

Are you transforming
your technology or
transforming your
business?

PegaWorld iNspire | June 9-11, 2024

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The better the question. The better the answer.
The better the world works.

The EY logo consists of the letters 'EY' in a bold, white, sans-serif font. Above the 'Y' is a yellow chevron shape pointing to the right.

Building a better
working world



PEGA®

Charting the Constellation: Insights from the first deployment of Pega's new UI architecture

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Agenda

1 Case study

2 Solution

3 Results

4 Recommendations

Case study

Our insurance client was on a journey to transition to a future-proof enterprise, Pega solution to scale multiple lines of business and maximize outcomes via a responsive, dynamic, and adaptive design.

Challenges

- Free operational bottlenecks
- Laborious customer service
- Inability to scale to market demands
- Lack of automation
- Low adoption and ease-of-use
- No brand identity

EY

- Orchestration across existing applications
- Clear, extensive Customer 360
- Scalable enterprise foundation layer
- Enhanced process automation
- Guided user experience
- Reuse of client UX assets

Business Needs

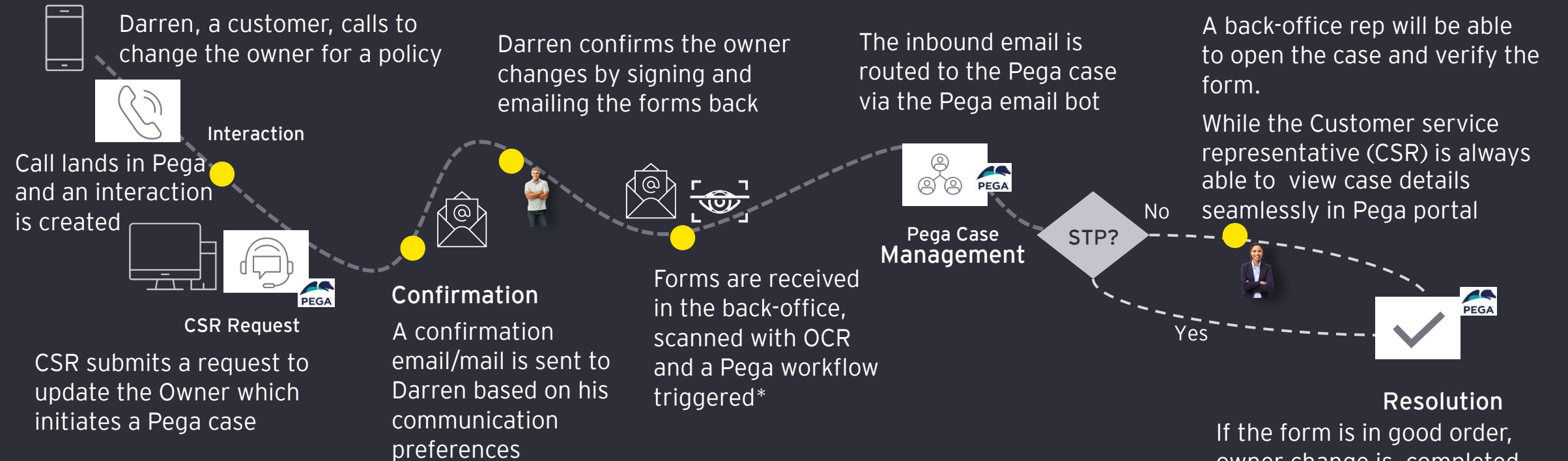
The Pega Constellation path devised by our EY team provided a chance to address these challenges with a sustainable, customer-centric solution designed to withstand the test of time.

Solution

EY teams guided our client through Pega Constellation's advanced system which we configured to rectify the specific inefficiencies within their operational framework.



Start with automating back-office processes by implementing straight through processing (STP) as part of evolving toward a customer initiated self-service STP



CRM / CSI

- ▶ Omnichannel experience
- ▶ Customer 360
- ▶ Knowledge management

Pega

- ▶ Case management
- ▶ Routing, SLA and work management
- ▶ Inbound forms listener, eMail bot



What is Constellation?

Constellation is ...

