LeasePlan

# Adapting for Tomorrow

Lex Ruijter

PegaWorld Inspire 2023

TALENTO
M AA 1320

LeasePlan

Business Personal

0345 250 000
Mon-Fri 9am to 5p

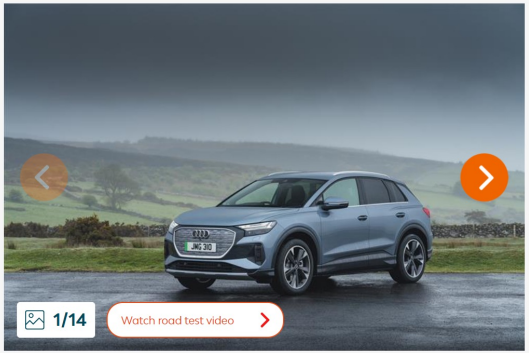
Deals Cars How Leasing Works Services Guides Vehicle Reviews Help & Suppo

No set up fees | 97% would buy again | 1.9m vehicles on road | Award winning

Home > Audi > Q4 > Q4 E-TRON ESTATE > 125kW 35 55.52kWh Sport 5dr Auto

# Audi Q4 E-TRON ESTATE

125kW 35 55.52kWh Sport 5dr Auto




Lease Type

Business | Personal

Contract length (months)

24 | 36 | 48 | 60

Annual mileage (thousands)

