



INDOCOSMO SYSTEMS PVT LTD

PEGA

A walkthrough



TOPICS COVERED

The Why

The Who

The What

The How

The When

THE WHY: BUILD FOR CHANGE

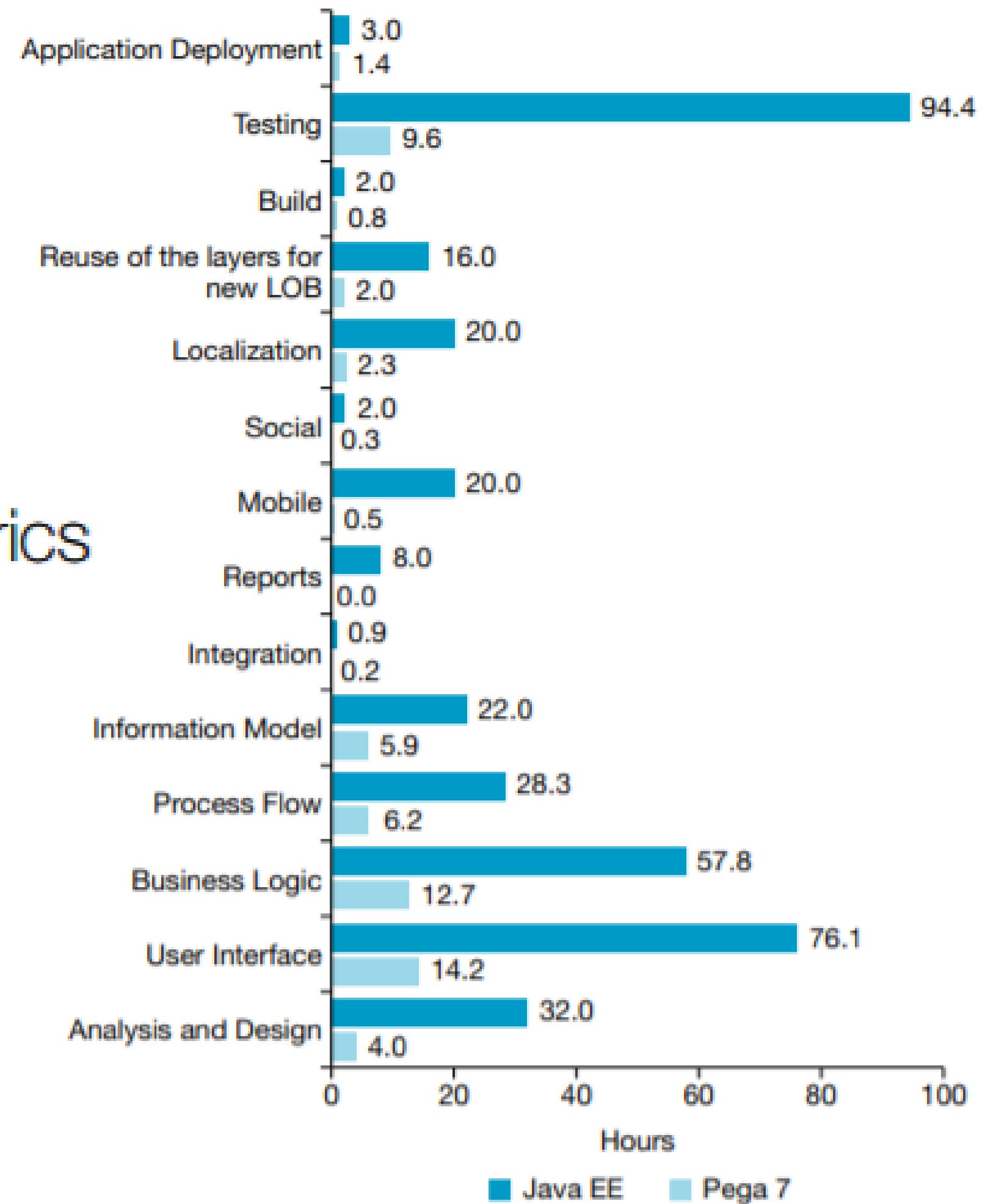
Changes in software with time is inevitable.

- > Low code
- > Automating processes
- > Simplify business complexity

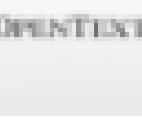
PEGA VS JAVA

Activity	Pega 7	Java EE
Analysis and Design	4.00	32.00
User Interface	14.17	76.08
Business Logic	12.67	57.75
Process Flow	6.17	28.25
Information Model	5.92	22.00
Integration	0.23	0.85
Reports	0.00	8.00
Mobile	0.50	20.00
Social	0.25	2.00
Localization	2.25	20.00
Reuse of Layers for New Line of Business	2.00	16.00
Build	0.75	2.00
Testing	9.62	94.37
Application Deployment	1.42	3.00
Total Effort in Hours	60.00	382.00
Productivity Factor		6.4

Comparison of Productivity Metrics



BPM Tools

 Aurea	Aurea CX Platform
 ORACLE	Oracle BPM Suite
 SAP	SAP NetWeaver BPM
 appian	Appian
 NeoCase	NeoCase
 OPENTEXT	OpenText MBPM
 TIBCO	TIBCO® BPM Enterprise

IBM BPM



Score 7.2 out of 10

Based on [63 reviews and ratings](#)

PEGA

Pega Platform



Score 8.1 out of 10

Based on [183 reviews and ratings](#)



Pegasystems Named a Leader in Gartner Magic Quadrant for the CRM Customer Engagement Center for 12th Consecutive Year

Pega's AI and automation-powered CRM solution helps simplify the way businesses deliver service across every customer journey

”

ALWAYS REMEMBER!

PEOPLE DON'T BUY WHAT
YOU DO; THEY BUY WHY
YOU DO IT.

- SIMON SINEK, AUTHOR AND
ORGANIZATIONAL CONSULTANT

Who: The Founder



The founded Pega in 1983 with the vision of creating software that is easy to use and accessible to everyone – businesspeople and IT alike. The model-driven software he pioneered is today known as low-code.

Alan has earned multiple patents and overseen the expansion of Pega from start-up to a \$1+ billion, global, public company with nearly 6,000 employees. Today, Pega software is used by some of the most successful and recognized brands as well as government agencies around the word.

Who: CUSTOMERS

Verticals

Airlines and Travel
Communications Service Providers
Financial Services
Government
Healthcare
Hospitality and Entertainment
Insurance
Manufacturing
Media and Advertising
Technology Services



CommonwealthBank

 **AirEuropa**



TOYOTA



Unilever



ESTES



Partners

PLATINUM



PLATINUM



PLATINUM



PLATINUM



PLATINUM



PLATINUM



SILVER



What: The Brand and Offering

Pega software solutions

Our software is the engine that makes complexity feel simpler. Delivers results faster. And brings brands and customers together. Get to know the products in the Pega Infinity™ portfolio.

[Browse products by solution area](#)

[Intelligent automation](#)

[Customer engagement](#)

[Customer service](#)

[Sales automation](#)

[Client onboarding](#)

Unique Selling Proposition



SOFTWARE

Pega software is a package of 3 things:

- a. Java
- b. Database
- c. Server

It also consists 2 editions:

- 1. Personal
- 2. Enterprise

Capabilities/Solutions

Platform Capabilities



Low-Code Application Development



Case Management



Cloud Services



Conversational Channels



Data Integration



Decision Management



DevOps



Mobile



Reporting



Security



System Administration



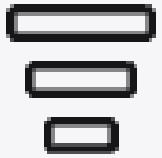
User Experience



Pega Platform



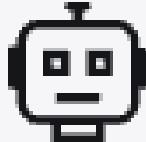
Pega Marketing



Pega Sales
Automation



Pega Customer
Service



Robotic Process
Automation



Customer Decision
Hub

How: Strategy and Implementation

RESOURCE MODEL

- Business SME
 - Program Manager
 - Business Analyst (CPBA)
- 
- Technical Team
 - CLSAs 15%
 - CSSAs 70%
 - CSAs 15%
 - UX Designer
 - Automation Resources
- PEGABusiness
Architect Training

Roles

Business Architect

System Architect

Data Scientist

Decisioning Consultant



Robotics System Architect



Certified Marketing Consultant



When: Timing



INDOCOSMO'S PEGA TIMELINE

2019

Partnership
with PEGA

2020

CSSA-1
CSA- 4

2021

CSSA-1
CSA- 3
CPDC- 1



ROAD AHEAD...

2 YEAR PLAN

COLLABORATION

- >Become a sub-vendor alongside PEGA Platinum Sponsor Partners.
- >Establish a team in Japan.
- >Become a notable sponsor.
- >Team growth to 25
- >Eventually, establishing an onsite-offshore model with Clients.

ありがとう ございました。