A **prescribed, full-fledged** UI architecture that orchestrates application logic with any front-end design system

Built using **ReactJS** with an extensive component library

A **decoupled** architecture where backend processes can be independently engineered from the front-end

Client-side rendered and limits the number of interactions between browser and Pega server

Benefits*

Easier to build, maintain, theme and revise

Promotes reuse of client assets for more efficient and expedient development

Extendable to varied front-end experiences via React, Angular & web component software development kits (SDKs)

3x faster interactions

7x smaller network payload

10x faster initial server response time

30% fewer requests on the first load

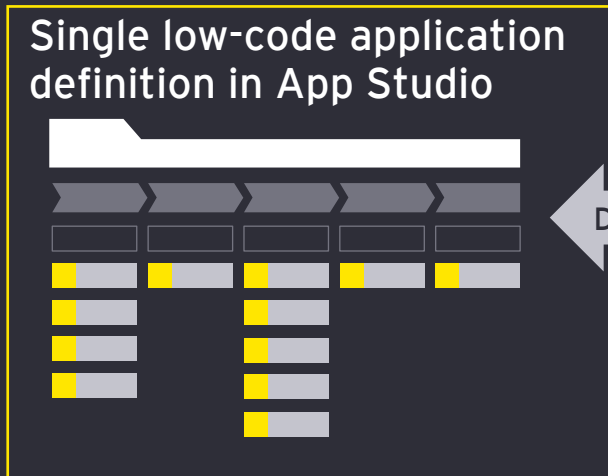
*compared to Pega 8.6 Theme-Cosmos

How Constellation can be used for clients

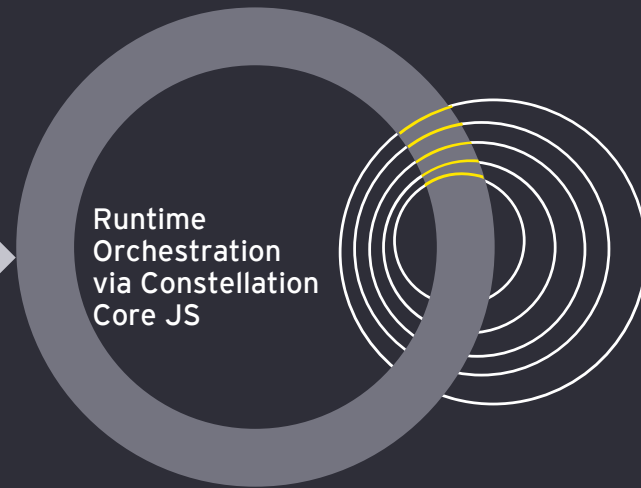


Customer adoption for Constellation

- ▶ Expedite go-to-market with Pega Customer Service.
- ▶ Drive Pega workflows with non-Pega UI using SDK.
- ▶ Streamline maintenance and upgrades.
- ▶ Improve performance, scalability, and resilience.

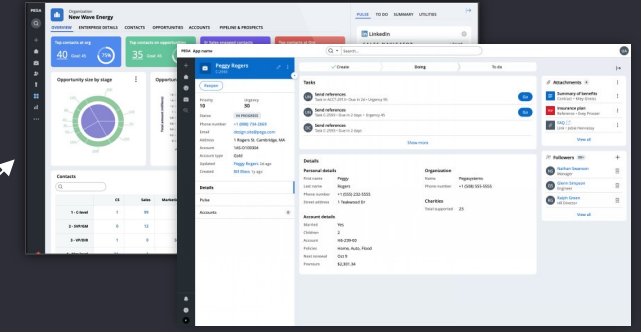


DX API



Backoffice work portals

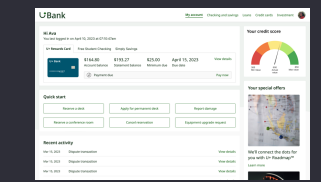
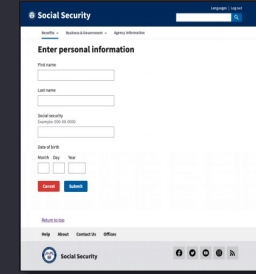
Constellation work portals



Customer self-service

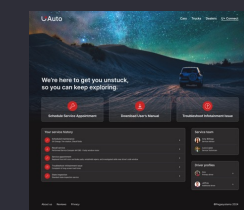
Constellation web embed

Constellation WSS portal



Non-Pega UI

Constellation SDKs



Result

- ▶ Following the implementation of Pega Constellation, the client observed a measurable improvement in operational efficiency and a significant reduction in manual errors, leading to a marked increase in productivity across departments. The enhanced automation capabilities afforded the client a more agile response to market fluctuations and customer needs.
- ▶ The cost savings were realized through more streamlined operations, and the company saw a notable rise in customer satisfaction due to the improved service delivery and personalized engagement. These results reflect the potent impact of integrating Pega Constellation into the client's technological ecosystem.



Lessons learned

Challenges:

- ▶ Limiting the scope
- ▶ Educating end users with the Pega product and out-of-the-box (OOTB) capabilities
- ▶ Getting client to come out of their comfort zone using Pega capability
- ▶ Services not being in place for integration and had to spend time creating new ones

Constellation lessons for our team:

- ▶ First team to work on the Constellation project
 - ▶ Limitations with the product
 - ▶ Learning curve for the team
 - ▶ Upgrade challenges. We started with an early version of Constellation. We worked with Pega team on a daily basis to resolve all the issues.

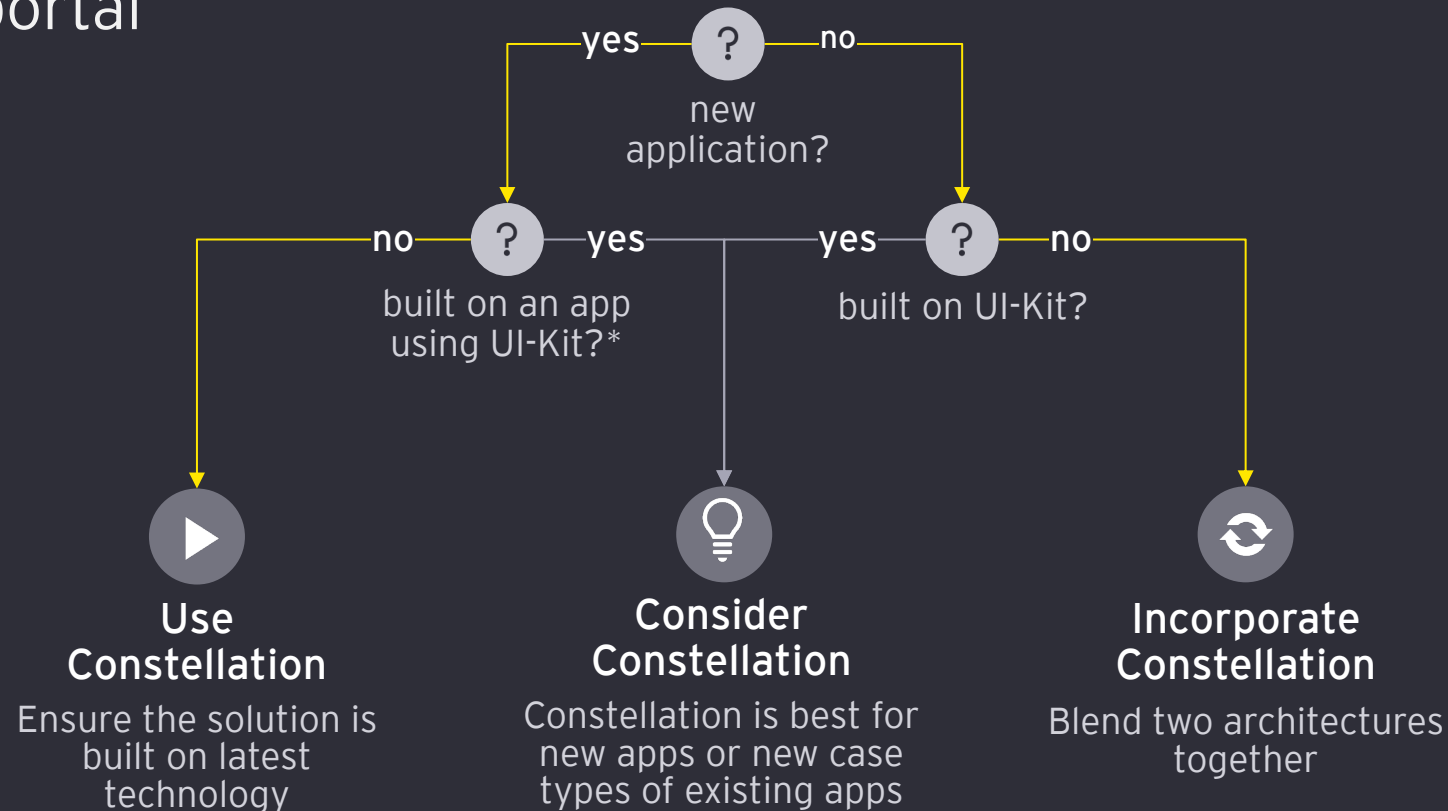
Constellation learning for UI implementation:

- ▶ Think differently and try to produce different UI options for below
 - ▶ On change events
 - ▶ Custom buttons or links
 - ▶ Custom layouts



Our recommended Constellation adoption

Constellation is best suited for new applications or a hybrid Theme-Cosmos portal



Feature Support

- ▶ Constellation supports all the common features and components of traditional Pega.
- ▶ Specialized features are being standardized and added to the library on a rolling basis.
- ▶ If any specialized feature is not yet available, dedicated partners such as the global EY organization, can design and add these to the client's library for reuse.

*This includes Pega Sales Automation, or any Industry Foundation (ex. CLM/KYC, Smart Dispute, Smart Investigate, Smart Claims, Product Composer)

Blended mode support

Build new workflows with Constellation and use them in existing portals built with UI-Kit or Theme-Cosmos.

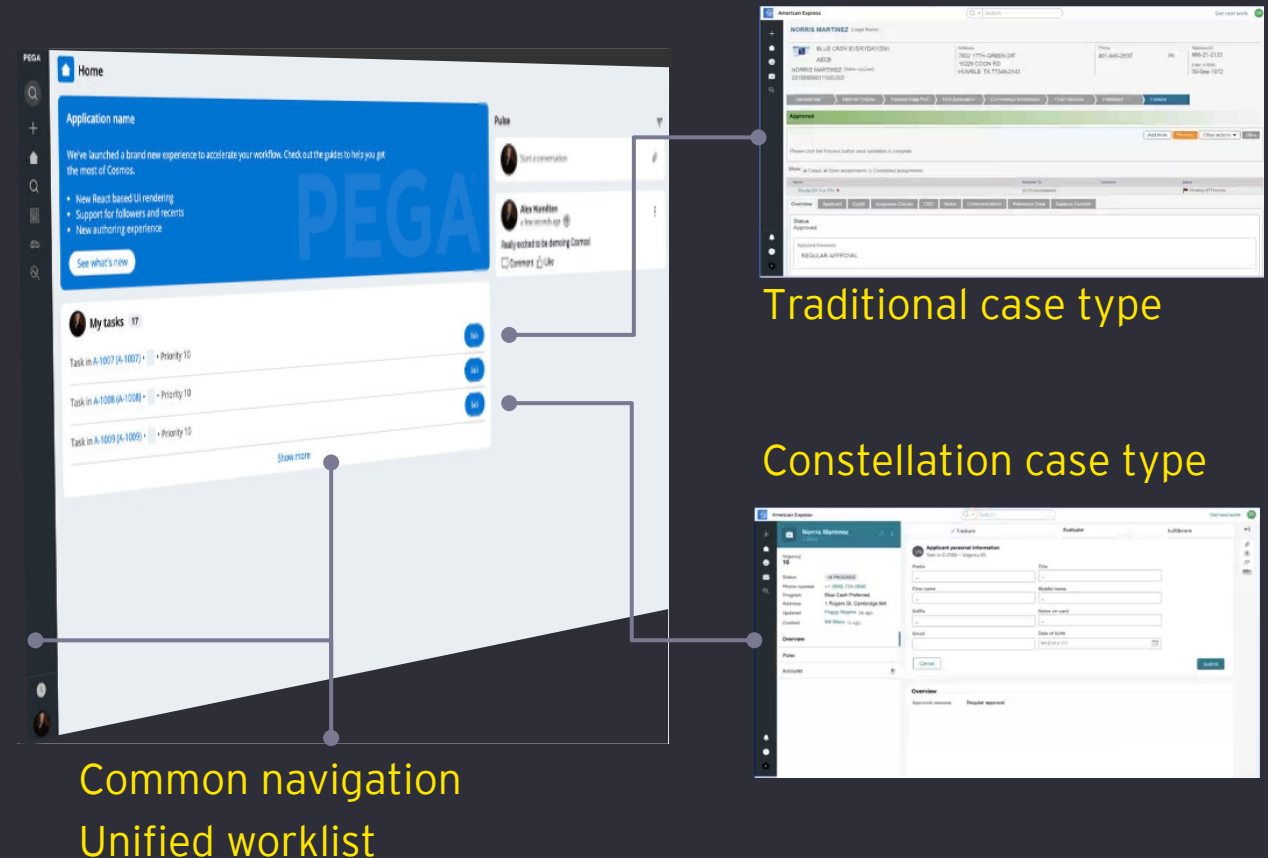
Supports new constellation cases within existing applications without migrating existing case types

