

Client Success Story

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(DTSE)



DTSE @ Pega Community Forum 2024

Speeding up – How we utilize Pega GenAI Blueprint™ and reference case model to accelerate our time to market

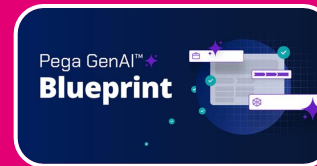
12/13 Nov 2024 - Karsten Fröschke / Dario Trenado Cincotti



LIFE IS FOR SHARING.



Reference
Case
Model



Deutsche Telekom Services Europe SE

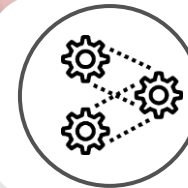
Integrated Services

Accounting

HR Services

Procurement

Reporting



250
> 800

HR Products
Processes



375.000
1.200

Customers (International, national,
civil servant, external)
HR Service Agents



30.000
230.000

Interactions per month
HR Tickets per month

Our challenge is an ambition project while realizing efficiencies

2Zero2Five

WHATEVER IT TAKES
ONE MISSION ONE GOAL

HRENABLING



Transfer of >800 HR processes



Fixed retirement deadline in
2025



An efficiency target of
35%

Our real challenge is.... *SPEEDING UP*



The main aim is to reduce the effort and time needed to create and implement a new process from weeks or months to just a few days.

Bundle function's

Reusable module library

Repetitive procedures

Make HR Easy

Speed

Time 2 market is key

Who we are



Karsten
Fröschke

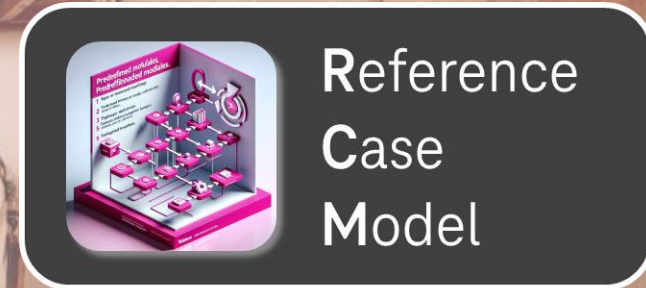
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How we gained speed by using of...



- Reduction of ramp-up time for new applications and improvement of requirements engineering

- Facilitate business communication and make other points visible.

- Experiences, strengths and weaknesses.

- The origin story of the Reference Case Model

- Standardized delivery approach

- Observations after one year usage

Pega GenAI™
Blueprint



Pega Blueprint



Blueprint – usage for new applications



Challenges



Speed – issue to translate requirements in technical language



Limiting scope



Transfer old world in new world – think Pega

Needs



Baseline to discuss requirements with Business



Tangible requirements and screens



Creation of overall process designs

Blueprint – facilitate business communication

Pega GenAI
Blueprint



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."

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."

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."

The screenshot displays the Pega GenAI Blueprint interface. At the top, there's a navigation bar with the Pega logo and various menu items. Below that, a section titled "Choose your Center-Out experience" offers options for Desktop (EMPLOYEE), Mobile, Web Self Service (CUSTOMER), Contact Center (AGENT), and DxAPI (SYSTEM). The main content area is titled "Recruiting" and shows a "Candidate Sourcing" case (CS-1971) with a priority of 95. The candidate's details include: John Smith, Software Engineer, john.smith@example.com, +1 (123) 456-7890, LinkedIn Job Post, and a work status of "IN PROGRESS". The interface also shows a "Capture Information" step in progress, with a "Capture candidate details" assignment due now. A "Details" section lists application received date, cover letter status, and job application description.

Blueprint – experiences, strengths and weaknesses

Pega GenAI™
Blueprint



Tempts people to use it...

"Pega Blueprint's streamlined approach and ease of use enable users to transform business problems and legacy knowledge into optimized workflows."

Tempts people to use it too long...

"Business and IT people who don't know Pega think Pega Blueprint is the main app and don't see why they should switch to the actual Pega system to proceed with the development."

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."

White page approach...

"Using Pega Blueprint results technically in big existing applications with reusable parts and patterns is a huge challenge."

Reduces development time ...

"Pega Blueprint significantly reduces the time it takes to set up an application for the first time."

Breaks down complex processes into Micro-Journeys...

