agreement Module"'. A description follows: 'This module can be used to force the customer to give his/her agreement to a couple of rules which are based either on internal regulations or on legal requirements before he/she can proceed. Without giving the agreement by ticking the checkbox at the bottom, the customer is not able to proceed.' The 'Confirmation' section shows 'I accept and agree to the legal requirements' checked, with a 'Submit' button.

## Process template

Personas with an active part in the process												
Personas mit einer aktiven Rolle im Prozess												
The skills will be defined later during elaboration.												
Die Skills werden später bei der Elaboration definiert.												
Personas	Relevant	Requestor	Affected Person	Description of Personas	WSS	Chat	Voice	E-Mail	Research	Other Portal	Interface	Document
Employee of DTAG in PES / 200		x	x									
Employee of DTAG outside PES/200 (e.g. 91G)												
Former Employee of DTAG (e.g. pensioner (e.g. JANUS) or people with pension entitlements)		x	x									
Applicants												
Other persons outside of DT AG												
External Company												
DTSE Agents	x								x			
HR BRD												

## Standard Email

The screenshot shows a standard email template for HR customer service. It includes a header 'HR customer service' and 'Information regarding your request'. The body of the email reads: 'Dear Melina Müller, your order has been received and is processed under order number HRDE-805226. You can track the current processing status here: [View order status](#)'. It ends with 'Kind regards, HR team at Deutsche Telekom Services Europe'. At the bottom, it provides legal information for employees and civil servants, and contact information for Deutsche Telekom Services Europe SE (Chat, YAM, Contact form).





Good is good  
enough





There is always a catch: Pega Blueprint & Reference Case Model might bore out developers – so utilize them on innovation topics

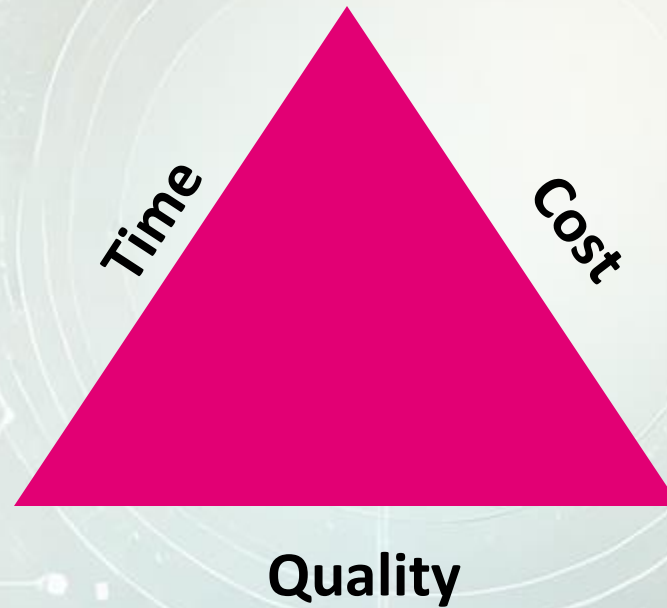




# The magical triangle of cost, time & quality applies here as well

## **Classical agile development:**

Not cheap, scalable, but of high integration and automation



## **Pega Blueprint:**

Fast, easy to use, cheap, but limited to the core features

## **Reference case model:**

**Cheap and fast, but limited efficiency drivers, integration and automation**

trying to be the best of both worlds

## **Important:**

We perceive a very fast development of PEGA blueprints capabilities, this evaluation is based on available features by end of 2024

# There are clear use cases for each development approach

Is the process high volume and/or high impact?

Yes

## Conventional/agile development

- Classical requirement engineering
- Enrich requirements by Pega Blueprint
- User story documentation
- Development
- Integration & automation
- Testing



No

Can patterns, functions & Integrations be reused?

Yes

## Reference Case Model

- Initial draft by Pega Blueprint
- Requirement gathering based on template
- Pattern / module based implementation
- Limited available features

No

## Pega Blueprint

- Focus on citizen development
- Stand alone application
- Leverage Pega Blueprint to the largest extent possible



# Take-Aways

- There is no fast track  
Speeding up and industrializing your Pega Delivery requires a robust fundament and modular approach – that is ideally incrementally build
- There is no one size fits all  
One of the key assessment of your project / process must be a) where and by which delivery model do I want to build it and b) how much am I willing to spend?
- Discipline and governance are key success factors  
Clarity in requirements combined with an approach of checks & balances allows sustainable development
- Less is more  
If you want to become really fast, it currently means skipping some scope, integrations and automations
- Focus on innovation  
Industrializing processes with Pega Blueprint and Reference case model has the risk to bore out developers. Make sure to balance industrializing with exploring and developing innovations to get the most out of the project
- **Speeding up**  
the process transfer time from an average of 7 month to less than one month

# Questions







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