



PegaWorld*iN*spire

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# Accelerating the ROI of Low Code Through Enterprise Reuse

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# Agenda

1. Reuse Best Practices are Evolving
2. Pega's Enterprise Reuse Roadmap
3. Basics of Modular Enterprise Reuse
4. Designing for Reuse
5. Client ROI Stories

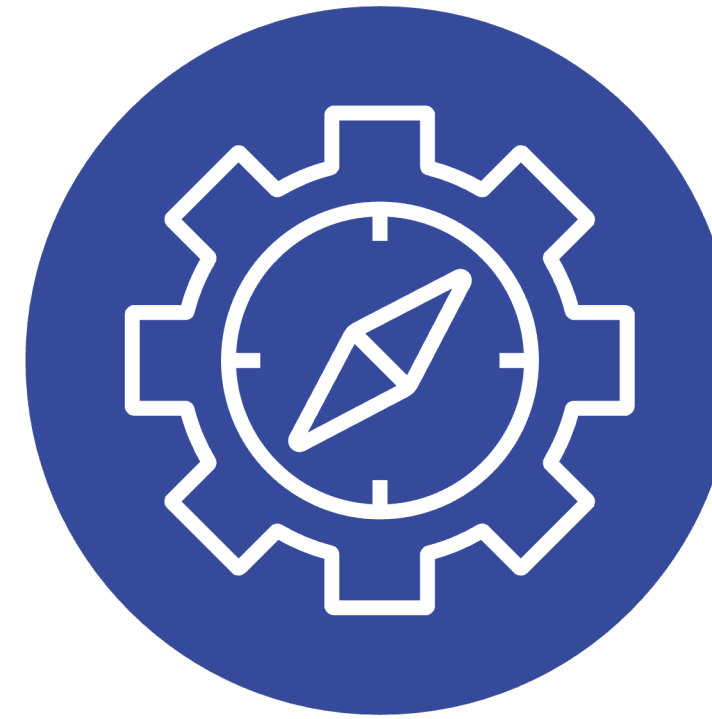


# AI is changing everything.



## Do More

Make every  
employee your  
best employee



## Build More

Reduce  
development  
effort by 50%



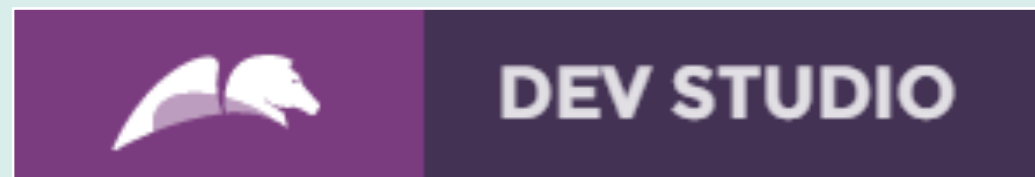
## Envision More

Design the future  
in minutes

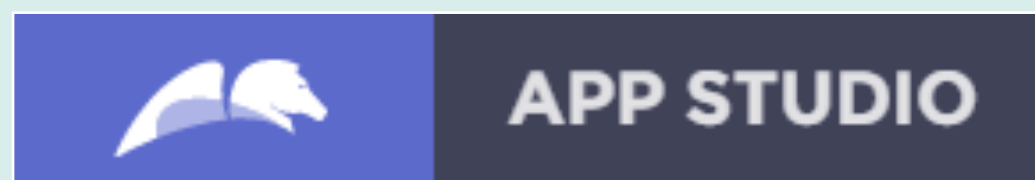
So how does  
**Enterprise Reuse**  
fit into the story?



# Guiding Principles for Modern Enterprise Reuse in Pega



Build the “blocks”

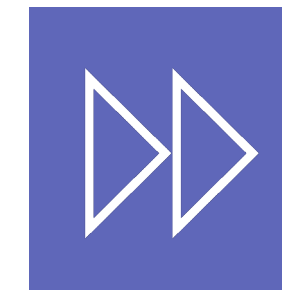


Assemble the “blocks”



## Interoperable

Leverage the same building blocks across authoring experiences, and across applications



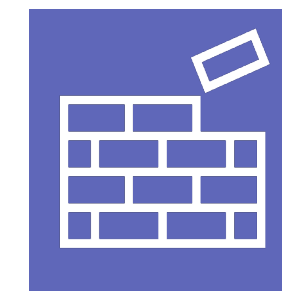
## Updateable

Seamlessly update individual building blocks without impacting overall applications



## Configurable

Control behavior without refactoring or rewriting business logic



## Modular

Avoid monolithic layers that are too large to maintain or upgrade



## Governed

A Pega Center of Excellence should help design, deploy, maintain, and monitor the use of reusable building blocks

# Pega Reuse + Pega AI Amplifies Build Acceleration

## Modular Reuse Design & Build

“Build the blocks,  
assemble the blocks”

Fusion teams



## Pega Enterprise Reuse

Center-out Business Architecture

Situational Layer Cake

Relevant Records

App Factory

## Pega GenAI

Blueprint

# Roadmap Pega Enterprise Reuse

Leverage powerful building blocks.

## Reuse for the Enterprise

Pega **Situational Layer Cake**

**Rule Resolution**

Pattern & Directed **Class Inheritance**

**Application Inheritance**

**Rule Set Inheritance**

Application **Components**

Pega **Marketplace**

Relevant **Records**

Rule **Availability**

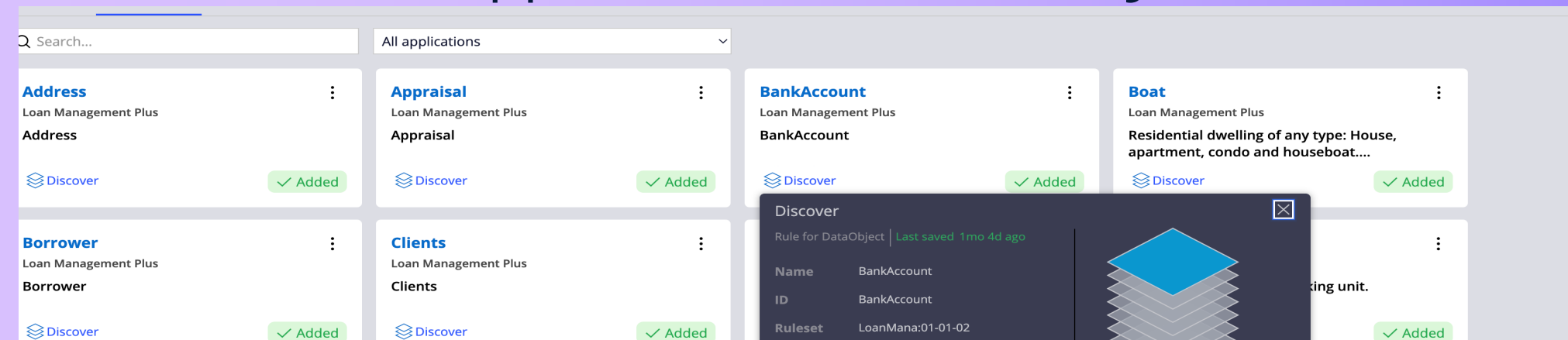
**Circumstancing**

**Application Templates**

**Pipeline Templates**

## Visibility for Developers

### App Studio **Reuse Library**



### Pega GenAI™ **Blueprint Accelerator**

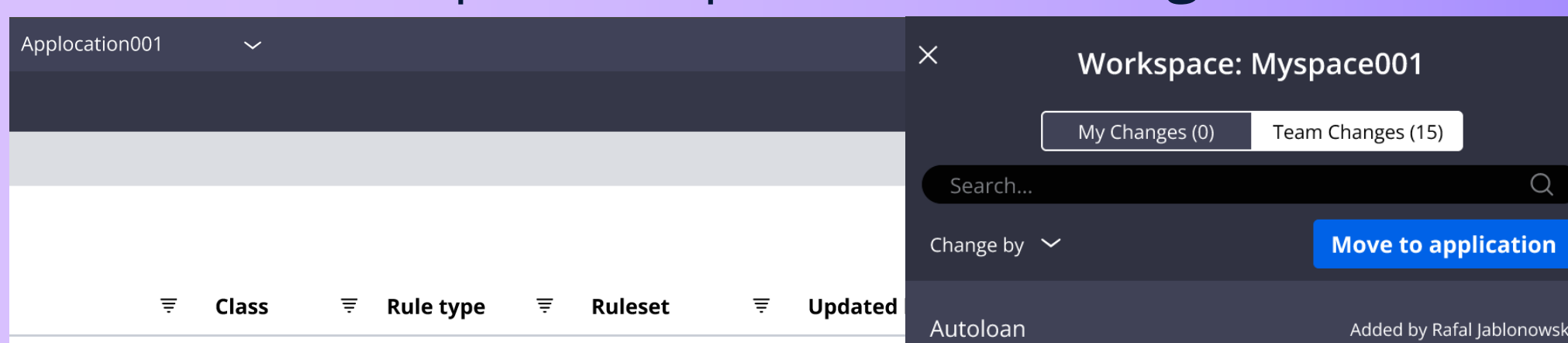
#### Extend from a Blueprint



**Loan Application**  
This case type represents the loan application process, where customers submit their loan requests to the bank. It includes steps such as gathering customer information, assessing creditworthiness, and verifying eligibility criteria. The workflow ensures that all required documents and data are collected, and the application is forwarded for further processing. [View Lifecycle](#)