5 | 6 | 8 | 10 | 12 | 20

Upfront payment

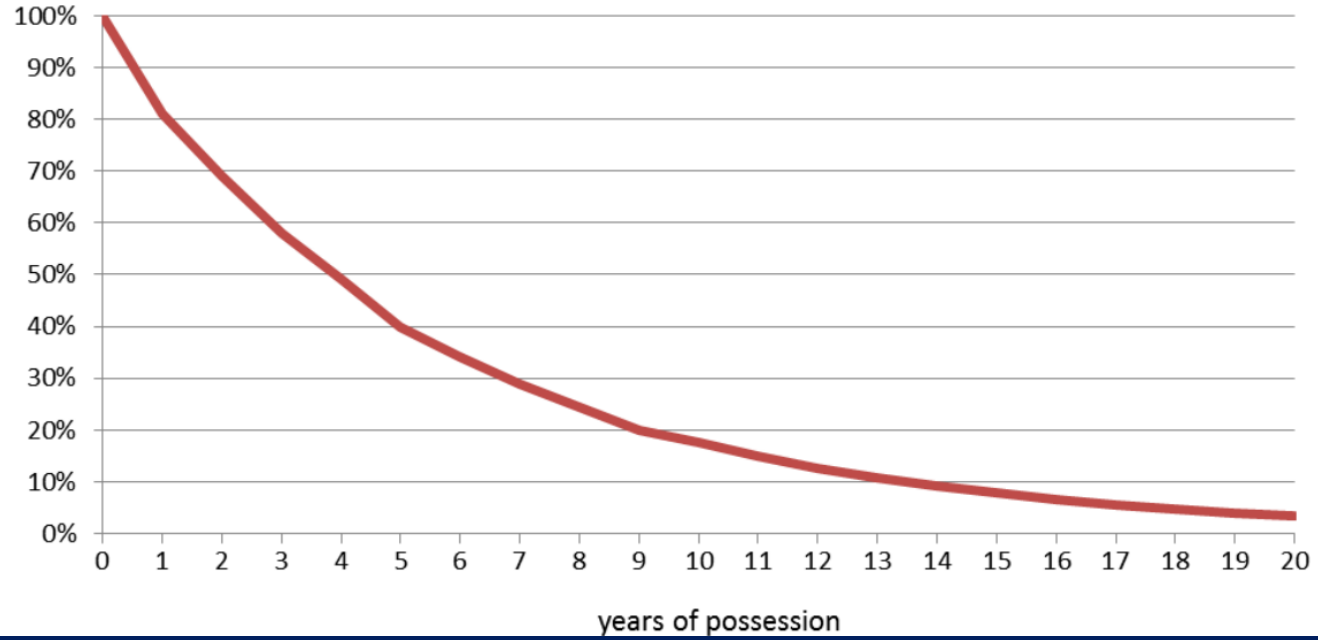
1 | 3 | 6 | 9 | 12

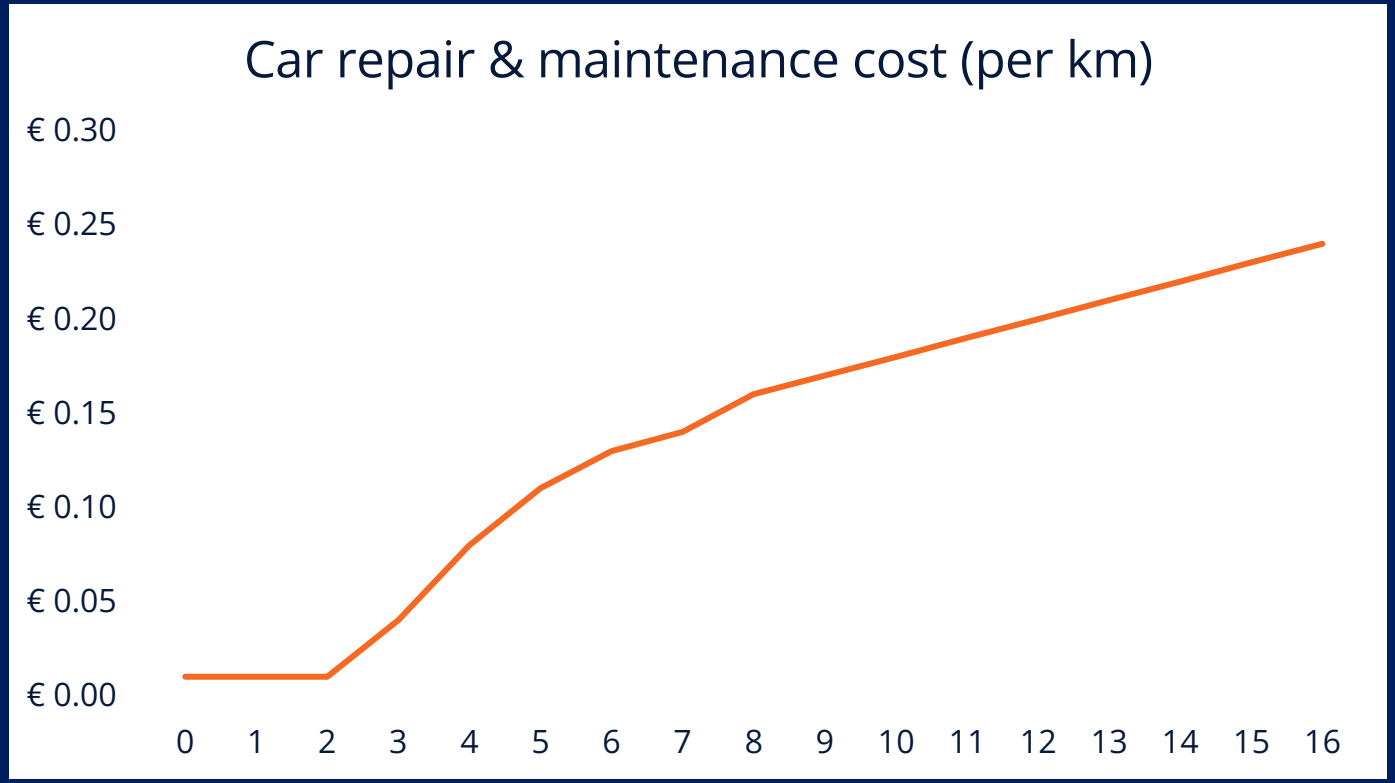
**£571** Per month (incl. VAT)

Choose this deal

# Normalized car depreciation over 20 years

average of 15% per year




Car repair & maintenance cost (per km)
€ 0.30
€ 0.25
€ 0.20
€ 0.15
€ 0.10
€ 0.05
€ 0.00
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16
Years of possession

# Lex Ruijter
## Global Pega Application Manager

- 25 years IT experience
- Global Pega Application Manager at **LeasePlan**
- Product Owner at **LeasePlan**
- Delivery Manager at **Accenture**
- Management Consultant  at **BearingPoint**
- Product Manager at **ING Bank**

**Car-as-a-Service**

LeasePlan purchases, funds and manages new vehicles for its customers, providing a complete end-to-end service

| 1963 | 29 | 8,600 | 1.8m | 1.3m | **Corporate**<br>**SME**<br>**Private** |
|---|---|---|---|---|---|
| founded | countries served worldwide | employees | total serviced fleet | total funded fleet | Market segments |

## Our NextGen Strategy

LeasePlan will compete for the accelerated growth we see in our market by **becoming the world's first fully digital Car-as-a-Service company**

# Mainframe Revolution

```
                Licensed Internal Code IPL in Progress
                                                              03/19/07
IPL:
  Type  . . . . . . . . . . . . . . . :   Attended
  Start date and time . . . . . . . . :   03/19/07  13:44:06
  Previous system end . . . . . . . . :   Abnormal
  Current step / total  . . . . . . . :      17     17
  Reference code detail . . . . . . . :   C6004065

IPL step                                  Time Elapsed   Time Remaining
 Data Base Initialization                    00:00:01       00:00:00
 Journal IPL Clean up                        00:00:01       00:00:00
 Commit Initialization                       00:00:01       00:00:00
 System Id Verification                      00:00:01       00:00:00
>Start the operating system

Item:
  Current / Total . . . . . . . :

Sub Item:
  Identifier  . . . . . . . . . :
  Current / Total . . . . . . . :

Wait for next display or press F16 for DST main menu

MA    a
```

# NOLS

New Operating Lease System

1983

Not automated

Limited resources

Not scalable

Not end-to-end

Not intuitive

Hard to integrate

Not adaptable

Costly

# Growth of Our Fleet

Now

1.8M

Near future

20M

What's next?

