



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

Brewing Excellence: Starbucks COE Harnesses the Power of Process Automation to Fuel Business Transformation

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Agenda

Our Digital Process Automation Journey

Our Center of Excellence

Our Learnings

Current and Future Capabilities

Q & A



OUR MISSION

With every cup,
with every conversation,
with every community—
we nurture the limitless
possibilities
of human connection.

**OUR
PARTNER
PROMISE**
Bridge to a
better future

**OUR
CUSTOMER
PROMISE**
Uplift the
everyday

**OUR
SHAREHOLDER
PROMISE**
Generate
enduring,
long-term returns

**OUR
FARMER
PROMISE**
Ensure the future
of coffee for all

**OUR ENVIRONMENTAL
PROMISE**
Give more than
we take

**OUR
COMMUNITY PROMISE**
Contribute
positively



Our Digital Process Automation (DPA) Journey

2018 Exploration

- First DPA initiative begins
- Current BPM SI onboarded
- **Pega Agreement Signed**
- RPA Vendor Evaluation
- **DPA COE Established**
- **First BPM Automation deployed**

2019 Foundation

- Formal Intake Portal Created
- **RPA Initiative begins with pilot**
- Pega Certifications with our COE partners
- **COE Team visits Pega World**

2020 - 2021 Adoption

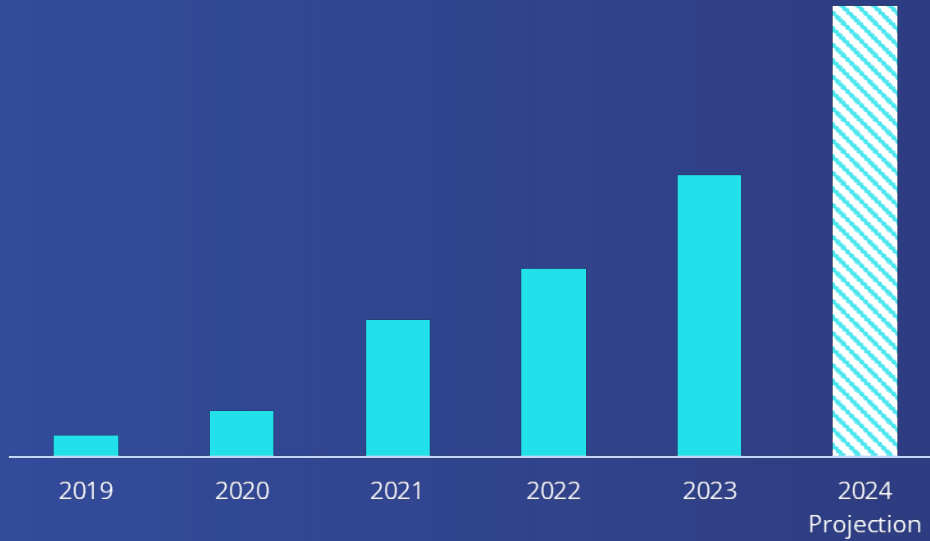
- Support contracts for BPM and RPA established
- 3-year Pega SaaS licensing subscription
- First production RPA automation deployment
- **DPA evolves and expands**

2022 - 2024 Expansion

- **Platform upgrade to Pega Infinity 23**
- **BPM to RPA integration**
- Several BUs engaged globally for automation expansion
- Implementing first use case involving retail store support

Our Impact Continues to Compound

Digital Process Automation Savings Trend



35+ RPA Use Cases

15+ BPM Applications

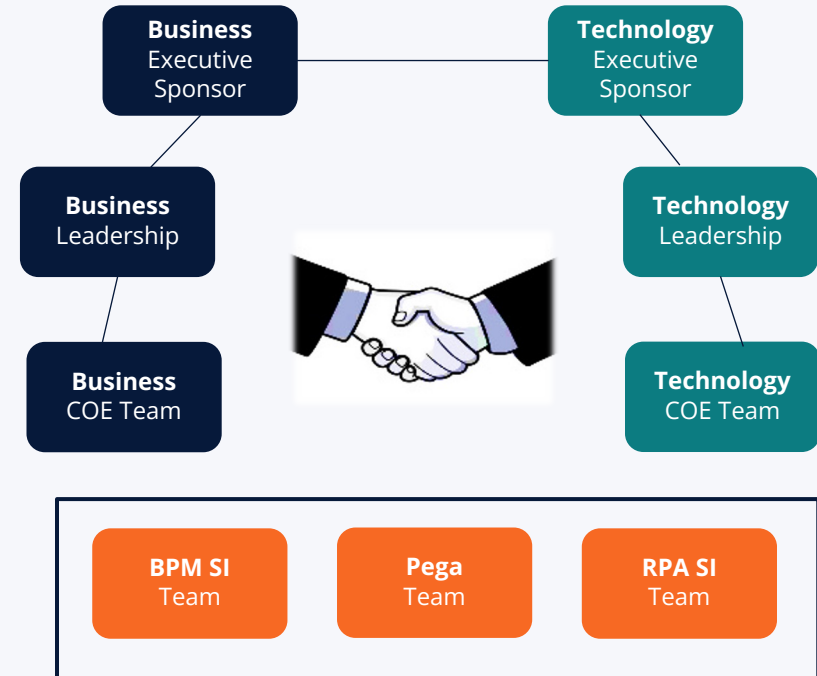
2x Annual Growth Rate

Our Center of Excellence



- Centralized partnership between business and technology
- Streamlined internal resources supplemented by strategic implementors
- Enterprise-wide, global domain coverage
- Funding model and approach
- Pega enablement and support

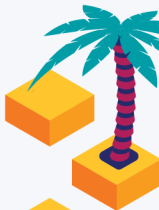
COE Structure



What We've Learned



- ✓ Foundation of COE critical
- ✓ Tech and business partnership
- ✓ Sponsorship
- ✓ Process improvement and change management
- ✓ Education & outreach
- ✓ Differentiation of offerings
- ✓ Robust governance and oversight
- ✓ Do not 'always automate'
- ✓ Clear success metrics / problem statements
- ✓ Re-usability
- ✓ Application continuous improvement



BPM Examples

Partners

Core Data Portal

- Onboarding Portal – For Item, Prices, BOM & BPA processes
- Multiple User Personas – “Internal and External”
- Global Usage – Extending workflows across markets

Customers

Data Privacy

- California Consumer Privacy Act (CCPA)
- Automated Workflows – No user intervention
- Real-Time synchronous API integrations across multiple internal systems

Suppliers

Product Data Exchange

- Product attribute mgt and Data ownership by team
- Multiple workflows reusing micro components
- Robust cache management on UI/UX data rendered from an external SaaS App

Products

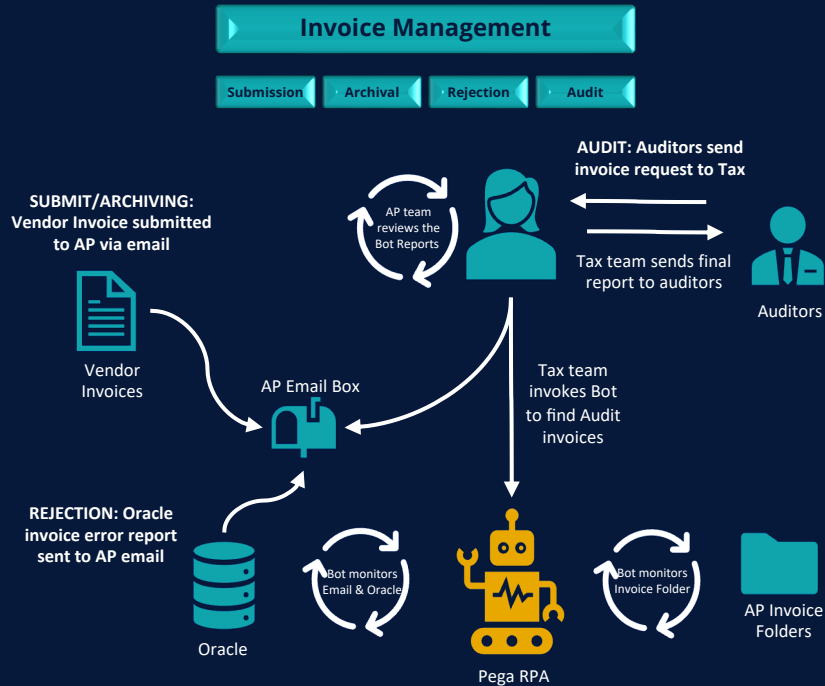
Real Estate Transaction Mgt

- Consolidating Real Estate transactions into a single BPM application
- Integration with Reporting & Monitoring tools
- Extensive Data Migration from multiple systems

