



PegaWorldiNspire

JUNE 9-11, 2024 | LAS VEGAS

# Innovation (As Usual) Factory: From Pegathon to Production

Terri Henry  
Digital Services Delivery Lead, Aflac



# What is a Pegathon?



# Topics For Today

## 1. Planning

- Before you begin
- Targeting attendees
- Defining success

## 2. Preparation

- Securing attendance
- Grooming use cases

## 3. Execution

- Running the event



# Planning



# Three Things That Need To Be In Place Before You Begin:



Track record of delivery success



Enterprise value proposition



Pega helps Aflac navigate:

1. Limited budgets
2. Full IT backlogs
3. Legacy IT limitations



Executive champion

# Consider A Mix Of Stakeholders To Invite

## Pega Core Team

Aflac Pega COE  
Coforge  
Pega

## Aflac Business Stakeholders

Product owners  
Operational leads

## Aflac IT Stakeholders

Other non-Pega teams  
Aflac Northern Ireland



***Pegathon Team***

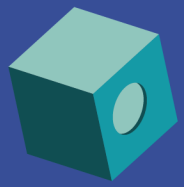
***1 team = 1 use case***

# Set The Right Expectations For Success

## BE REALISTIC!

- ❖ Build Pega awareness
- ❖ Teams to get hands-on with Pega (comfortably)
- ❖ Share prototypes with peers





# Preparation





# How To Draw A Crowd

Aflac Pegathon Attendances:

**40 participants**

Year 1

**70 participants**

Year 2

Recommendations For Influencing Attendance:

- ❖ Start early! Don't underestimate the time commitment!
- ❖ Ask for a Pega spotlight in business forums (QBRs, All-hands, etc)
  - ❖ Share a success story and/or Pega upgrade as a compelling reason for attending
  - ❖ Have your value proposition handy
- ❖ Lean on your executive sponsor

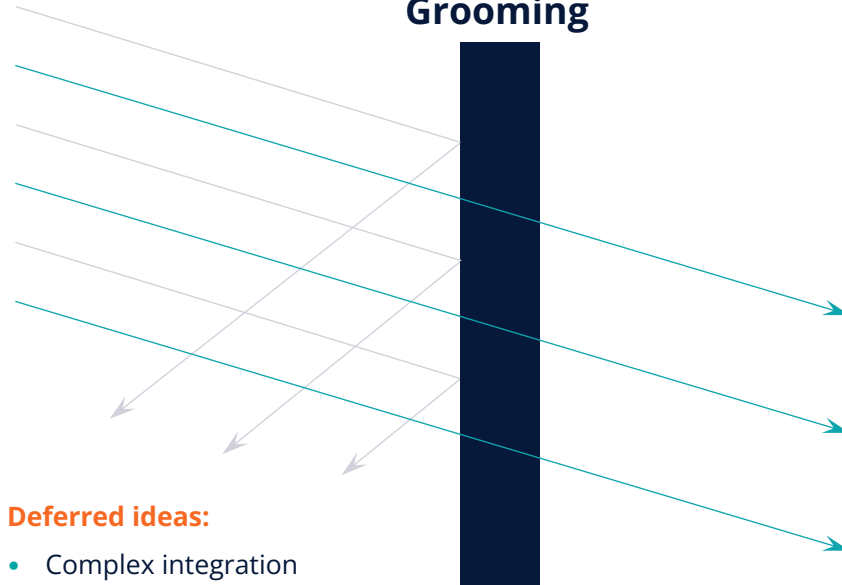
# Governing Use Case Submission Is The Most Important Step In The Process.

## Pegathon Ideas

### Submission form:

- End user requirements
- App owner
- Business value
- Time frame

## Use Case Grooming



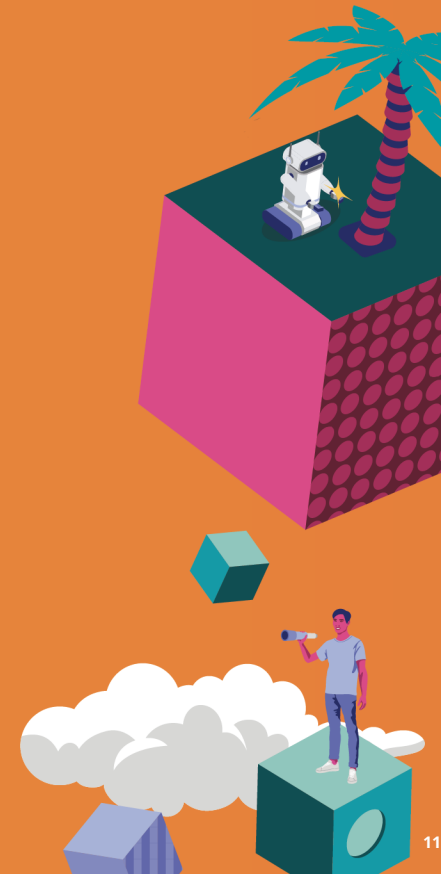
### Deferred ideas:

- Complex integration
- Requires Dev Studio

### Accepted ideas:

- Does the idea require workflow?
- Can Constellation support the UI/UX?
- Do the requirements fit a low code use case?
- Are MLP requirements negotiable to fit the timeframe?

# Execution



# Key Activities We Ran During The Pegathon

## Day 1

1. Low-code live workshop
2. Breakout: Pegathon team whiteboarding

***USE PEGA BLUEPRINT!!!***

## Day 2

1. Breakout: Pegathon team prototyping
2. Regroup: show & tell prototypes



# The Evolution of Innovation as Usual





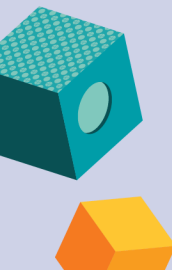
# Aflac's Journey Since Our First Pegathon

2x original Pegathon use cases deployed to production within a year

8x Pegathon use cases planned to go to production this year

Exploring New Development Paradigms:

- ❖ Pega App Factory
- ❖ Fusion development
- ❖ Blueprint



# Summary: Terri's Key Takeaways

## The Do's & Don'ts

### DO'S

- Set up a use case grooming committee
- Use Pega Blueprint & Day 1 whiteboarding
- Ensure non-Pega participants actually build the app

### DON'TS

- Accept any idea, just because it comes from your CIO
- Try to cram it all in one day
- Let "perfect" be the enemy of "great"





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