# NGDA

# What is NGDA

# What is NGDA

**N**ext **G**eneration **D**igital **A**rchitecture

# What is NGDA

## Next Generation Digital Architecture

Harmonised global data, application and systems infrastructure

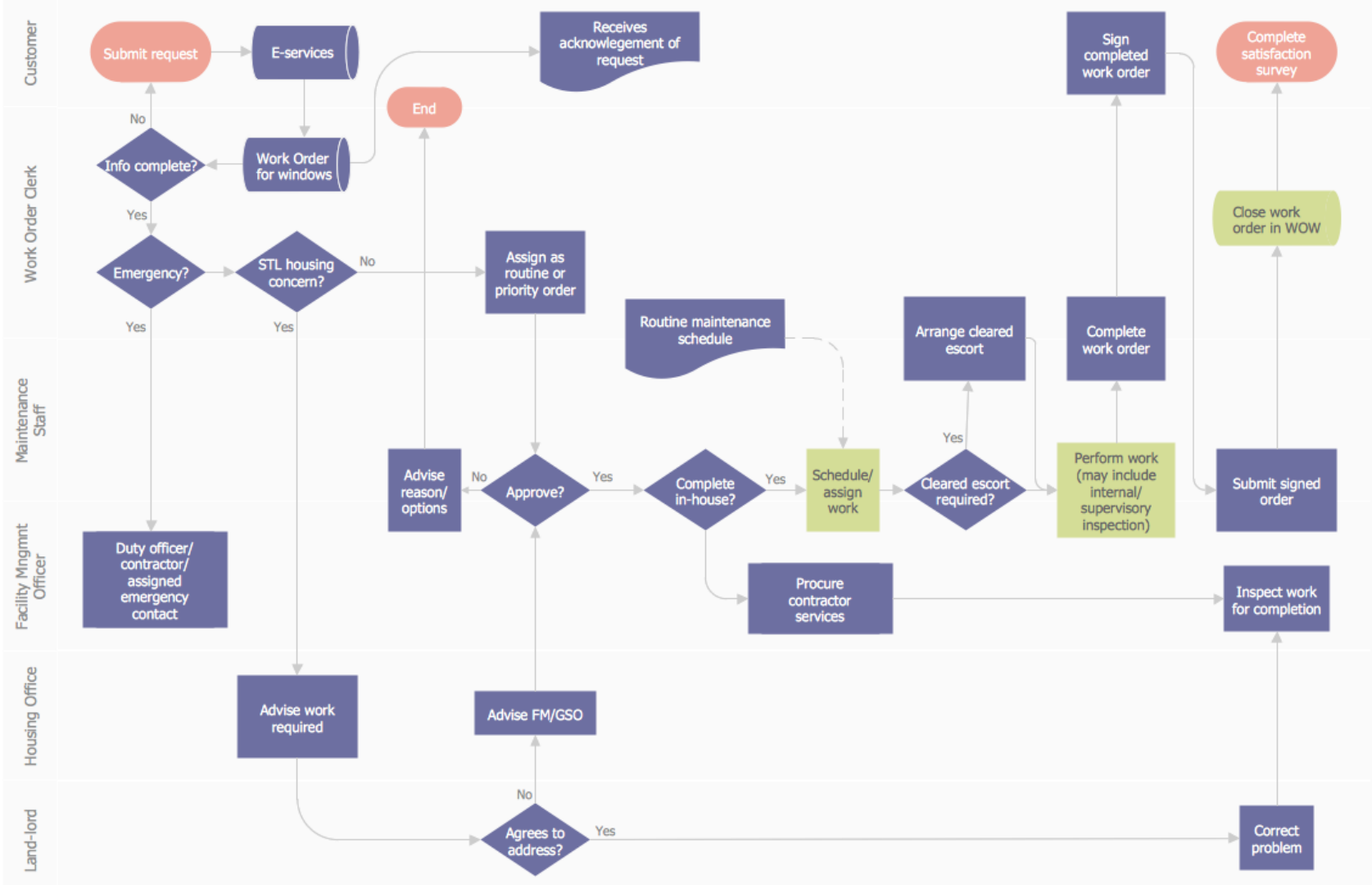
# Next Generation Digital Architecture

Harmonised global data, application and systems infrastructure

- Modular
- Scalable
- API-driven
- Resilient by design
- Cloud

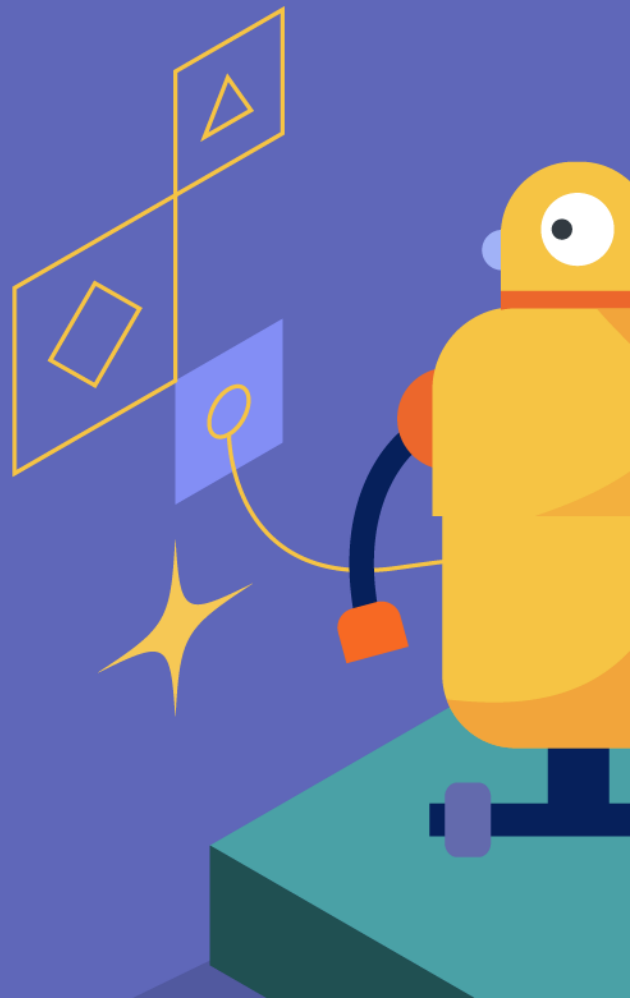
# LeasePlan NGDA landscape

# History of Pega at LeasePlan


Customer
Work Order Clerk
Maintenance Staff
Facility Mngmnt Officer
Housing Office
Land-lord
Submit request
E-services
Receives acknowlegement of request
End
No
Info complete?
Work Order for windows
Yes
Emergency?
STL housing concern?
No
Assign as routine or priority order
Yes
Yes
Routine maintenance schedule
Arrange cleared escort
Complete work order
Sign completed work order
Complete satisfaction survey
Close work order in WOW
Yes
Advise reason/ options
No
Approve?
Yes
Complete in-house?
Yes
Schedule/ assign work
Cleared escort required?
Perform work (may include internal/ supervisory inspection)
Submit signed order
Duty officer/ contractor/ assigned emergency contact
Procure contractor services
Inspect work for completion
Advise work required
Advise FM/GSO
No
Agrees to address?
Yes
Correct problem

# Requirement List

| # | Business Requirement | Area | Functionality Required | | |
|---|---|---|---|---|---|
| 3 | Allow visitors to site to notify owners / brokers of properties of their interest | Front End for Public | 27 | HGH | **Send Email to the contact for the Property Advert**<br>Ability to email the owner / agent for the property advert being viewed with the following:<br>- the visitor's name<br>- the visitor's contact number<br>- the visitor's email address<br>- a personalised message<br>Prevent the visitors from seeing the email details of the agent |