Allows clients to gradually transition to the new technology

Provides end users a familiarity with the Constellation design before any existing application migration

Learn more:

[Using Constellation in existing applications](#)
[Constellation in traditional UI](#)

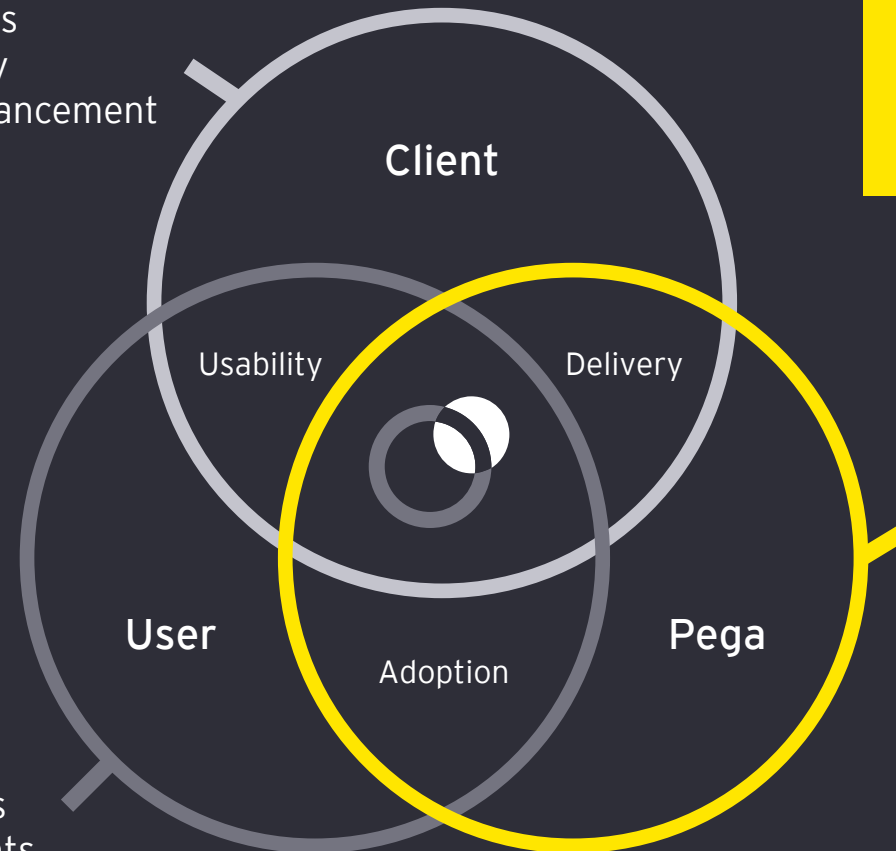




Balancing needs to achieve high-quality design

Active and engaged users
Consistent brand identity
Scalable designs for enhancement

Ease of use and navigation
Efficiency in completing tasks
Consistency in design elements



70%
of failed projects are due
to low user adoption
Forrester Research

Out-of-box components
Template and theme usage
Minimized server payload

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