Build action: Clone from  
Clone from existing | Home Loan  
Reuse the lifecycle from the selected Case Type instead of what is defined in the Blueprint

### Operator Specific **Branching**



## Enhanced Intelligence

Pega Autopilot™ **Suggested Assets**

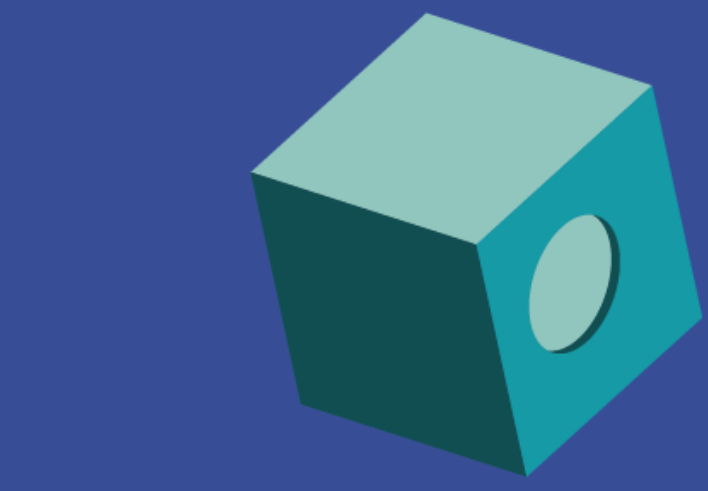
Pega GenAI™ **Blueprint Extractor**

Studio **Interoperability**

Reuse **Library Publishing**

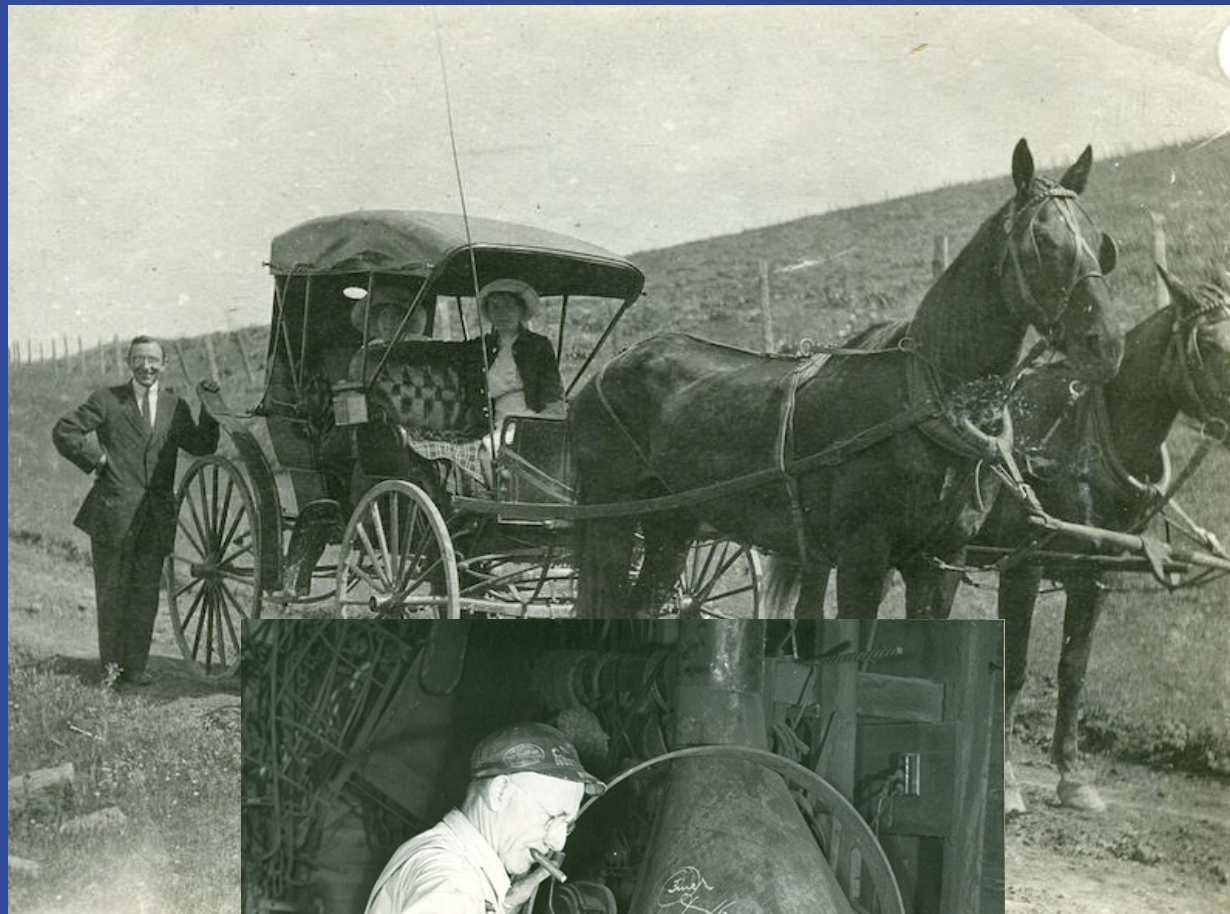
**Contextual Insights**

# The basics of modular enterprise reuse

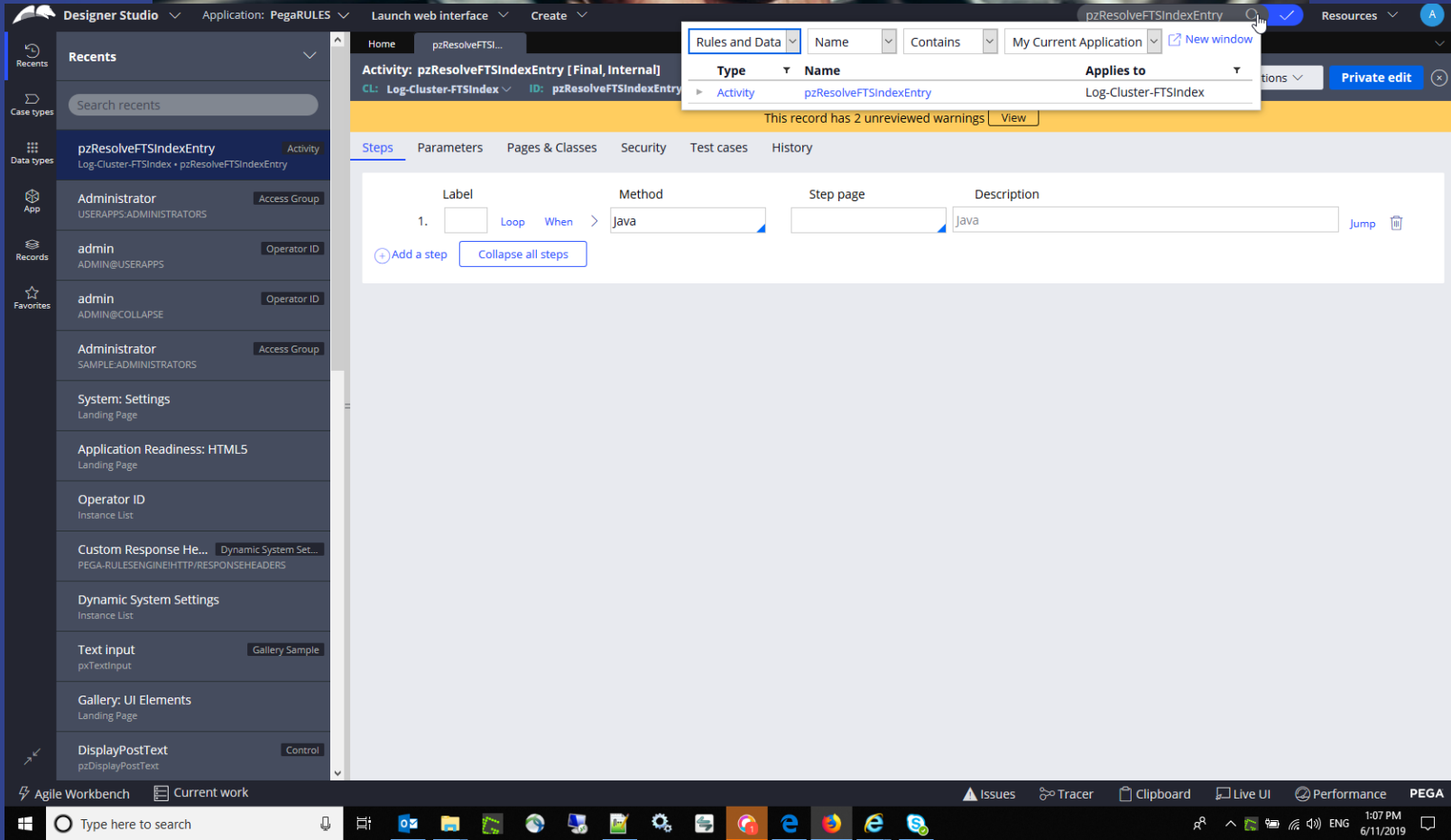




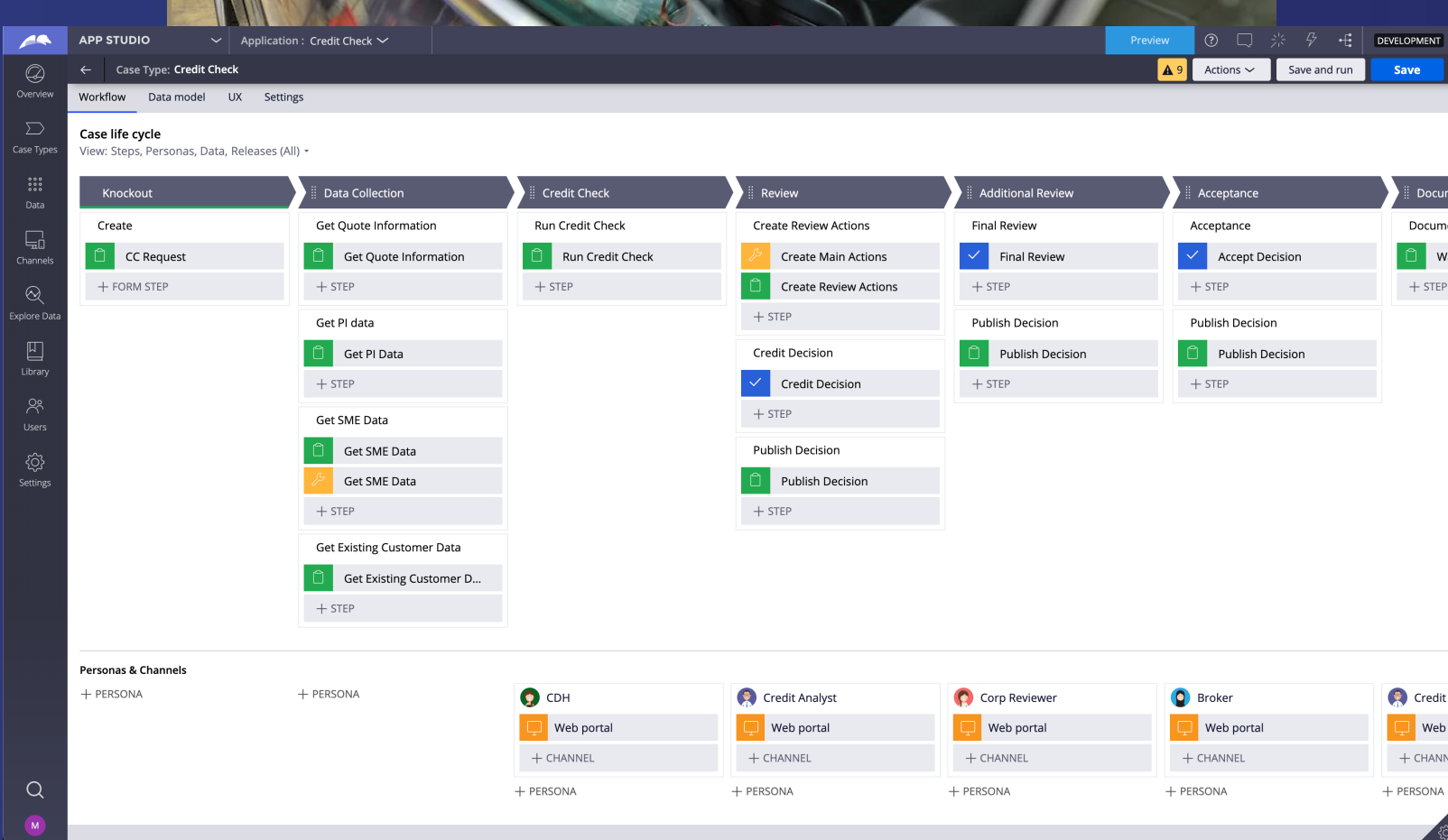
# Skills Needed Changed Over the Years!



PRPC 5.X



Pega 7.X



Infinity '23  
PegaWorldiNspire

# Work Together

## Document driven development.

System Architect does the work through instructions written down by the other delivery team members (Business, UX, PO...).



## Model driven development.

Collaborative delivery in App Studio, with appropriate detailing by System Architects in Dev Studio, led by a clear vision from the PO.



# OOTB Building Blocks

- Basic blocks to build basic applications quickly with the OOTB features from Pega App studio
- For simple processes and very quick delivery
- Good start for Minimum Loveable Product (MLP)1

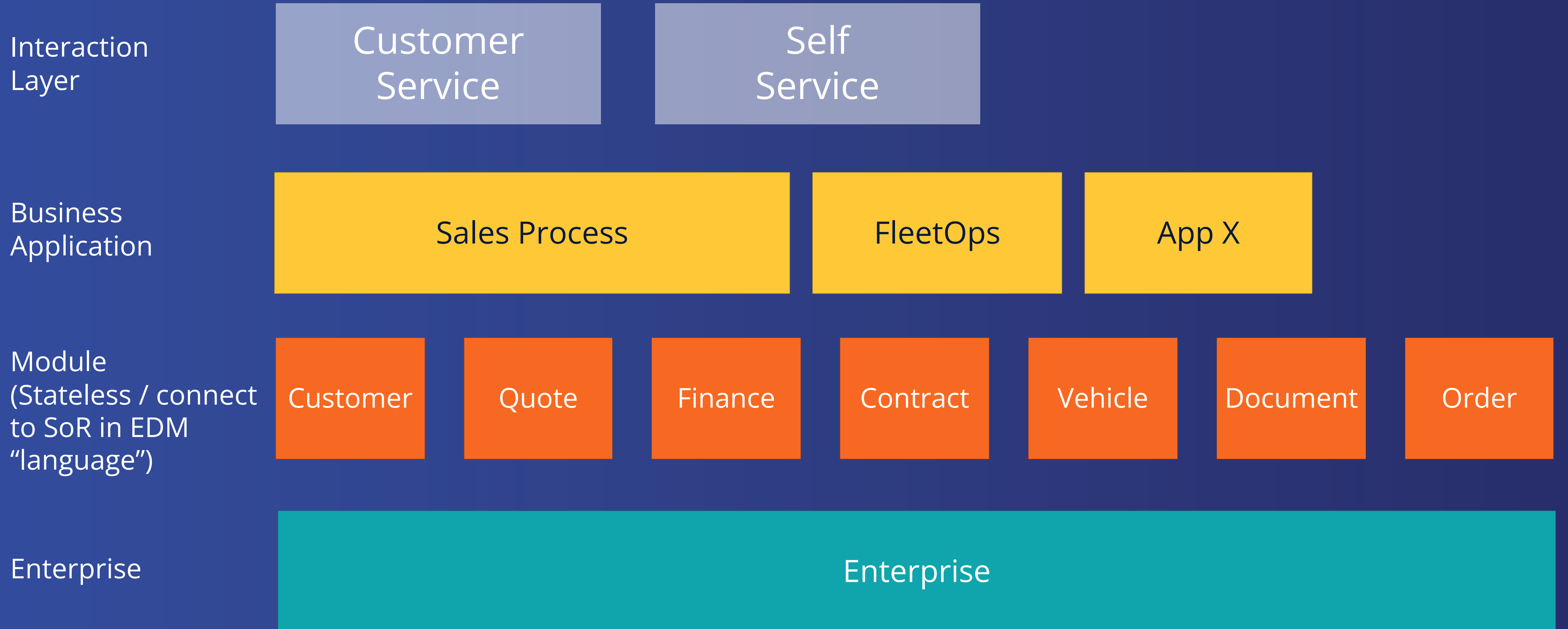


# Extended Building Blocks

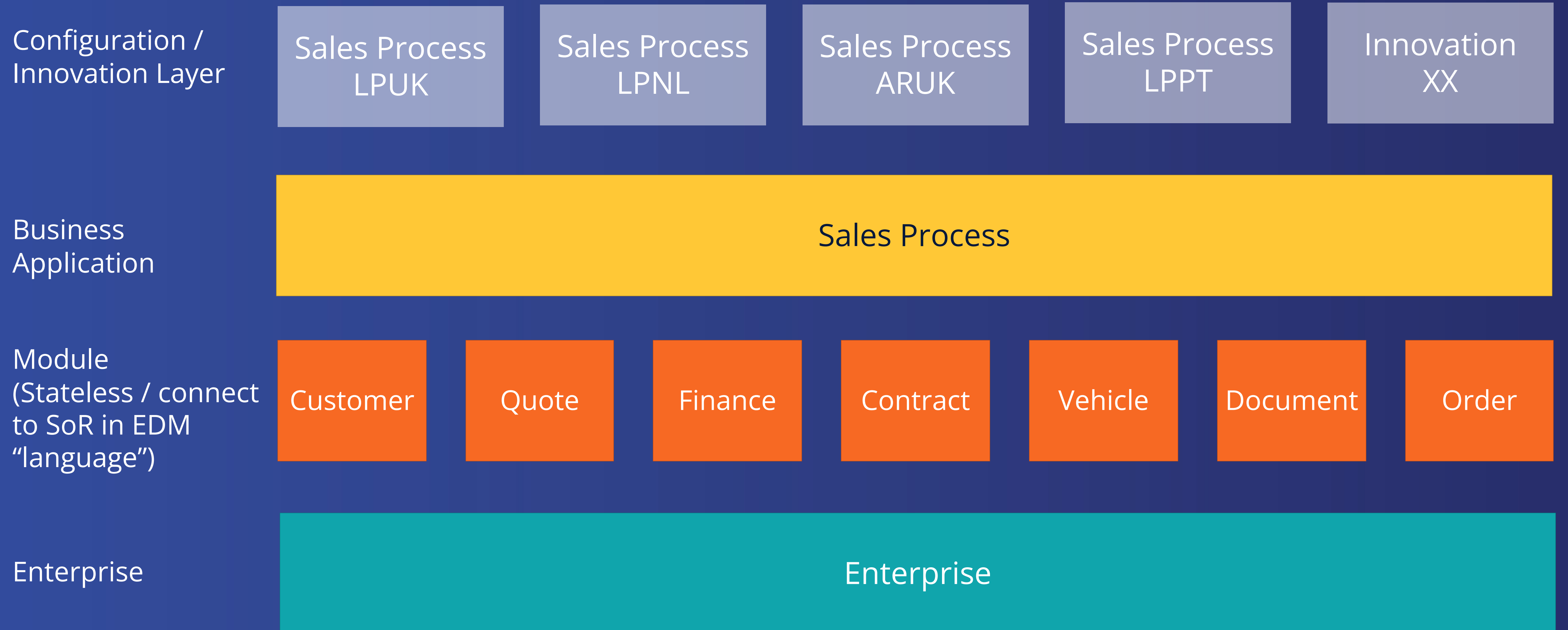
- Build new building blocks (like the rooftop stones, or wheels on the car) in App and Dev studio
- Assemble the new blocks from App studio to create more context specific applications fast and easy
- Needs decisions on what new building blocks (features) to build first
- Design using the available and new features in mind



# Example Business Architecture



# Handle Multiple Countries/Labels and Innovation



# Business Architecture Implementation

**Configuration/  
Innovation**  
(application rule)

## Configuration

Configuration Item	Description	Type	User details	Configuration	Modified Date
Configuration of Case Progression	The data used for case progression	Table	Admin	Configuration Manager	2019-03-22
Configuration of Case Progression	The data used for case progression	Table	Admin	Configuration Manager	2019-03-22
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Configuration of Case Progression	The data used for case progression	Table	Admin	Configuration Manager	2019-03-22

## Localization

**APP STUDIO** Application: Sales Process LPNO DEV

**Localization**

TRANSLATION PACKS ADDITIONAL TEXT

Create and import translation pack to localize your applications.

Language

Norwegian NO (norsk)

## Channel

**APP STUDIO** Application: Sales Process Global

**Channels**

Create new channel interface

Portal Web Embed Mobile Digital Messaging Email Alexa

Current channel interfaces

Sales Portal The sales portal provides functionality for external sales agents to manage customer onboarding.

Web Portal

**Business  
Application**  
(application rule)

## Cases

**APP STUDIO** Application: Sales Process Global

**Case types**

Search case types... 3 case types

Case type	Type
Customer Order	Standard
Quote To Delivery	Standard
Service Order	Standard

## Orchestration

**APP STUDIO** Application: Sales Process

**Case life cycle**

View: Steps, Personas, Data, Releases (All)

Workflow: Create → Discovery → Identifying → Credit Check → Accepting → Review

Steps: Create, Login, Confirm Customer (Existing), Capture Personal CC Input, CDD Process, Accepting, Review

## (Form) Views

**APP STUDIO** Application: Sales Process Global

**Form view: Step: Capture Contact details - PI**

Personal details

Region A

Personal details

Personal details

**Module  
Application**  
(application rule)

## Data model

Name	Type	Application Layer
Account	Embedded data	Customer
Bank	Embedded data	Sales Process Global
Business Functions	Business functions	Sales Process Global
CardFlow	Embedded data	Sales Process Global
Company	Embedded data	Sales Process Global
EMD Company	Embedded data	Sales Process Global
Insurance Contact	Embedded data	Sales Process Global
Lead	Embedded data	Sales Process Global
M.C. Order Calculation	Embedded data	Sales Process Global
Opportunity	Embedded data	Sales Process Global
Partner	Embedded data	Sales Process Global