| 4 | Allow visitors to site to notify the administrators of any suspicious property adverts | Front End for Public | 28 | MEDIUM | **Report Property Advert being viewed**<br>Ability to access a link to submit a report of a property advert being viewed |
| 5 | Allow visitors to navigate from a selected property advert to view others assigned to the agent | Front End for Public | 29 | LOW | **Access other Property Adverts assigned to the owner or agent of the property advert being viewed**<br>Ability to access a link to view a listing of other property adverts assigned to the owner or agent of the property advert being viewed differentiating those that are still available from those that are no longer available |
| 6 | Allow visitors to indicate that they like one or more properties on social sites | Front End for Public | 30 | LOW | **Like Property Adverts on Social Sites**<br>Allow visitors to use like boxes to indicate that they like a property advert on Facebook, Twitter, Pinterest, and Google. |
| 7 | Allow persons to setup accounts to register their properties for listing on the site or to save selected property adverts as favourties | Front End for Public | 31 | HIGH | **User Logins using email accounts for Placing Property Adverts**<br>Allow visitors to register and/or log onto the site using an email address and password before they can list a property advert or save a property advert as a favourite. |
| | | Front End for Public | 32 | LOW | **User Logins using social site accounts for Placing Property Adverts**<br>Allow visitors to register onto the site using the login details of social sites such as Facebook, Twitter, Google and Pinterest before they can list a property advert or save a property advert as a favourite. |
| | | Front End for Public | 33 | MUST | **Reset user passwords if forgotten**<br>Allow users to reset their passwords by having new passwords sent to their email accounts. The new passwords must be reset on their |