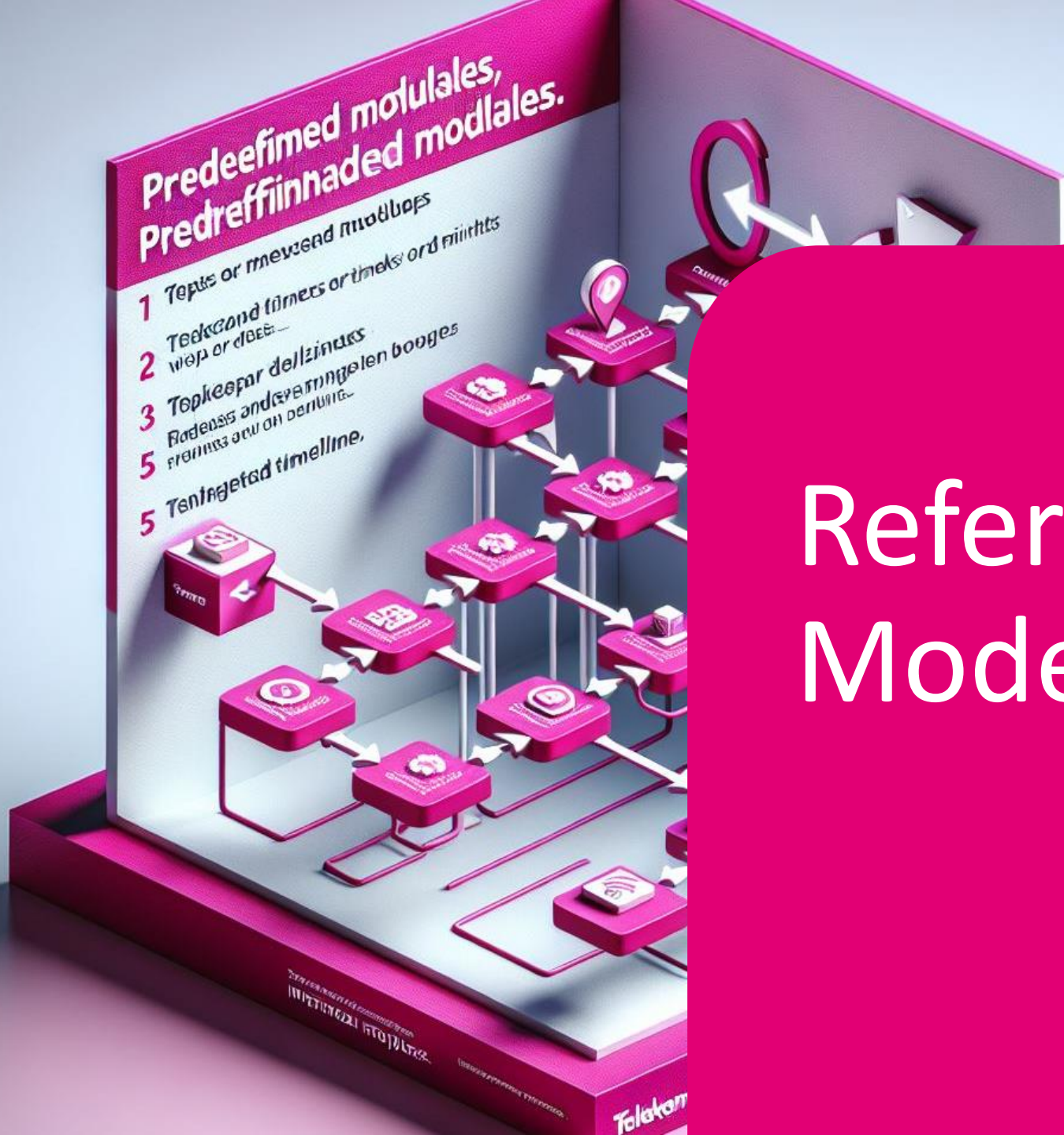
"Pega Blueprint slices processes into Micro-Journeys, allowing teams to manage smaller case types with the benefit of faster delivery and reusability."

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."

Follow up work to fix things ...

"Pega Blueprint results if it was created in a different language than English, produces a language mixture which forces additional effort."



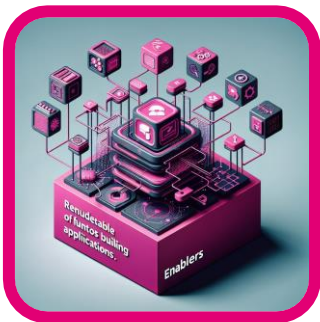
Reference Case Model

Reference Case Model - the origin story



Fundamental Basis

The project started with many existing features and basic settings. Each new case type had to select the appropriate elements, combine them, and create a functional solution out of it.



Reference Case Type

The reference case type integrates all existing features to work seamlessly together. New functionalities, particularly for document handling and configuration, were added.



Configuration Cockpit

The configuration lets you define the process flow, document and attachment usage, email communications, and order tracking entries. You can also adjust various granular settings to influence behavior and functionalities.



Module Library

An RCM-Module is a functional block with predefined features. It represents a process step in the flow chart and is technically a reusable flow rule within the RCT.



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**

Reference Case Model – observations



Strong standardization

“Everyone will follow the same rules given by RCM”

Unified tools and procedures

“Gives the people the confidence to do the right things and clearly defines the number of deliverables.”

Factory work mode

“Only the standardization of the whole delivery pipeline enables that processes can be delivered in kind of a factory work mode.”

Configuration only approach (nearly)

“No one has to create a flow rule anymore”

Strong Governance

“The RCM framework is in the hands of a team that takes care of its maintenance and further development”

Optimizing maintenance and future developments

“Issues, change request or new features are available immediately for all case types using RCM.”



Achievements

Pega GenAI™
Blueprint



Reference
Case
Model

Achievements after one year usage



Speeding up the process transfer time from an average of 7 months to less than one month.



Speeding up the onboarding time for new SME's, Process Managers and other involved people.



Speeding up the onboarding time for new BAs and SAs and reducing the time to deliver productive results from 6 months to just 1 month.

Thank you!



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