



JUNE 1-3, 2025 | LAS VEGAS

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Proximus' Journey to Modernization Leveraging Pega's Capabilities

Infosys[®]
Navigate your next



Speakers



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Jaime Conejo Verheijden

Senior Director, Infosys



Didem Tezerten - Boumans

Account Executive, Pega

Infosys Pega Practice



Largest pool of Certified Pega Practitioners



3000+
PEGA Specialists



7000+ BPM and RPA
resources supporting
global organizations



17+ year practice
across domains



98% Repeat
Revenues



Transformation Programs
100+ large scale PEGA Programs
Implemented



**Global Elite PEGA
Partner**



30+ Tools, IPs, and Accelerators for
PEGA Delivery Standardization and
Excellence

Infosys Recognitions

Won Pega Industry Excellence
Award in Communications at
PW 2022 & **Top Pega EMEA**
Partner for Sourced Revenue

Won Pega Partner Award for
Excellence in Growth &
Delivery and **Client Innovation**
at PW 2021

Won Pega **Partner Award for
Excellence in Growth** and
Delivery at PW 2020, 2019

First Ever PEGA Cloud
Implementation in the world

**Largest PEGA Customer
Service** implementation in
the world

Won award for **Practice
Development Partner** of the
year at PW 2018

Largest PEGA Robotics
Certified Practice in the world

First Ever Telecom **B2C order
management** implementation
in the world

Won award for **Business
Development Partner** of
the year at PW 2017

Won **Thought Leadership
Partner of the year** award
in PW 2016

Won award for Business
Transformation in
Telecommunications in
PW 2015

First Ever SI to do legacy
modernization for **BPO
Digitization** using PEGA

proximus

telenet

virgin media

Sunrise

o

Booking.com

Allianz

cisco

Rabobank

verizon

hsbc

ABN-AMRO

Pega GenAI™: We are one of the Pega executive partner council's elite advisory partner and one of the Partners with early Gen AI access

Message from Pegystems: Infosys helps Pegystems serve more



The Proximus Group: a wide range of local and global services



International company with Belgian roots and 90+ years of history

10,000+ employees (FTE's) in Belgium and many indirect jobs

Listed on Euronext Brussels (PROX)

€6.0 billion revenues (2023 Group underlying revenues)

€1.7 billion EBITDA (2023 Group underlying EBITDA)

€1.3 billion investments (2023 Capex excl. spectrum and football rights)

←  Benelux market
~75% of revenues →

←  International
~25% of revenues →



"Boldly building a connected world that people trust so society blooms"

Challenges enterprises might face before modernization



Deprecated Rule like JMS MDB Listeners and Agents



Architecture Complexity - Flow Simplification



Lacks latest features and capabilities of Pega



Limited Insights into order process execution



Not compliant **with** Proximus Target Architecture for various service



Approach towards Modernization



Assessment Approach



Critical Success Factors for modernization



Experience of the team (application knowledge)

-

Clear expectation after thorough due diligence

-

Clear overview on “old/legacy features” mapped to OOTB

-

Close collaboration between implementation partner and Pega on chosen paths for modernization



Test, Test, Test

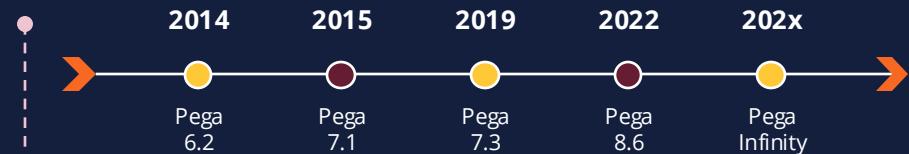
Prioritize dependencies on deprecated features

Customer/Employee User Experience needs to match the expectation

Proximus top 3 most valuable take aways



1. Organization setup
2. Do onboard Pega experts
3. Invest timely and regularly to align on Pega upgrades (technically and functionally)



Pega Advisory and Assurance Services

An overview of our main Advisory and Assurance Services

Programme Architect	Technical Account Manager	Delivery Assurance Services	Forum	Frequency	Participants	Topics
<ul style="list-style-type: none"> Dedicated Strategic Technology Advisory Advise in the definition of technology adoption and innovation roadmaps Oversight execution strategy to ensure future proof implementations Infuse specialised skills and innovation, having direct access to product teams and early insight of new and future capabilities 	<ul style="list-style-type: none"> Define the service execution, service continuity and access to best practices and technical expertise Planning, design and implementation of DevOps Strategy Continuous monitoring of your application stack to ensure optimal performance and operability Direct point of contact for critical application support and escalations with direct access to technical expertise 	<ul style="list-style-type: none"> Input to /Assurance of technical aspects of the delivery squad's activity, such as technical architecture, DevOps strategy, migration assessment and interface design. Periodic review of user stories in quality assurance capacity; documented recommendations reported to Client and partner SI Provide Client and its delivery partners with information regarding the latest versions of product and best practices to the overall project team 	Monthly business reviews	Monthly	<ul style="list-style-type: none"> Proximus: Tribe Lead, Chapter Area Lead Info sys: Account Lead Pega: Account Executive, Industry director, CSE 	<ul style="list-style-type: none"> Programme success Review performance metrics /satisfaction Understand current status & priorities Confirm actions by all stakeholders
		Bi-weekly Status report	Bi-weekly		<ul style="list-style-type: none"> Proximus: Tribe Lead, EO, Chapter Owner Lead Info sys: Project/Account Lead Pega: PGA, CSE 	<ul style="list-style-type: none"> Achievements and milestones Challenges Decisions & Deviations from action plan and/or Pega recommendations
		Modernisation Design Authority	Weekly or on demand		<ul style="list-style-type: none"> Proximus: PO, EO, Other technology architects (by inivation) Info sys: Lead System Architect Pega: PGA, LSA 	<ul style="list-style-type: none"> Documented Design Decisions Standards and patterns, Unit testing strategy, Reusability Strategy, DoD
		Sprint planning	Bi-weekly		<ul style="list-style-type: none"> Proximus: PO, EO Info sys: LSA and Development Squads Pega: PGA, LSA 	<ul style="list-style-type: none"> Selection of user stories for Sprint, Sizing of User Stories Identification of topics for design authority
		Daily Standups	Daily		<ul style="list-style-type: none"> Proximus: PO, Project Lead Info sys: LSA and Development Squads 	<ul style="list-style-type: none"> Daily updates, blockers Sprint backlog re-prioritization

Infosys vision towards modernization

Legacy Modernization Solution

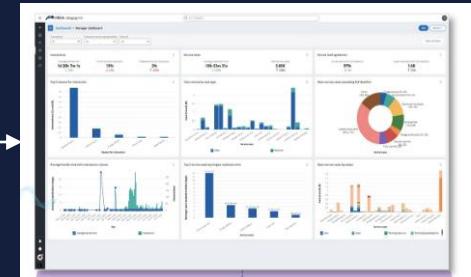
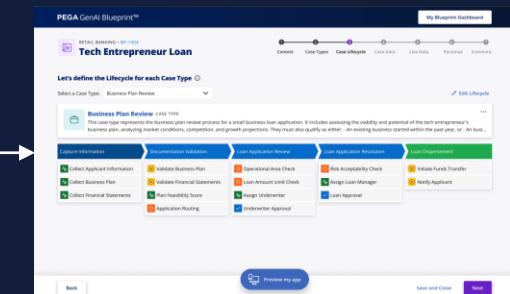


Monolithic
legacy system

Code Analysis and logic extraction



Pega GenAI +
Blueprint™





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Thank you





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