Technology driven

Features & functions

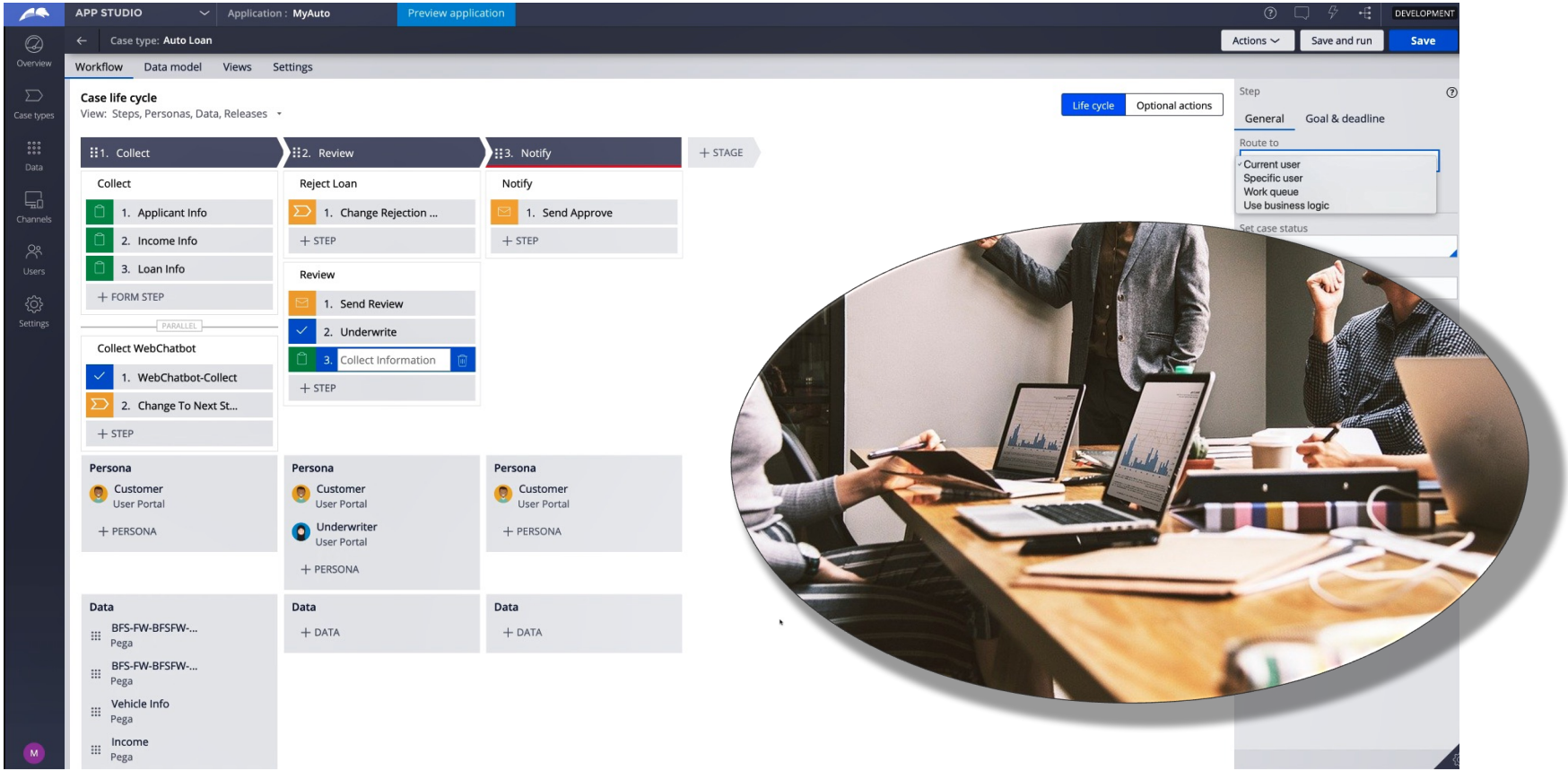
Business misguidance

Not innovative

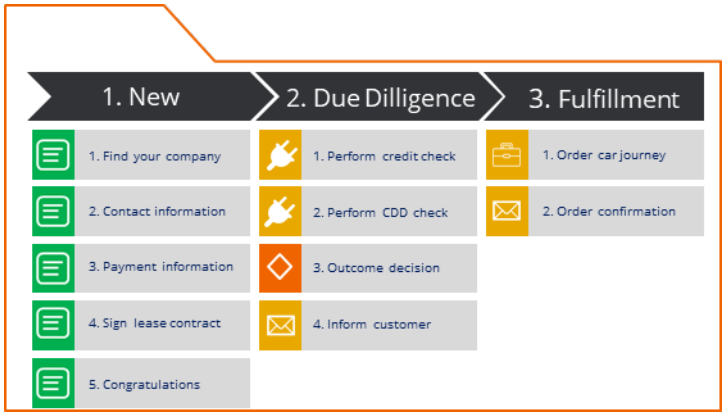
LeasePlan
PEGA

# Micro-journey

| 1. New | 2. Due diligence | 3. Fulfillment |
| --- | --- | --- |
| 1. Find your company | 1. Perform credit check | 1. Order car journey |
| 2. Contact information | 2. Perform CDD check | 2. Order confirmation |
| 3. Payment information | 3. Outcome decision | |
| 4. Sign lease contract | 4. Inform customer | |
| 5. Congratulations | | |


APP STUDIO
Application : MyAuto
Preview application
DEVELOPMENT
Case type: Auto Loan
Actions
Save and run
Save
Overview
Case types
Data
Channels
Users
Settings
Workflow
Data model
Views
Settings
Case life cycle
View: Steps, Personas, Data, Releases
Life cycle
Optional actions
1. Collect
2. Review
3. Notify
+ STAGE
Collect
1. Applicant Info
2. Income Info
3. Loan Info
+ FORM STEP
PARALLEL
Collect WebChatbot
1. WebChatbot-Collect
2. Change To Next St...
+ STEP
Reject Loan
1. Change Rejection ...
+ STEP
Review
1. Send Review
2. Underwrite
3. Collect Information
+ STEP
Notify
1. Send Approve
+ STEP
Persona
Customer
User Portal
+ PERSONA
Underwriter
User Portal
Data
BFS-FW-BFSFW-...
Pega
Vehicle Info
Income
+ DATA
Step
General
Goal & deadline
Route to
Current user
Specific user
Work queue
Use business logic
Set case status

