PEGA

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Pega Solutions Built By Google: How Google Built Their Solid Foundation To Scale Quickly Across Alphabet

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Introduction

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Director, Google Cloud

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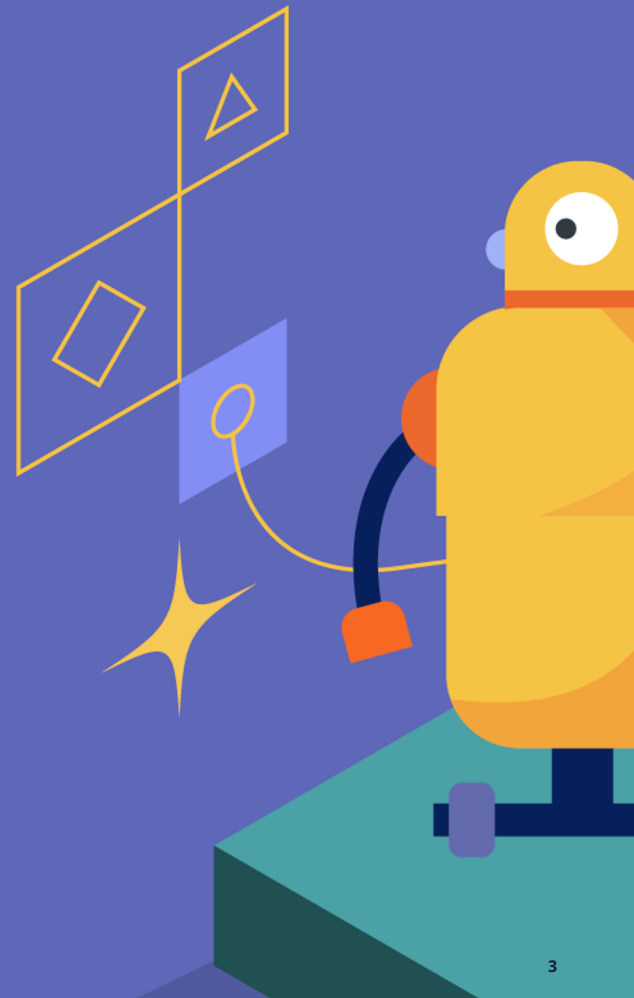
Technical Program Manager, Google CorpEng
Journey Orchestration Lead

Agenda

- Introduction
  - Pega / GCP announcement
- A Passion for process
- Journey orchestration's… journey!
  - Origin story
  - Transformation
  - Looking to the future
- Q & A



A passion for process

Journey Orchestration Mission

"Empower Googlers to measurably accelerate transformation to best serve our customers"

Our Values:

- *Trusted partner*
- *Safety & security*
- *Time to value*
- *Scalability*

Kendall Lin

- Tpgm and Team Lead in Thornton, CO
- Googler since Jan 2019
- "BG": SWE (3 yrs), Process Architecture & Automation (15 yrs)
- Spent 3 months in 2012 traveling ATW

Bartlomiej Czechowski

- Tpgm in Dublin, Ireland
- Googler since Oct 2014
- "BG": Photonic Network Engineer (3yrs), TPM Telecom Presales and Migrations (7yrs)
- Still can't play the guitar

Andy Kiepe

- PGM in Thornton, CO
- Googler since Nov 2018
- "BG": Systems implementation and analytics consulting
- Auditioned for American Ninja Warrior (not selected :-)

Hemanth Tammareddi

- Tpgm in Sunnyvale,CA
- Googler since Mar 2022
- "BG": QA (1.5yrs), SWE/AE(10), TPM (2), Startups (3)
- Blockchain and Web3 expert!

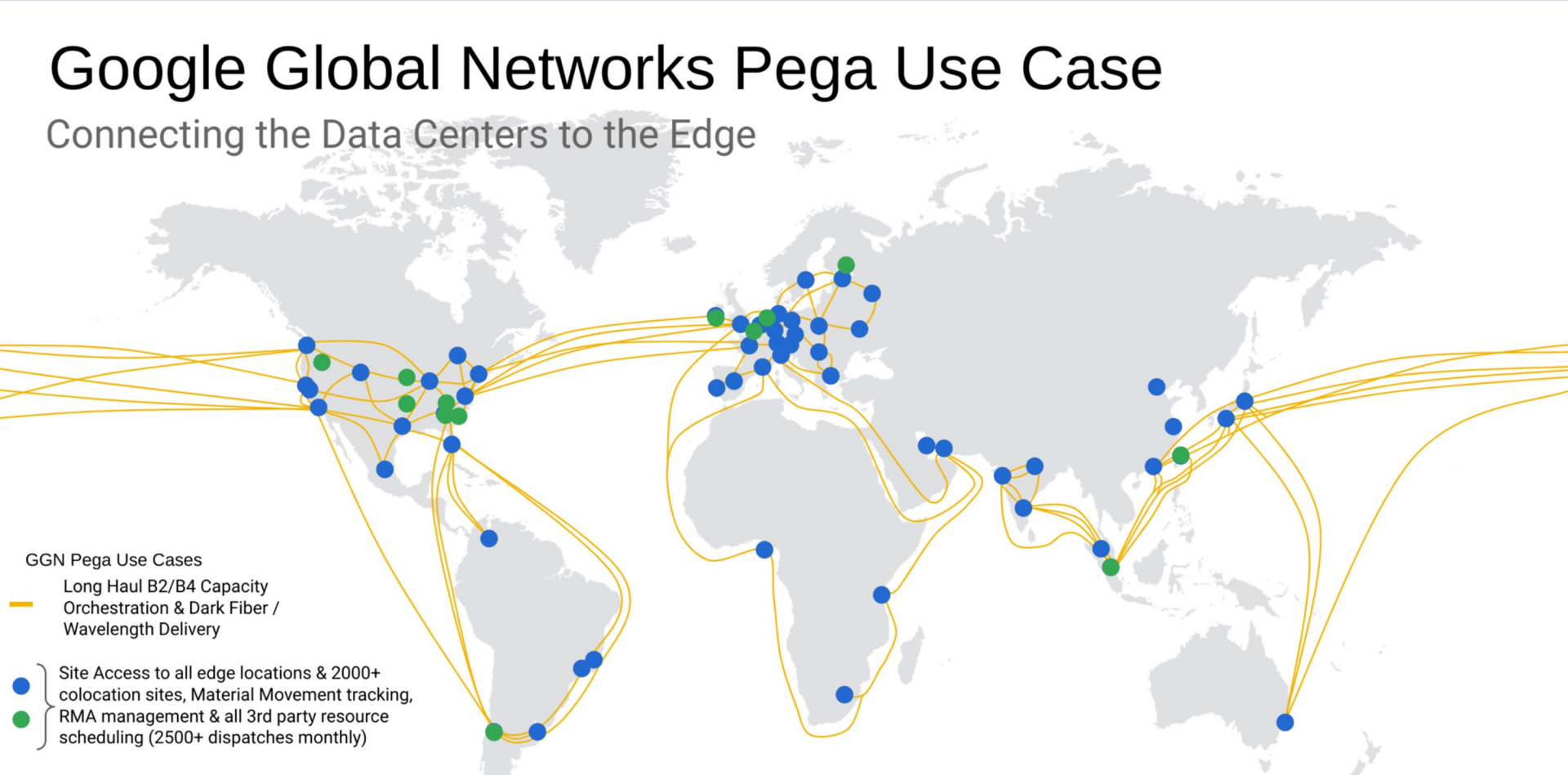
Journey Orchestration's... journey!

“The biggest challenge for Journey Orchestration at Google is getting users to trust a third-party platform to automate business-critical workflows across the enterprise.”

- Kendall Lin, TPgM

Act I
Origin Story

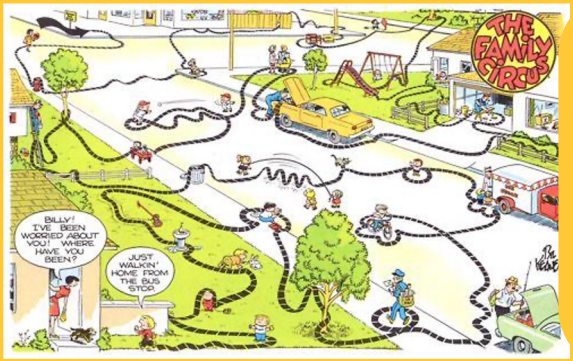
In the Beginning...2018



Who, What, and the Challenge?

NetDeploy business operations (NDO)

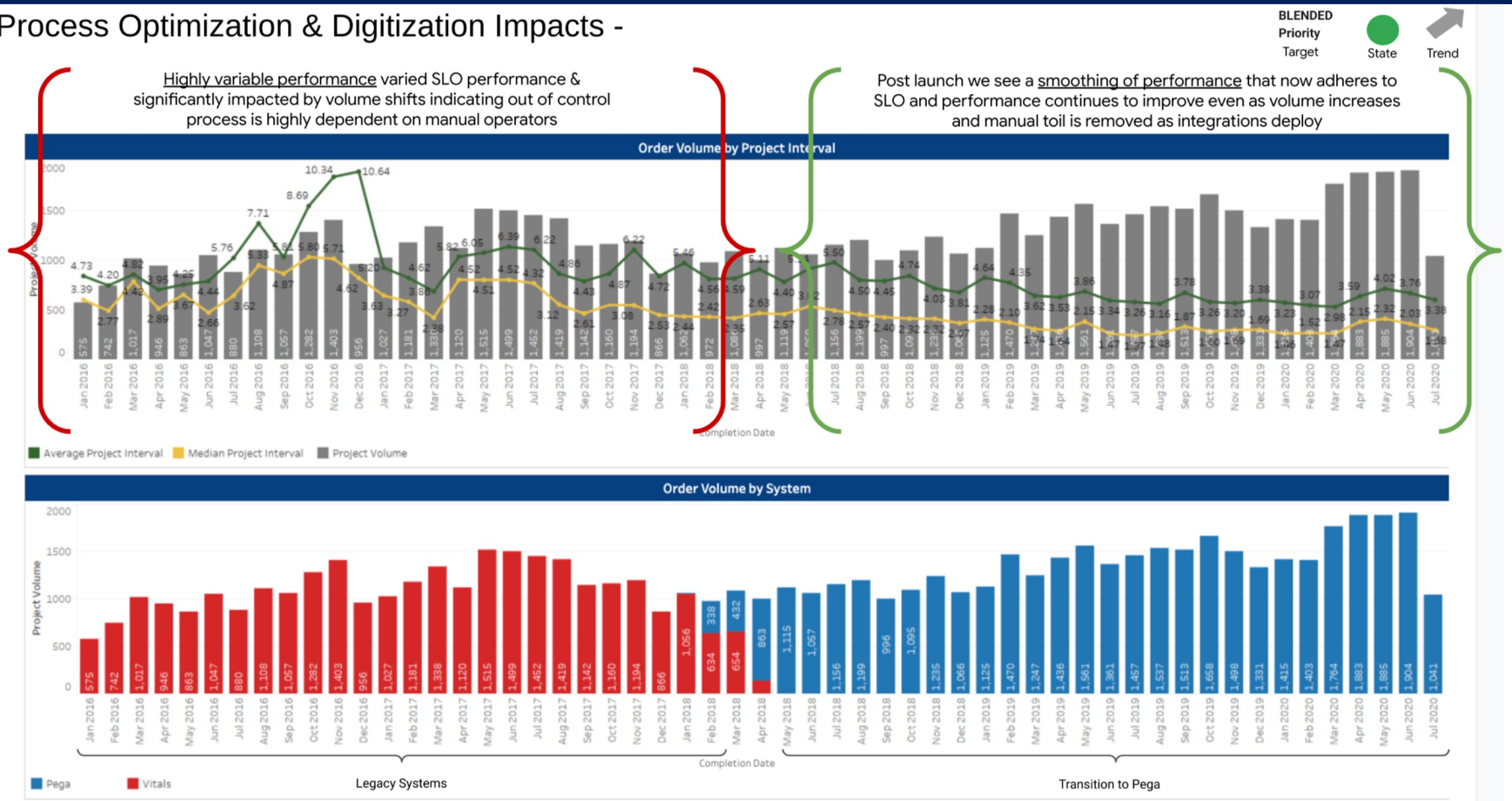
Measure, analyze, design, and build for field services & repair



- Dynamic decisioning
- Global and regional variations
- Internal and external integration requirements and challenges
- Lack of dedicated Engineering / Development resources

Results

Process Optimization & Digitization Impacts -



Google Global Network Impact: 2018 to Present

>100K

Annual case volume, supporting ~4k+ Google Network sites worldwide

90%

Reduction in end-to-end processing time for Network Site Access

Deployed 17 unique case flows across 5 distinct business applications

75%

Automation of vendor portal interactions via Pega Robotic Process Automation

57%

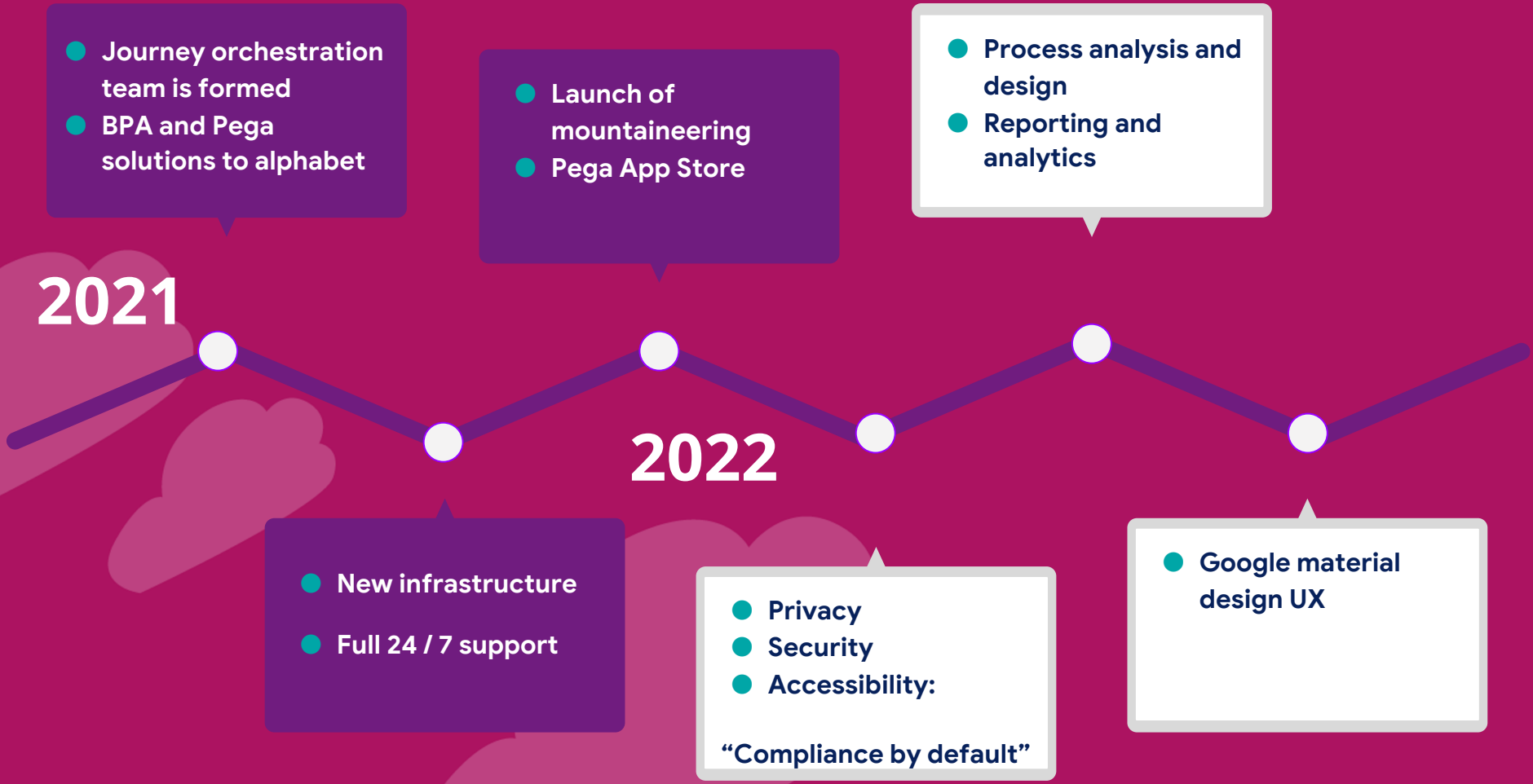
Reduction in repair process delays

Act II
Transformation

“The biggest challenge for Journey Orchestration at Google is getting users to trust a third-party platform to automate business-critical workflows across the enterprise.”

- Kendall Lin, TPgM

- SWE resource motivation & incentives
- UI/UX requirements
- Security, privacy, accessibility
- Integrations, integrations, integrations...


Journey orchestration team is formed
BPA and Pega solutions to alphabet
Launch of mountaineering
Pega App Store
Process analysis and design
Reporting and analytics
2021
2022
New infrastructure
Full 24 / 7 support
Privacy
Security
Accessibility:
“Compliance by default”
Google material design UX

“The most ‘Googley’ Third-Party Platform @ Google”

- Google Workspace integration (Docs, Sheets, Slides, Calendar) along with a growing number (8 +) of internal systems
- Pega is Google Security, Privacy, and Accessibility compliant
- Pega’s out-of-the-box UI has been skinned with Google Material Design to create uniquely Googley user journeys
- Business Rules Engine capable of triggering and automating “headless” or non-human-centric processes

Act III

Looking to the Future

The Journey Ahead

- Google Kubernetes (GKE)
- New Platform capabilities
- Machine learning and process mining
- Generative AI
- Externalization of Google workflow access

Q & A with Kendall

Thanks for attending!

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