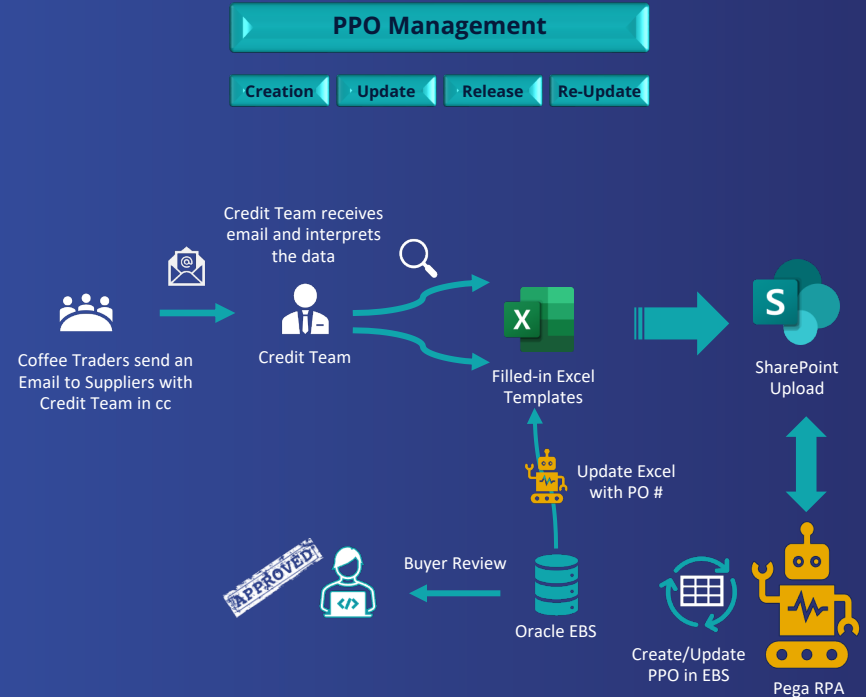
Stores

RPA Examples

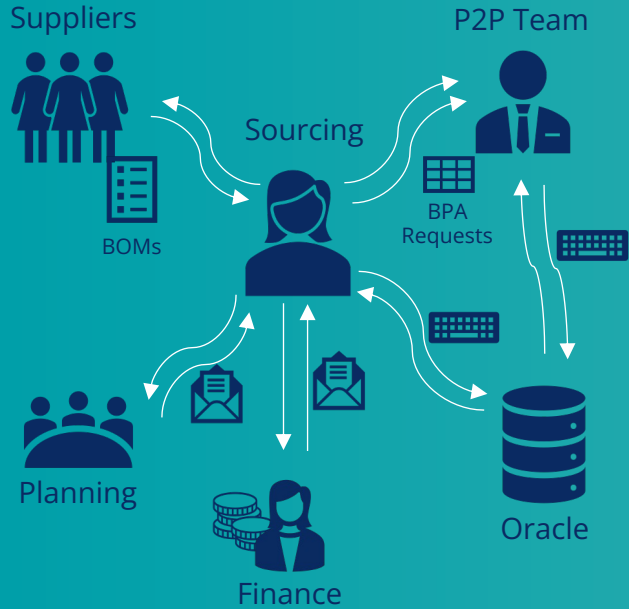
Tax & Payables (Invoices)



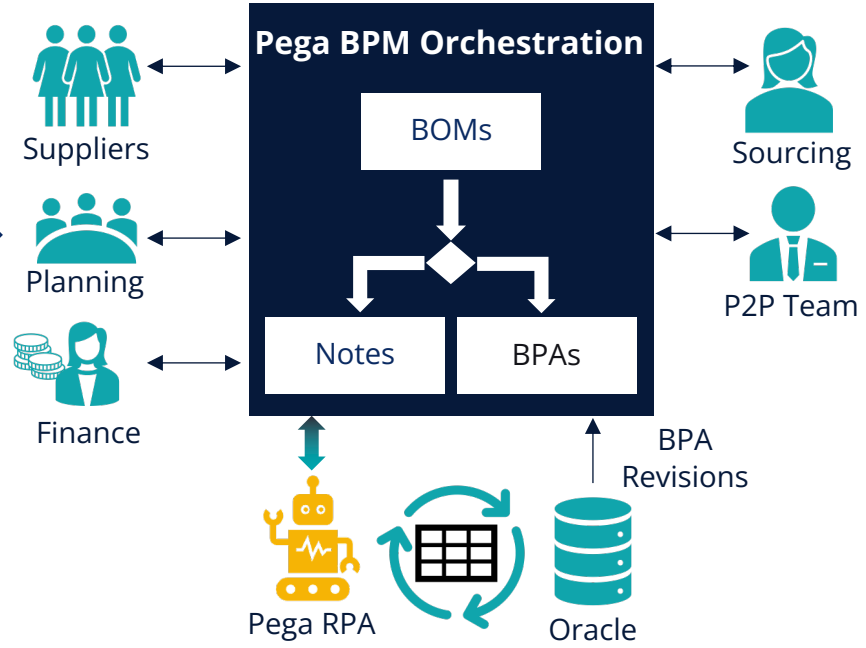
Planned Purchase Order (PPO)



E2E Automation – BPM & RPA



- Process Summary –**
1. BPM configured for Workflow – Connects Teams
 2. Oracle to BPM API Integration – BPA Revisions
 3. BPM/RPA Platform Integration – BOT Enters BPA



Exploring Capabilities



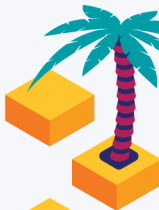
- Pega Enablement sessions
- Annual Pega Platform 'Upgrades'
- Explore the 'Art of Possible' through our "Retail Store" focused use case
- Deep dive into new capabilities

Pega
Infinity'23
Platform

Constellation
UI/UX

Citizen
Development

GenAI-
Blueprint,
Knowledge
Buddy





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