PEGA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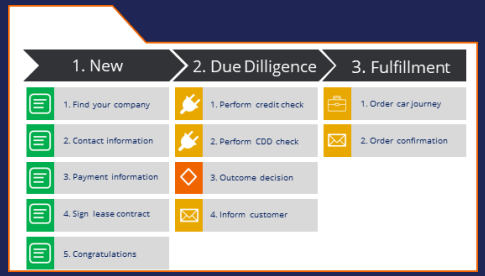
4. Inform customer
1. Order car journey
2. Order confirmation

# Front-end & channels

PEGA Digital Experience API (DX API) with Constellation

## Micro-journey & business logic




PEGA
Build for Change

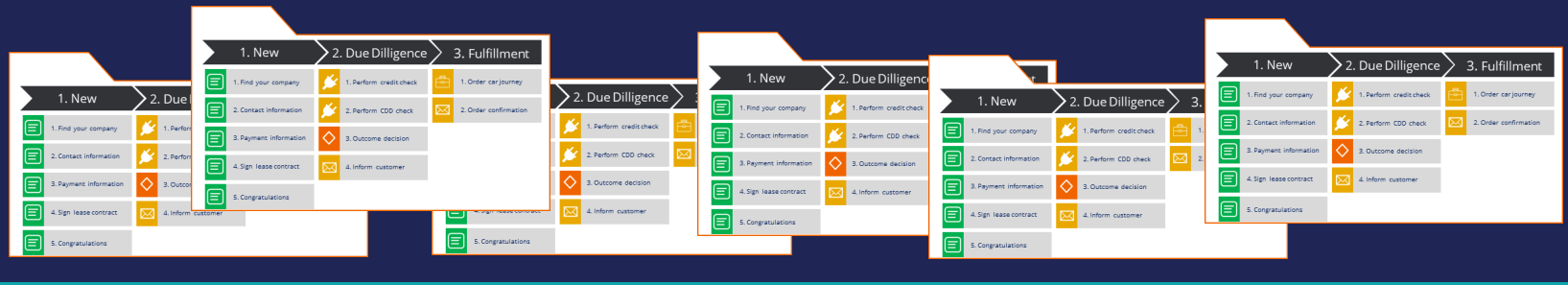
PEGA Live Data

APIs / ESBs
Micro-services
Data lakes
Products
Legacy
CRM
3rd party

# Systems of record

# Front-end & channels

PEGA Digital Experience API (DX API) with Constellation




PEGA live data

APIs / ESBs

Micro-services

Data lakes

Products

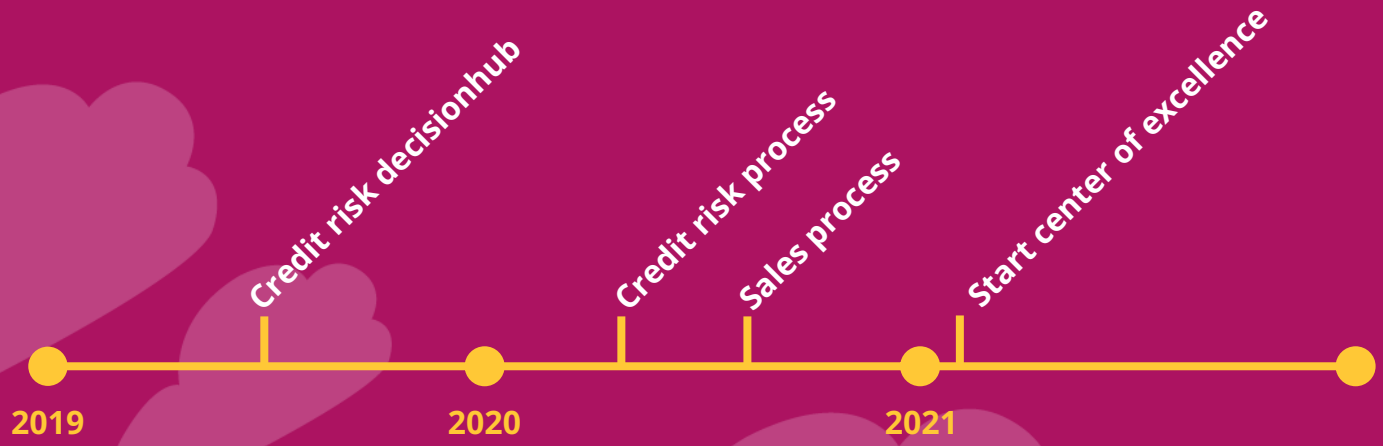
Legacy

CRM

3rd party

# Systems of record

# History @ LeasePlan



# LeasePlan Center of Excellence

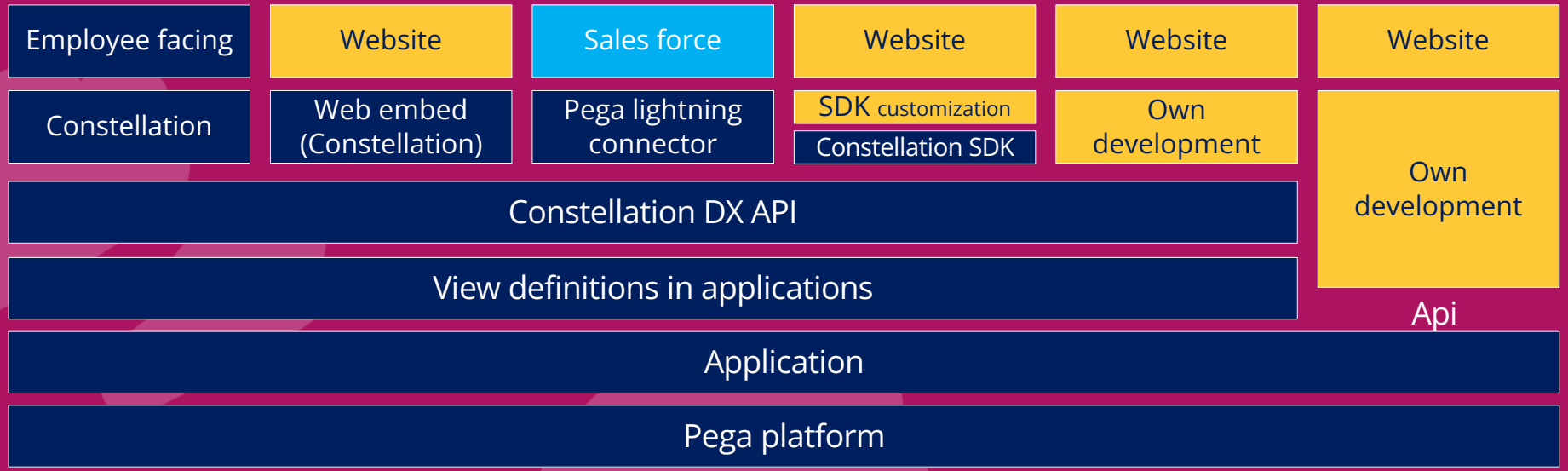
*Let's do it right the first time*

# LeasePlan Center of Excellence

*Let's do it right the first time*

- Driven by business outcome
- Build patterns
- Correct alignment with NGDA principles

# Constellation Architecture



# LeasePlan Center of Excellence

*Let's do it right the first time*

- Training ways-of-working
- Provide the right staffing
- Facilitate enablement paths
- Ceremonies & events
- Principle Architects to empower the teams

# LeasePlan Center of Excellence

*Let's do it right the first time*

- Follow NGDA principles
- Design- & build reviews
- Validate platform patterns
- Align Pega best practices
- Check automated test coverage

# LeasePlan Center of Excellence

*Let's do it right the first time*

- Platform release management
- Platform operations
- Security validations
- Monitoring
- Performance
- Service requests

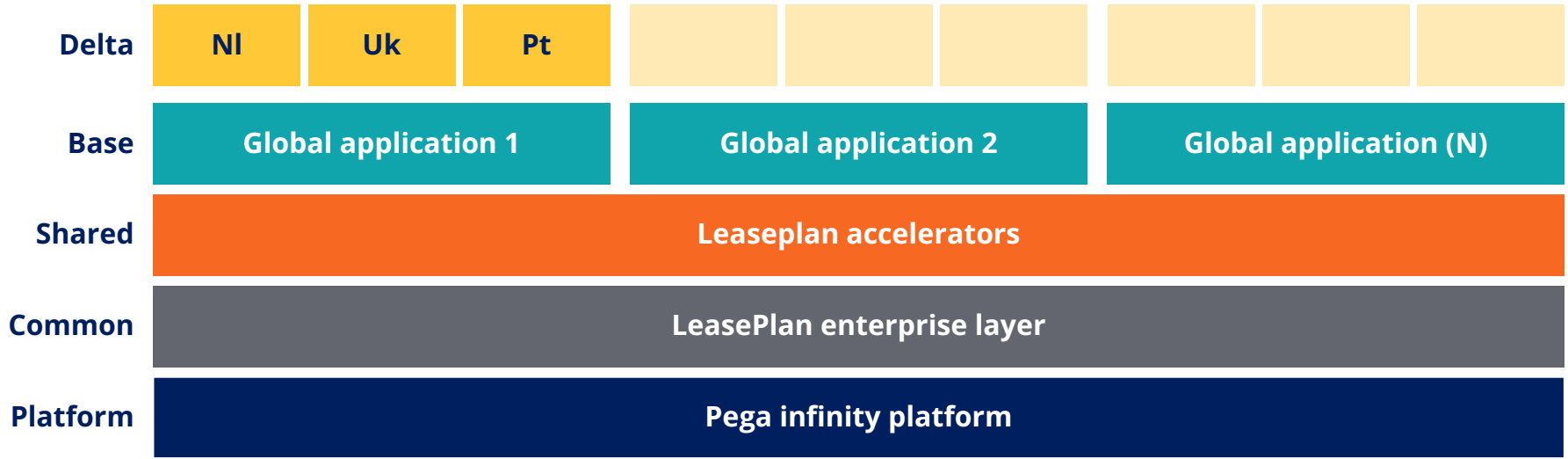
# LeasePlan Center of Excellence

*Let's do it right the first time*

- Maximise reuse
- Ensure scalability
- Guarding resiliency

# Our Layered Architecture Platform Design

Designed for scalability to 29 countries and reuse maximization



# Our layered Architecture Platform Design

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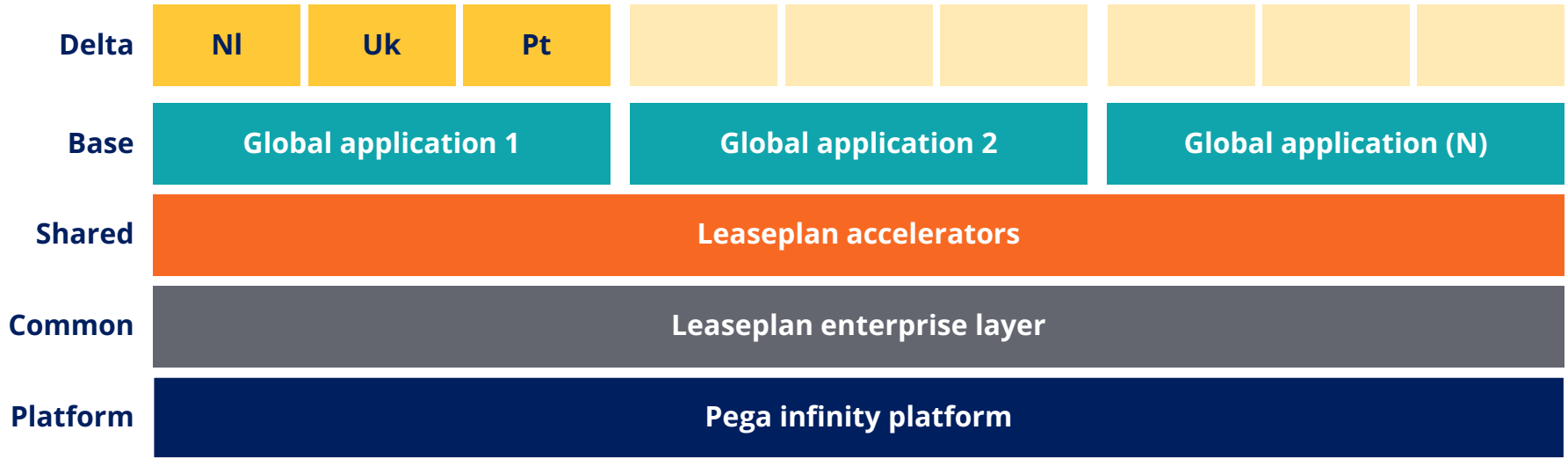


# Global application 2

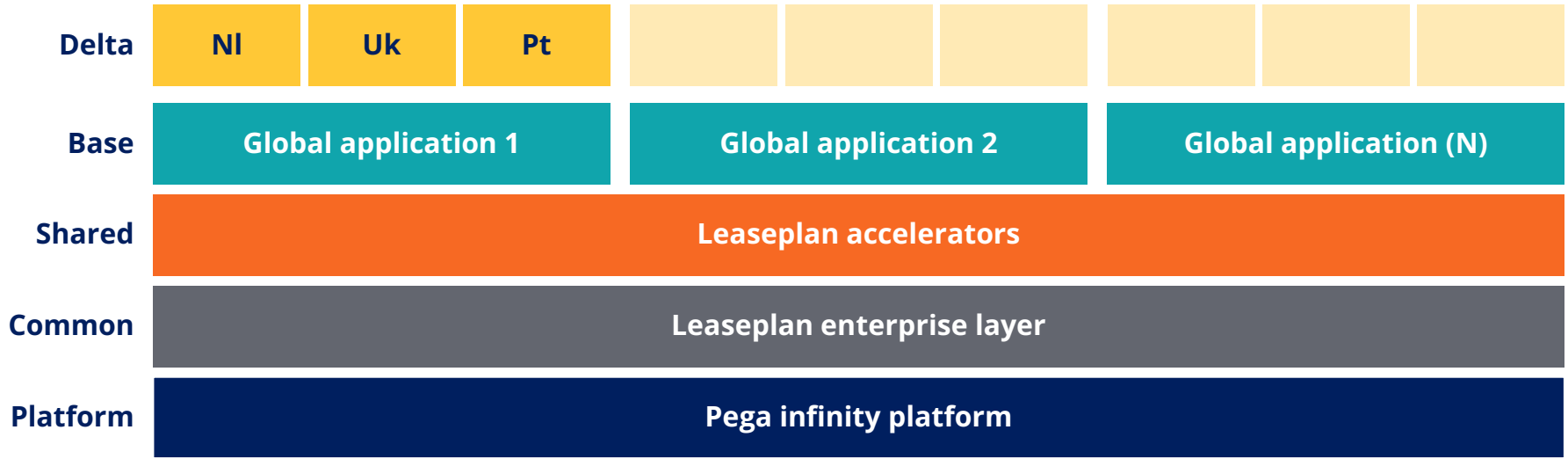
## Leaseplan accelerators

| