



PegaWorld*iN*spire

JUNE 9-11, 2024 | LAS VEGAS

How RBC Wealth Management Spearheaded PegaForce: A Groundbreaking Implementation Integrating Pega with Salesforce

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Who We Are

RBC Wealth Management is a top 10 full-service brokerage firm based on assets under administration and number of advisors in the US

2,100+ Financial Advisors

190 locations in **42** states

\$570B total client's assets

Based in Minneapolis, MN



Wealth
Management



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Director, RBC Wealth Management



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Background To A Single View Request?

- Enhances client-advisor relationship by providing status on service requests quickly
- Supercharges client service with the ability to swarm difficult issues by allowing collaboration between front, middle & back office
- Improves advisor productivity by taking actions on client account with reduced navigation & clicks
- Allows for faster time to market with regulatory changes needed and doesn't add too much ongoing maintenance
- Creates competitive edge for recruitment to highlight integrated technology landscape and reduces attrition of existing financial advisors

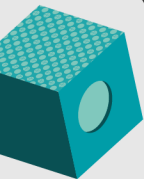


Pega – Salesforce (SF)
Integration supports **a unified
desktop experience** for
advisors by enabling them to
view and action workflow
cases via Salesforce

Our Automation Vision



PegaForce



Objective

Provide 360-degree view to advisors by establishing a unified platform

Approach

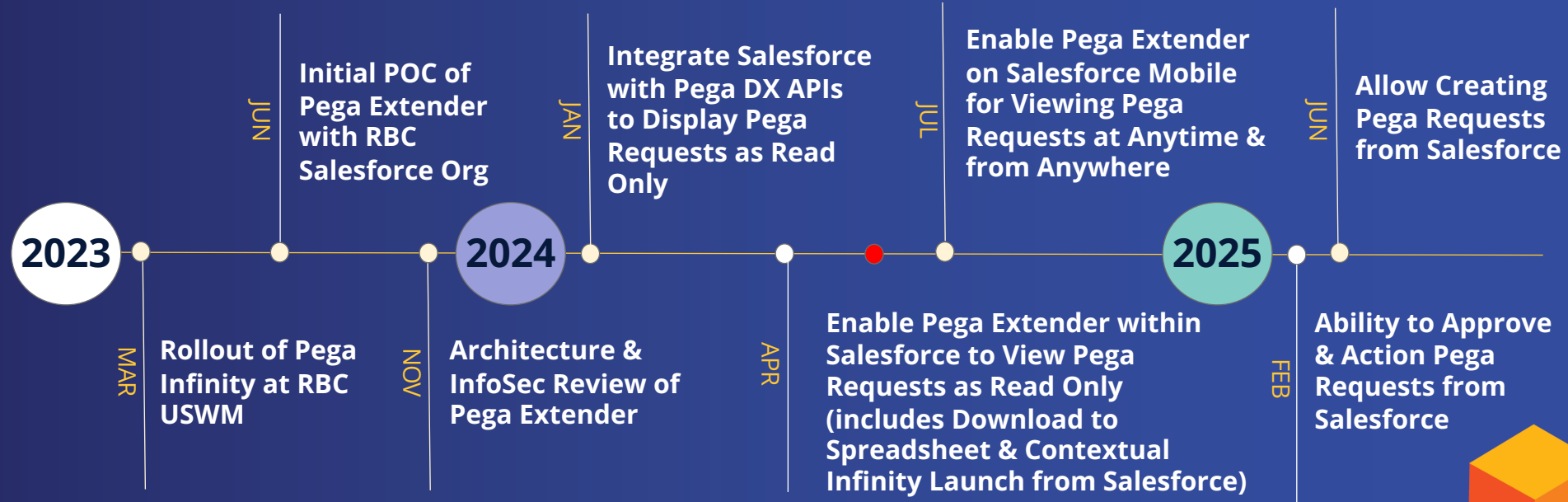
A bundle of web components that seamlessly integrates Pega capabilities directly into Salesforce to automate and orchestrate complex processes across all customer touchpoints & LOBs

Outcome

This strategic integration marries Pega's case management finesse & Salesforce's record handling precision by invoking DX API services to retrieve and display data

Our Timeline

From concept to production



Pega Process Extender for Salesforce available 2022

High Level Benefits

Enhanced Front Office Experience

- Elevates productivity & transparency on service requests with reduced clicks
- Positively impact front, middle and back offices with faster execution
- Integrated experience on Salesforce Mobile allows for accessing data at anytime & anywhere
- Contextual view at Financial Account, Client & Household levels

Technical & Operational

- Improves performance with seamless UI & dynamic/real-time refresh
- Simplifies development & ongoing maintenance
- Faster time to market with lower development costs for any process & regulatory changes
- Automatic authentication and single-sign-on make using Pega within Salesforce fast and easy



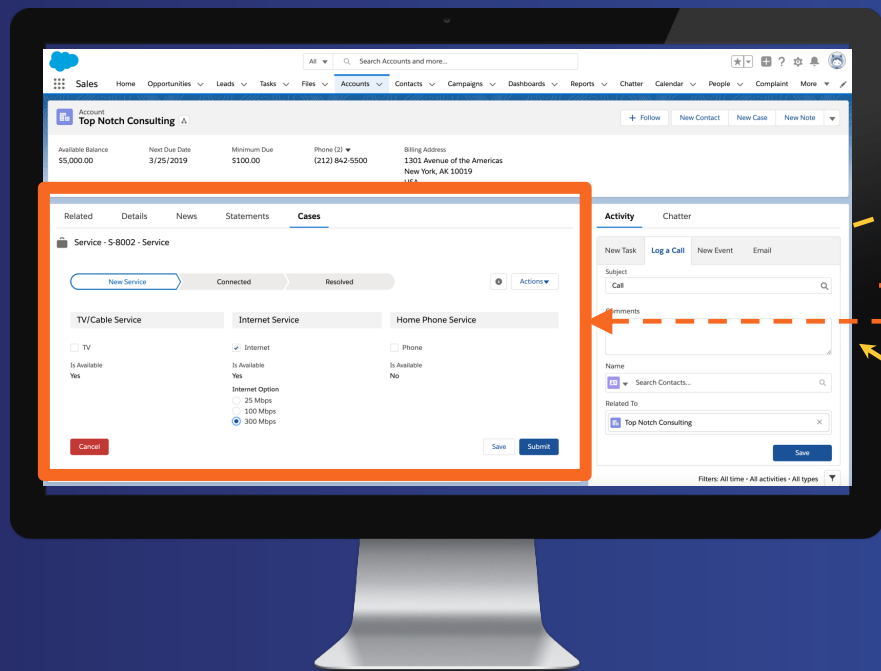


Wealth
Management



Pega Process Extender for Salesforce Lightning

Infuse Pega's best-in-class case management into your existing interface



Advisor Desktop

Authorization
Initiated

DX API
Triggers

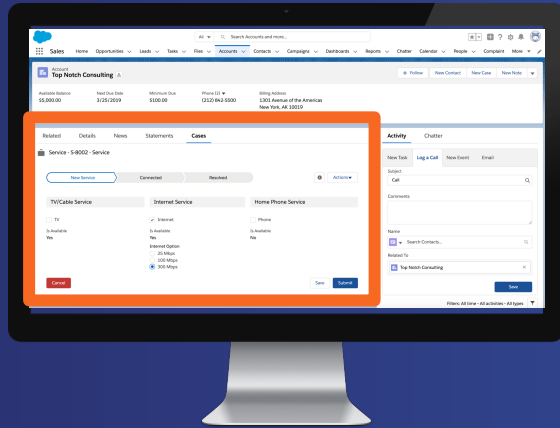
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PEGA®

Authorization
Completed

DX API Requests Are Tailored To Retrieve Specific Categories Of Data Including...



Advisor Desktop

Details on Pending Assignments
Related Cases Information
Case Creation Data
Case Flow
Next Work Retrieval
Case Search Results



6 Key Lessons Learned



1 Understand Data Mapping

Define mapping rules upfront for each data element to maintain consistency and accuracy

2 Data Quality

Cleanse and standardize data to prevent error and duplicates

3 Error Handling and Logging

Develop a robust error handling mechanism to identify, log and resolve integration failures promptly

4 Change Management

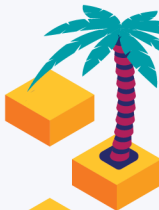
Establish a change control process to manage updates to integration logic, mappings or configurations

5 Performance Optimization

Optimize data transfer processes to minimize latency and improve system responsiveness

6 Security Considerations

Ensure proper authentication and authorization mechanism to protect sensitive data as per organization landscape



Anticipated Realized Benefits

- 600 hrs./mo. (3 sec/case advisor time liberation)
- \$250,000 cost avoidance through architectural reuse
- \$2.4MM cost avoidance annually by avoiding code duplication in each Pega release



“Ohh that is super convenient. I will continue to spread the word!”

- Sr. Investment Associate

“I do like it ...it brings you directly to the case you don't have to search for it. If you teach new people to look there, that is the only place they will think to look.”

- Sr. Investment Associate

“You can legit say life will be awesome once all transactions are in Infinity and show in Salesforce. Servicing will be more practical and efficient.”

- Hartford Complex Client Associate





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