Revolutionizing B2B Telco Installations with Pega Blueprint

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Quote-to-Provisioning Tribe Lead

Proximus

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Proximus

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Client Innovation Regional Director

Pega

PEGA

proximus

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

proximus   **MØBILE VIKINGS**   **scarlet**   **tango**

Consumer connectivity & digital services

proximus NXT   **telindus**

Enterprise Telco & ICT solutions

International
~25% of revenues

bics

Communications platform

telesign   **routemobile** communication simplified

Digital identity & CPaaS solutions

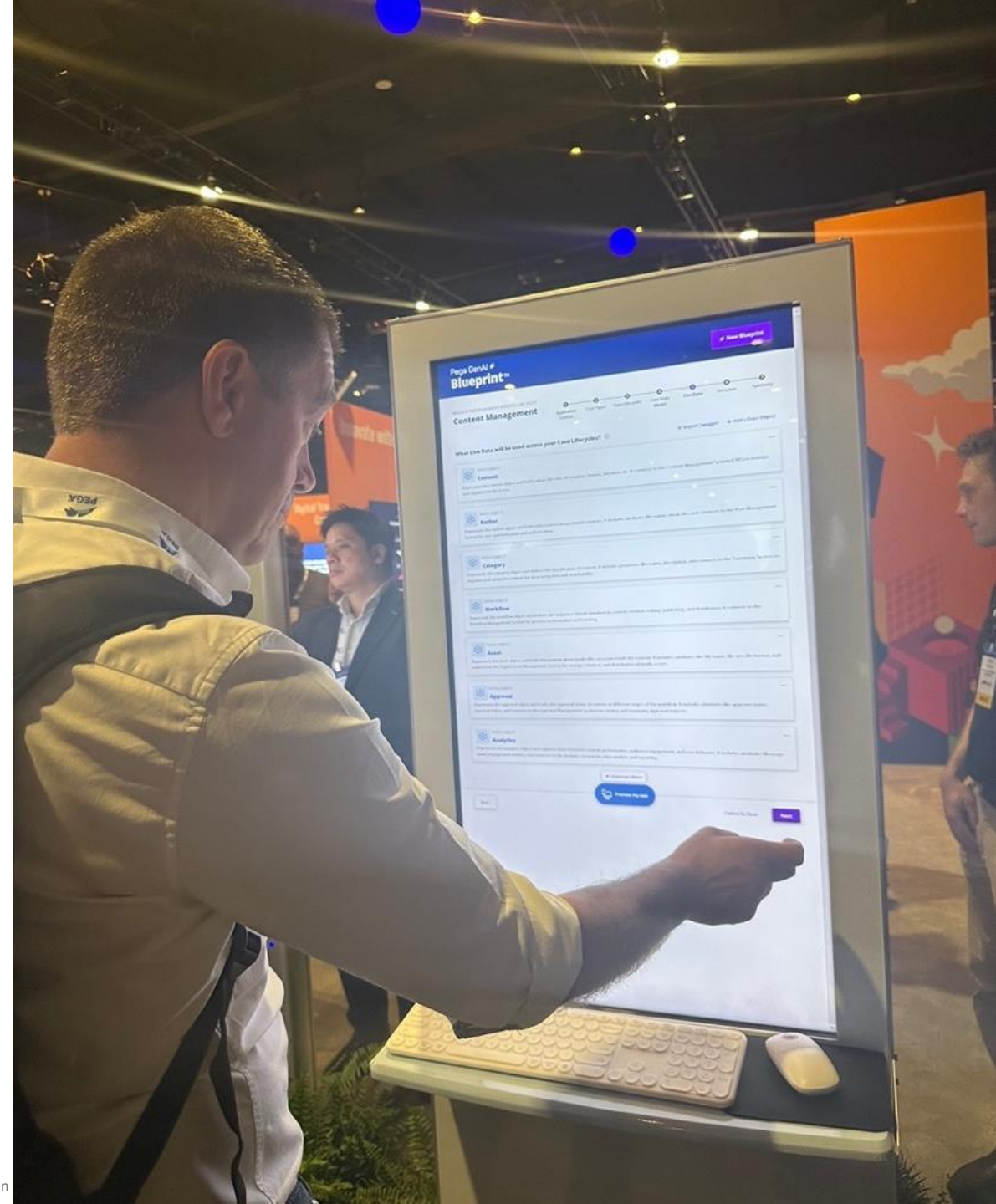*"Boldly building a connected world that people trust so society blooms"*

proximus

Proximus and Pega

One year ago...

The new journey with Blueprint started at PegaWorld 2024
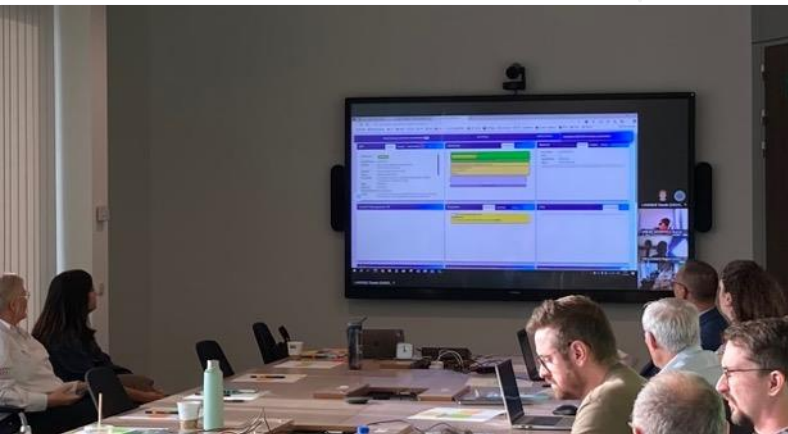
Kurt creating his first blueprint ⟶

How COFU works today

customer **QUOTE**							customer **BILL**
– from							*– to*
Contract signed	Case assigned	Book appointment	Field assessment	Work order executed	Product activated	Billing *checks*	Customer success check

COFU
monitoring tool

X Limited process orchestration and collaboration capabilities

X Manual workload management and allocation

X Lack of guidance when updating systems of record

SEGMENTS
- Corporate
- Medium-sized Business

ROLES
- Customer
- Technician
- Customer Service (CSC)
- Back Office (Dispatcher)

PRODUCTS
- Limited order types support
- Professional Market Products

Workshop agenda
Zooming out first, then back in

Future vision

Rapid prototype

AM ALIGNING

Strategic Alignment: creating a shared strategic understanding of the long-term goals and obstacles that stand in the way.

Mapping the Future State: agreeing a high-level, end-to-end future state vision.
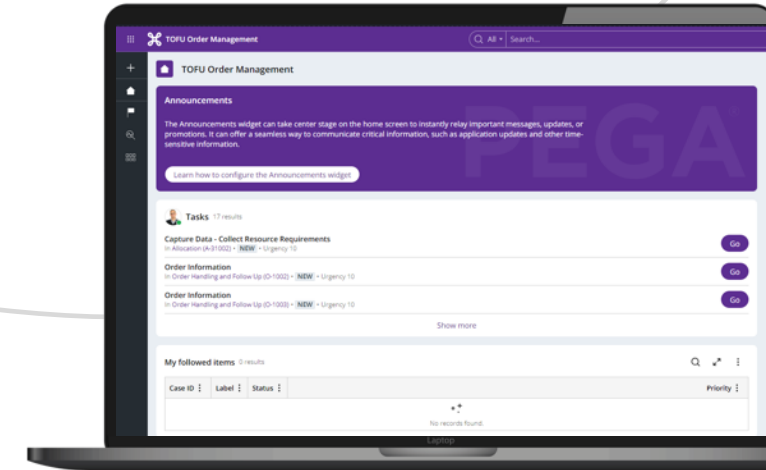
Building the Future State: experimenting with Pega GenAI Blueprint™.

Strategy

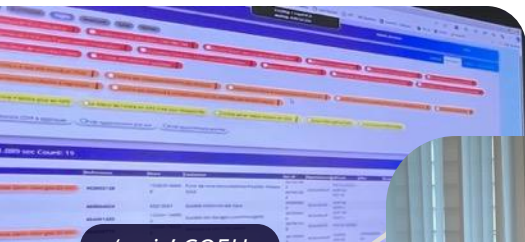Coordination

'as is' COFU

'To-be' Blueprint

Execution

PM CREATING

Rapid prototyping: Demonstrating transition from future-state vision to accelerated Pega implementation.

Transformation Roadmap: defining high-level transformation phases and go-live success criteria.

Next Steps: wrap up, reflections, Q&A.

Participant feedback

Pega seems like **a good opportunity to replace COFU.**

Operational Manager

I liked the **layered approach**: operational, tactical, strategic.

ACN Domain Manager

[They] clearly know how to run such a workshop. **I got very good feedback from the participants.**

Product Owner Lead, IT

I found the morning session very good to **get everyone aligned** and with the noses in the same direction.

Operational Battle Owner

Very good session! **Goal has been met**, meaning we needed to be all on the same page which was definitely the case.

Product Owner Lead

[I enjoyed] reflecting on several company divisions **to develop a common tool**.

Expert Service Support

Collaboration and openness of the participants – love it!

– Laura

2-year vision for COFU

Transform collaboration between CSCs and internal stakeholders to **enhance planning efficiency, provide comprehensive insights** for **proactive actions** and **operational excellence** and **improve customer onboarding** during product delivery and installation, **delivering 'customer *delight* '.**

KEY ENABLERS

1
360° visibility

One-stop shop for CSC employees to manage orders, simplifying cross-tool tasks.

2
Workload management

See at-a-glance work order assignments and prioritization based on SLA's.

3
End-to-end orchestration

Use automation and AI to streamline workflows and prioritise CSC employees for exceptions.

Turning vision into a solution prototype
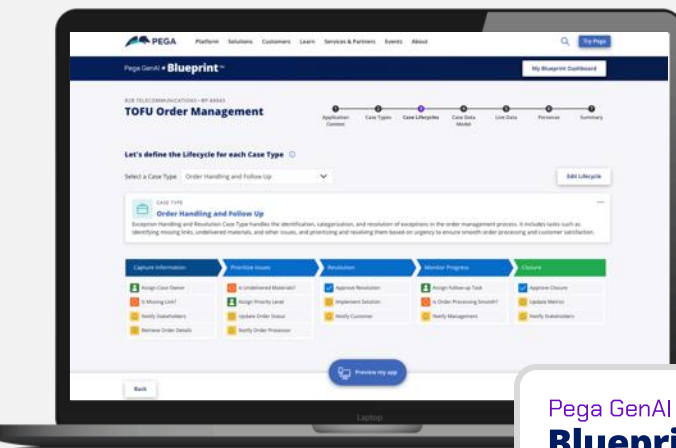
In just a few hours

1

Created an application
Blueprint with GenAI. **15 MINS**

Pega GenAI ✦
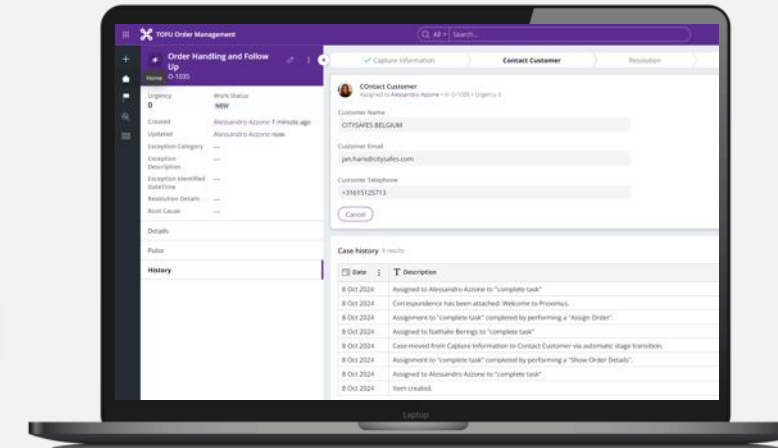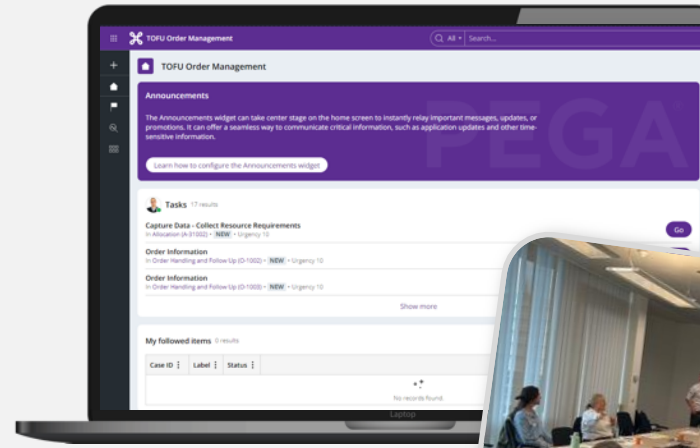**Blueprint**™

2

Refined the Blueprint to create
an accelerated solution. **75 MINS**

3

Instantly seeing a working solution
that can be refined further. **REAL-TIME**

360° visibility, Workload management & End-to-end orchestration.

< Dashboard

Pega GenAI ✦ **Blueprint**™

BP-88843
TOFU Order Management

1 Application Context   **2** Workflows   **3** Workflow Details   **4** Data & Integrations   **5** Personas   **6** Summary

Which industry is your application for? ⓘ

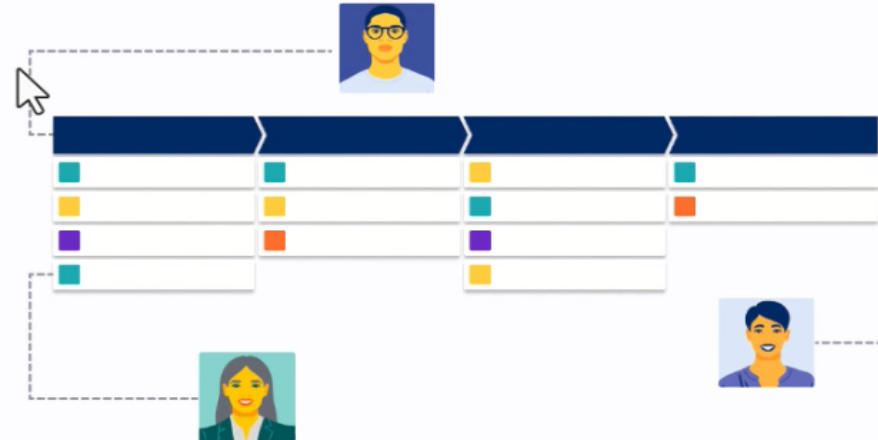| Banking	Communications
Consumer Services	Cross Industry (e.g. HR, IT, Finance, etc.)
Energy & Utilities	Government
Healthcare	Insurance
Manufacturing	Transportation & Logistics
Just for fun	Other

⬆ Upload supporting document

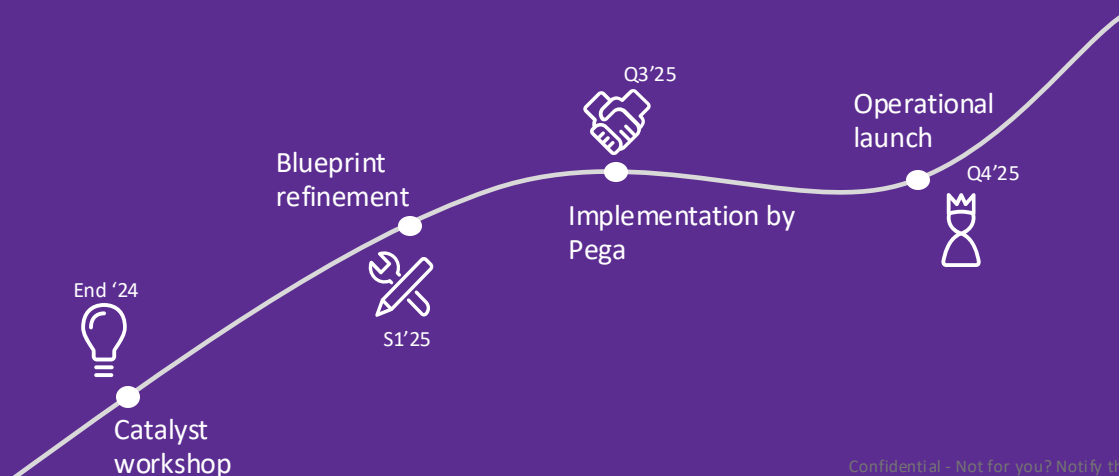Back   Cancel   **Next**

Key takeaways

1. ## Automate workflows for efficiency
   Even manual tasks can be organized automatically. For instance, in our corporate B2B appointment follow-up, which represents only 10% of Proximus SA's order volumes, we found that structuring these tasks significantly reduces wasted time.

2. ## Engage your team with Pega Blueprint
   You can create prototype applications in just 15 minutes using Pega Blueprint, enabling quick and efficient development. Encourage your process resources to experiment and play with Pega Blueprint to enhance their understanding and improve process management.

Q3'25

Operational
launch

Blueprint
refinement

Q4'25

Implementation by
Pega

End '24

S1'25

Catalyst
workshop

proximus

Thank You

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