## Data Pages

**Data page definition**

Page: OCRM-Customer-Data-Customer

Structure

Bound Only

Resourced Name set for High Throughput

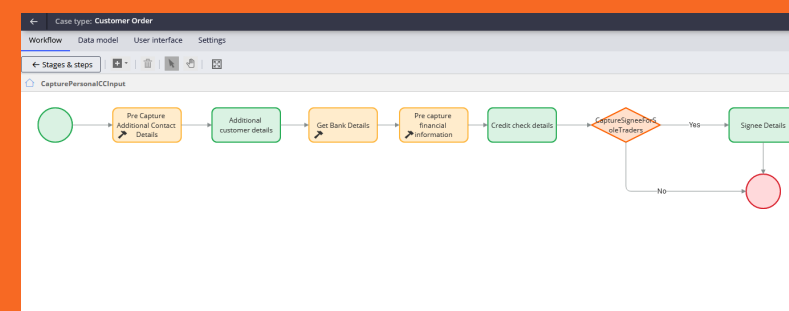
Data Sources

CRM System

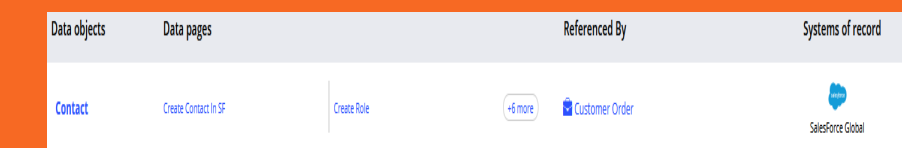
Customer

Response Data Transform

## Processes (Features)



## Integrations



## (Data) Views

**Form view: Step: Capture Contact details - PI**

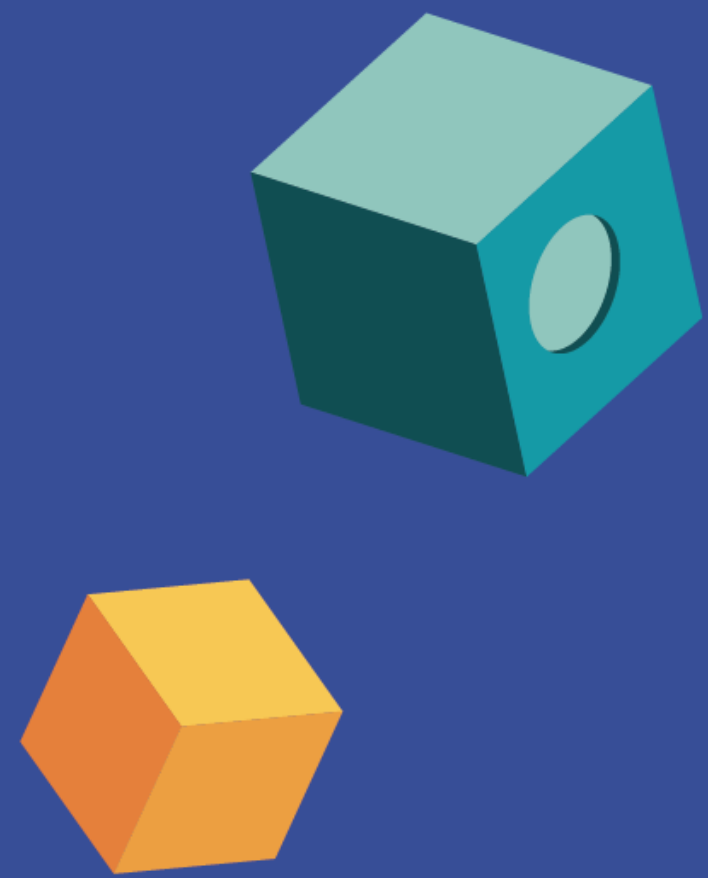
Personal details

Region A

Personal details

Personal details

# Design for reuse!





# How to get to the Model

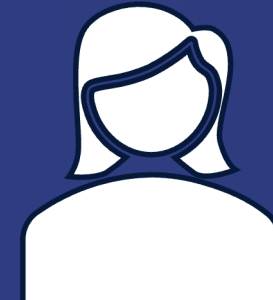
## Requirements



PO



BA

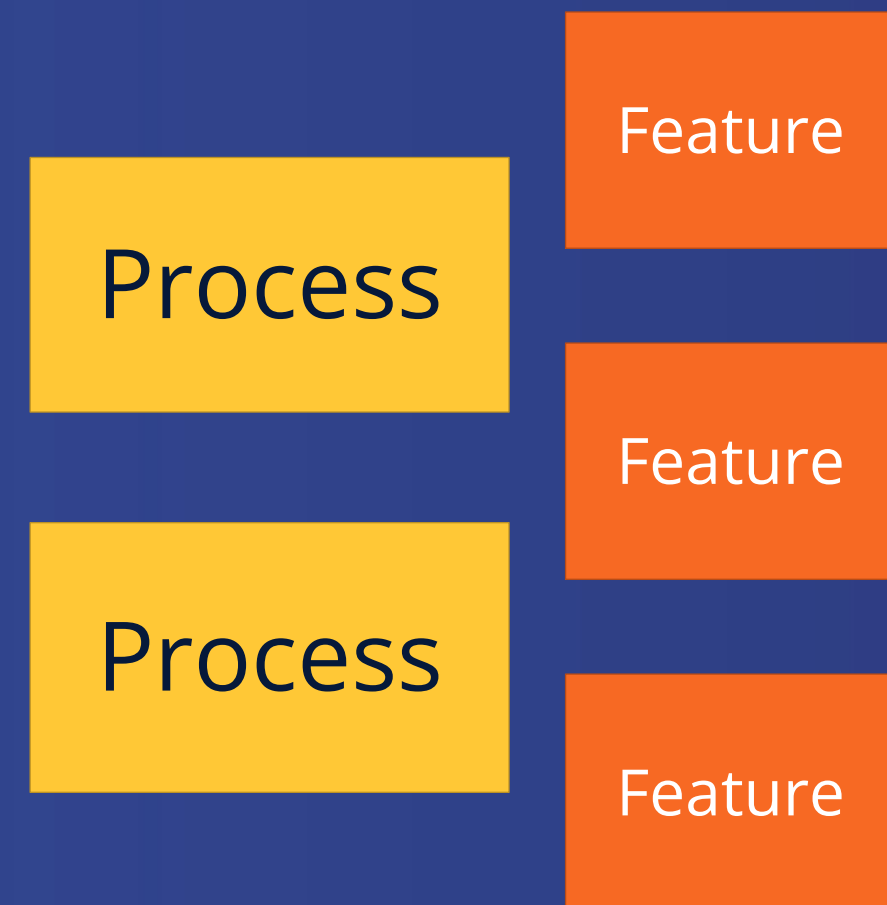


SA

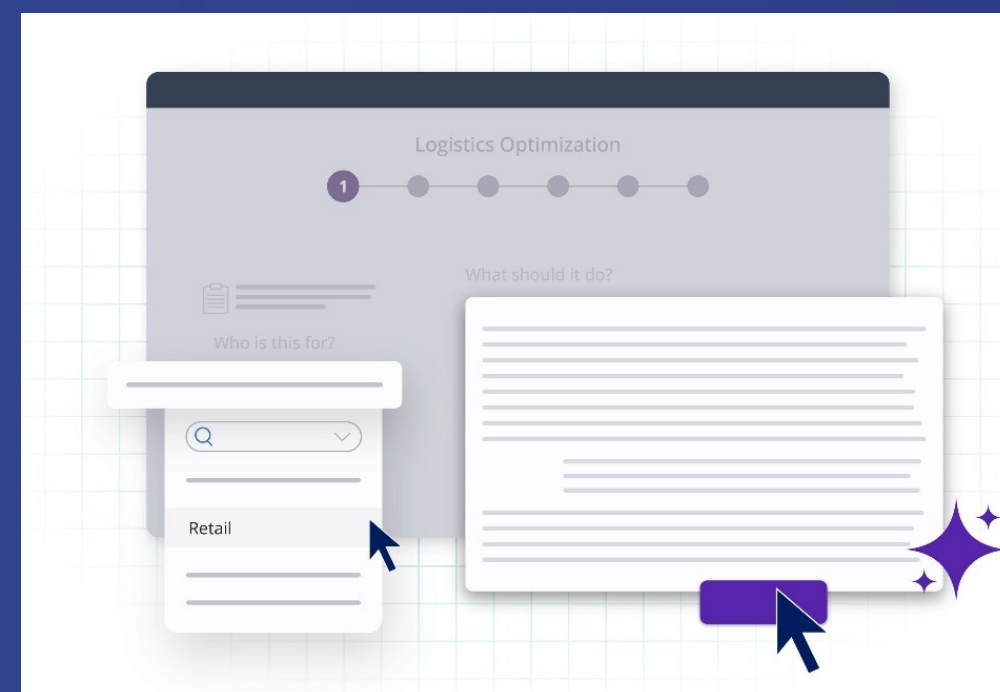


## High Level Design

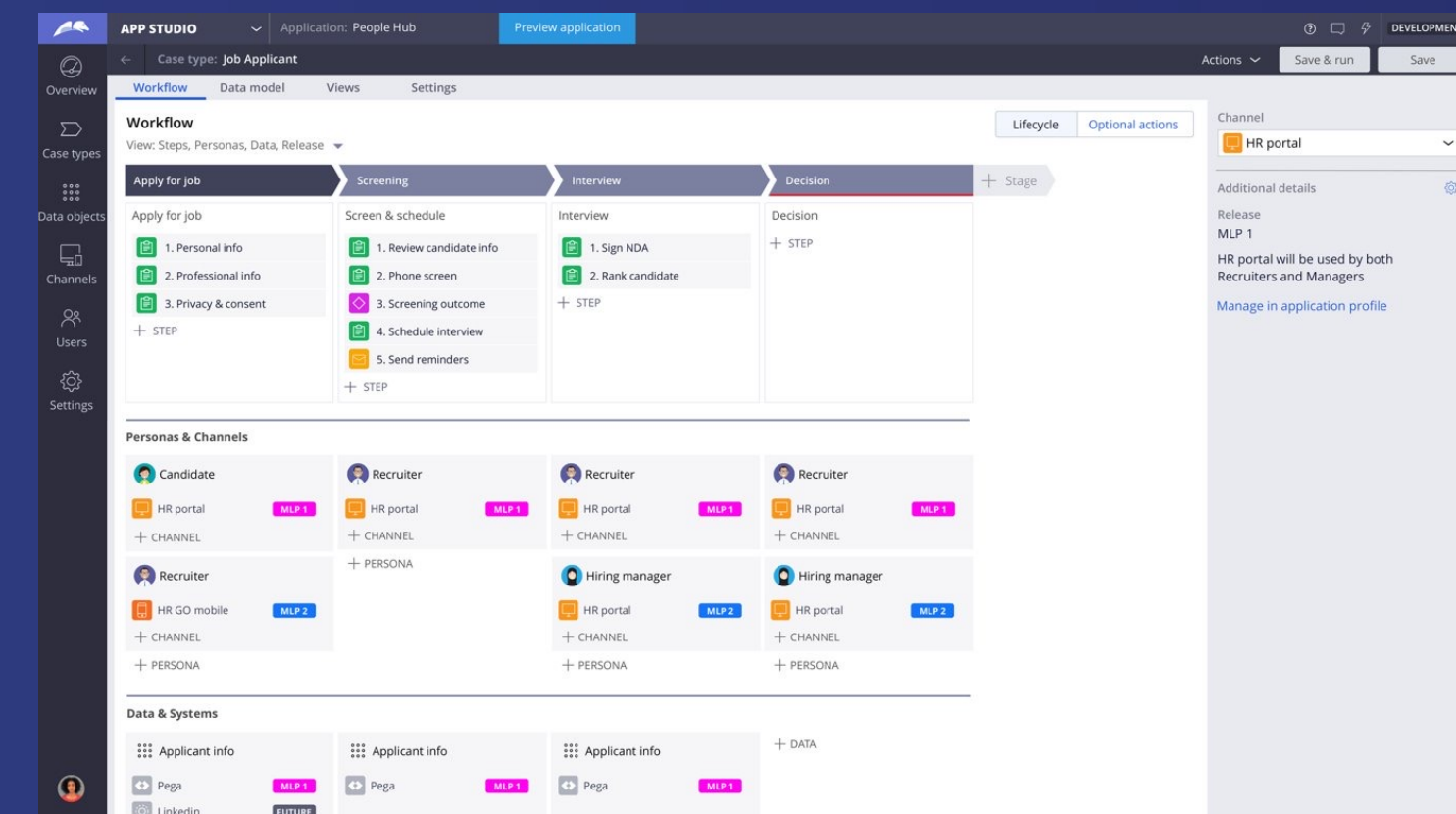
Feature Map



Pega GenAI Blueprint



## App Studio Detailing



# Implement Features



Need to update opportunity to "close deal" in SF when we start the final review.

Review

Final Review

- Update opportunity stage
- Approve Customer Order

+ STEP

Review

Final Review

- Update opportunity stage
- Approve Customer Order

+ STEP

Need to update opportunity to Won in SF when Approved

Approval

Approval

- Update Opportunity Stat...
- Order

+ STEP

Need to update opportunity to lost in SF when rejected

Approval Rejection

Approval Rejection

- Update Opportunity Stat...
- Order Rejected

+ STEP

Param:  
Status: "Close Deal"

- User story
- Refinement
- Build
- Test feature
- Test Process
- Deploy

Param:  
Status: "Won"

- ~~User story~~
- ~~Refinement~~
- ~~Build~~
- ~~Test feature~~
- Test process
- Deploy

Param:  
Status: "Lost"

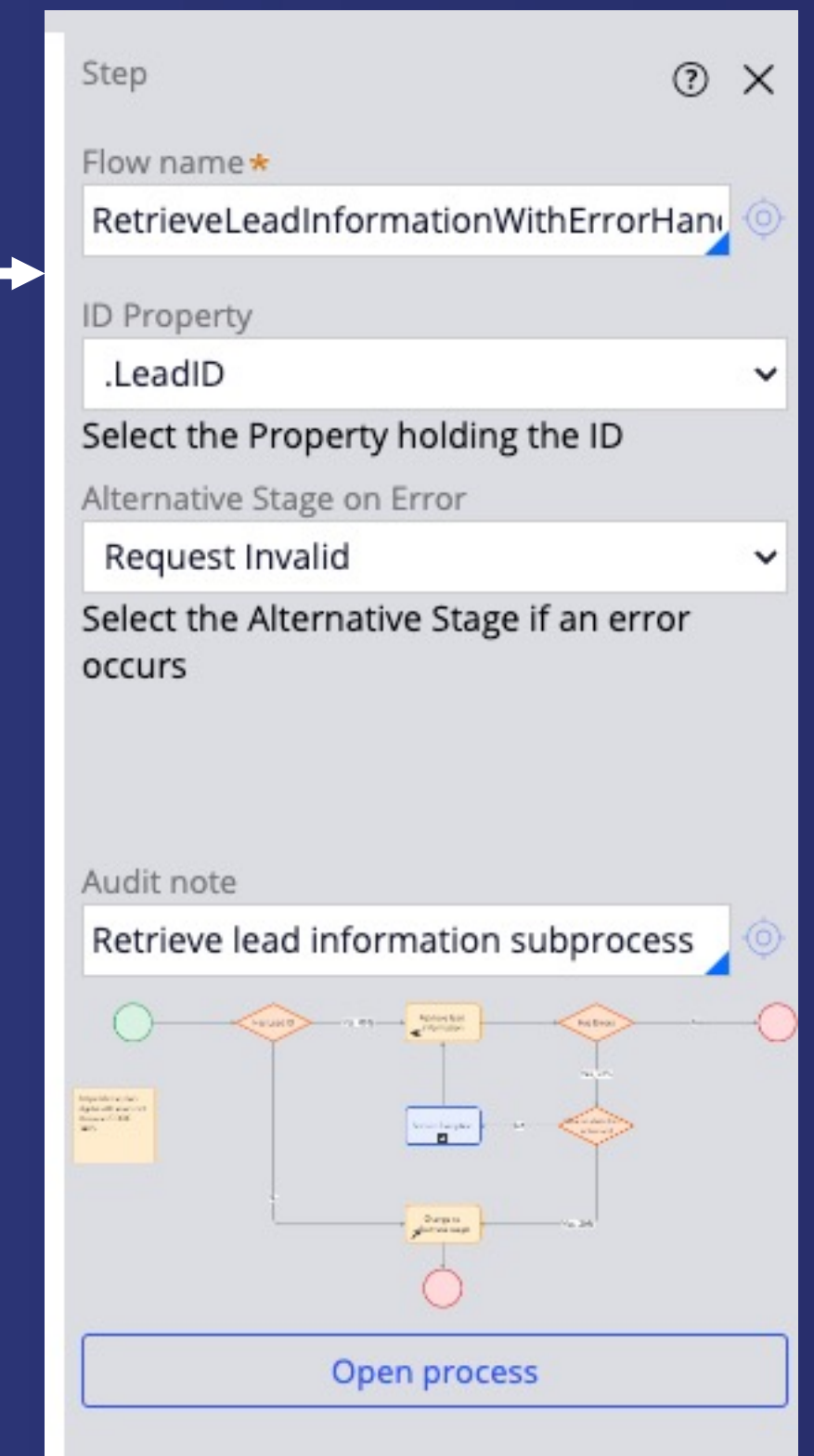
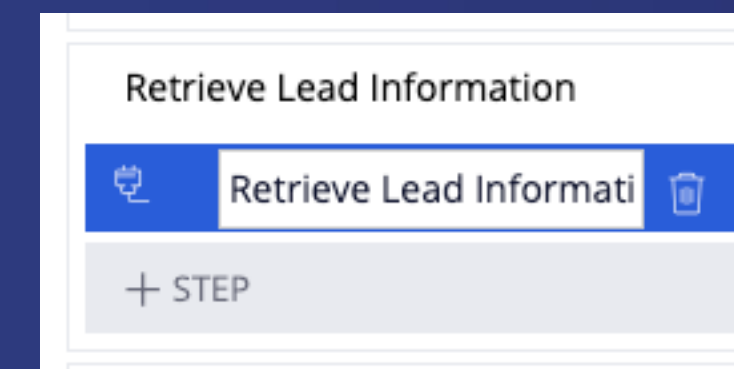
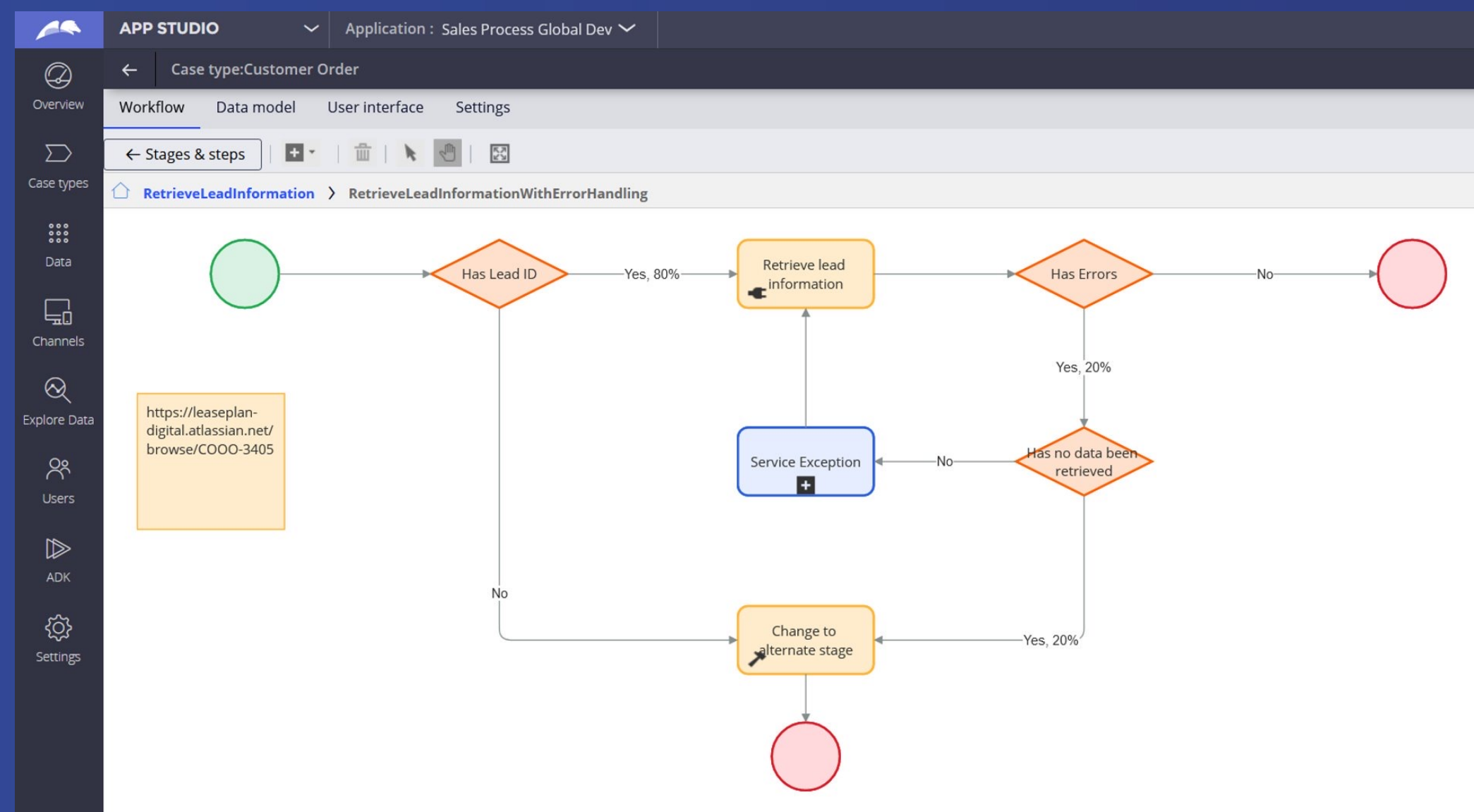
- ~~User story~~
- ~~Refinement~~
- ~~Build~~
- ~~Test feature~~
- Test process
- Deploy

# Feature Example (Design for Re-Use)

Design reusable business features in such a way that they can be easily configured in App Studio by the Business Architect.

Build reusable business features in the shareable layer of the architecture. (Module Application).

**Result:** higher re-use and accelerated builds.



# How Do You Get Your ROI?



## During Design

- Design features once and reuse many times
- Focus on the important part of the business process
- More efficient design sessions



## During Build

- Only new features need to be built
- Build is easier because atomic features have clear inputs and outputs
- QA is simplified since features can be easily tested without running a whole case type



## During Maintenance

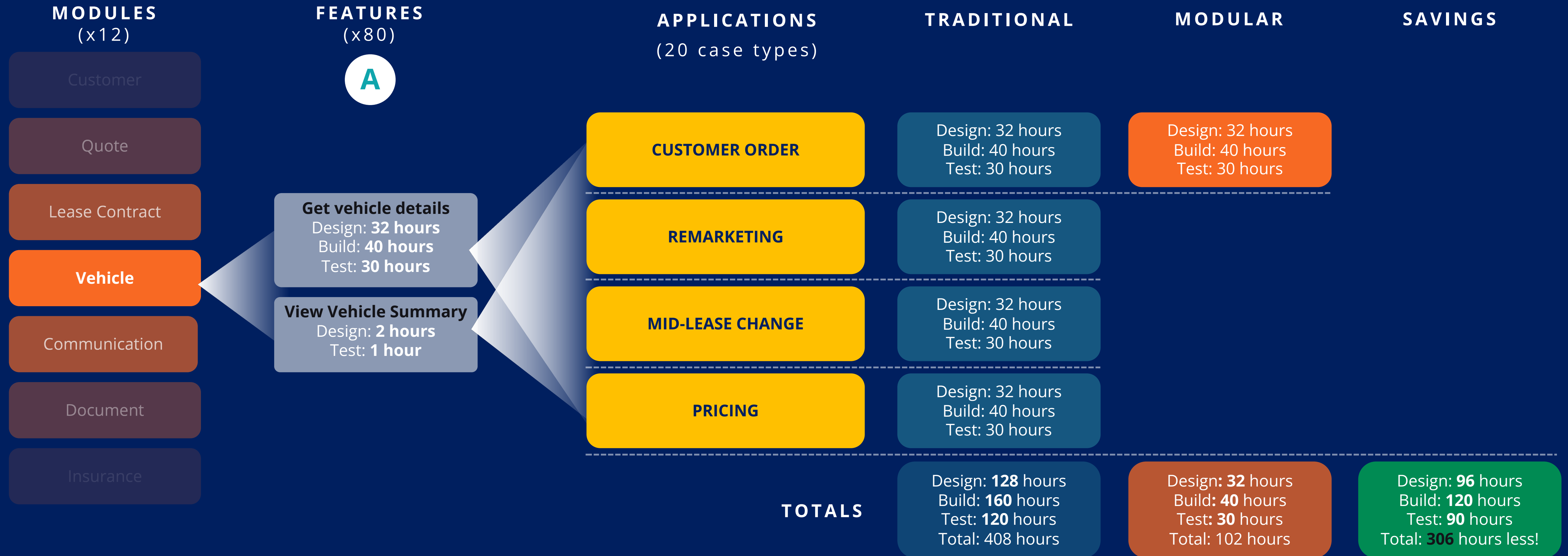
- New version of an integration can be implemented in one place, and applications can consume the new version as needed
- Fix can be applied once in a Module and consuming applications automatically benefit



## Overall

- Faster time to market
- Richer MLP for new case types and apps because of features reuse
- Reduced dependency on highly experienced System Architects; shift to Business Architects

# ROI Example with Enterprise Reuse



**B**

Average saving will be **102 hours per feature** on each subsequent use.

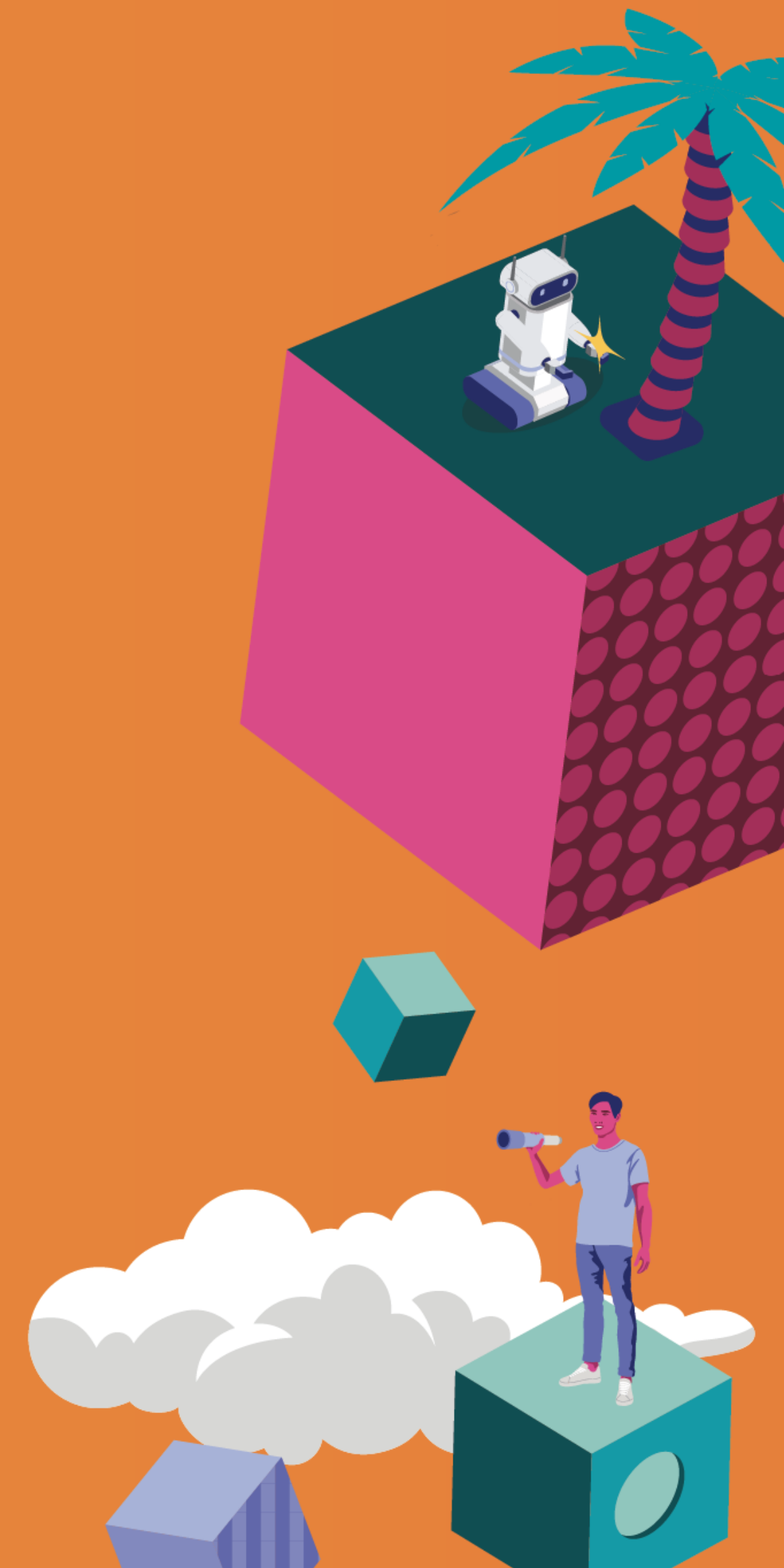
**C**

Around **20** case types were built, and on average each feature is used **10** times by a case.

**A B C**

80 x 102 x (10-1)  
**=73,440**  
 hours saved!

# Client and partner stories





How is Rabobank using Blueprint and Constellation in new applications?



# Our clients have a lot to say...

## Rabobank/Bank

"This new approach has improved communication within the team, enhancing mutual understanding. As a developer, I also feel more comfortable collaborating inside App Studio rather than relying solely on paper or whiteboards."

## Lex Ruijter/LeasePlan

"The promise appears in your face. The Accelerators - Modules together with the use of app studio and Constellation are a dream come true. Less work leading to shorter Time to market, more consistency in design and reuse of patterns you get instant ROI, instant UI and instant business value. Governance is easier at a lower cost."

## ING/Bank

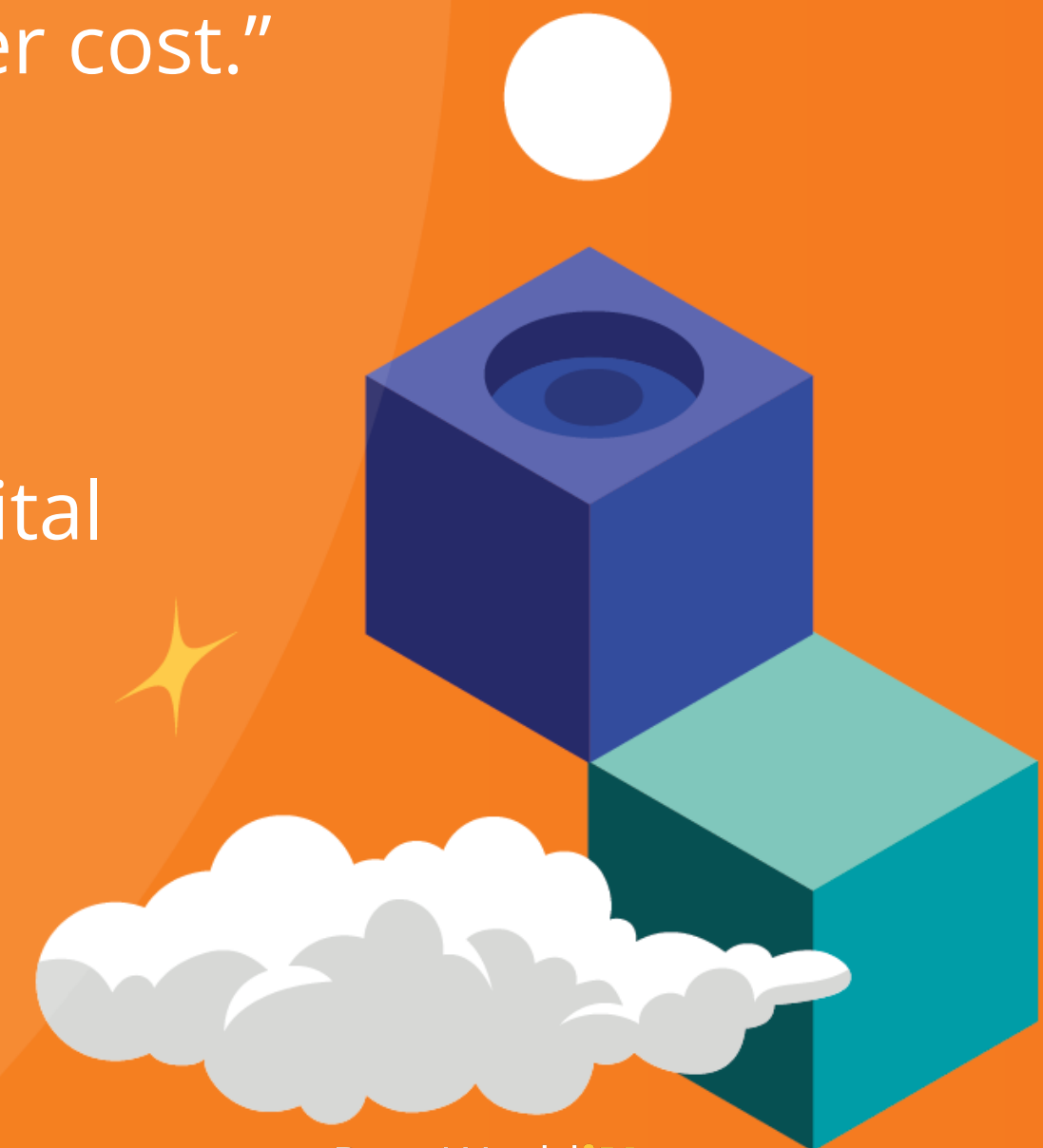
"With the Low Code Enterprise training, Pega has helped ING to understand what is possible with Pega and how we need to change our way of working so that we can deliver on ING's digital ambitions in a faster way."

## Car Insurance

"I was skeptical first that we could deliver this new application with Pega in 7 months, now I think we can deliver the application within 3 to 4 months."

## Telenet/Telco

"The pace and quality of the first version of the application was an eye opener for the participants, showing the true potential of low-code development in Pega and translating the theory into practice."





# Aaseya Is Driving Enterprise Reuse



## Client are adopting Modular Enterprise Reuse with the help of Aaseya

- LeasePlan for Car Leasing – pioneered with Pega.
- NEOM and in MOMRAH's for City Management.
- Billing Component for whole of MOMRAH and other Municipalities/Private companies across KSA.
- Updating other existing projects whenever feasible using the modular approach to maximize savings.

## Aaseya is evangelizing Modular Enterprise Reuse across their organization

- Organized numerous hackathons.
- Disseminated the experience gained from these projects to all colleagues through training sessions.
- Packaged best practices as Service Offerings.

# Pega Training and enablement

- [Business Architect Mission](#)
  - [Low Code App Builder Mission](#)
  - [Low Code App Builder Extended Mission](#)
  - [Constellation Adoption Mission](#)
  - [Modular Enterprise Reuse Foundation Mission](#)
  - [Reusable Elements Pega Docs Journey](#)
  - [Innovation With Pega GenAI Mission \(Blueprint\)](#)
- **Guided workshop:** Low Code Enterprise Development, a 3-day workshop with hands-on enablement that combines Modular Enterprise Reuse, Constellation and Blueprint best practices to build your first app version in 3 days.  
*Offered by Pega Consulting. Contact [Marco.Duizer@pega.com](mailto:Marco.Duizer@pega.com) or [Steve.Dietz@pega.com](mailto:Steve.Dietz@pega.com)*



# Questions?





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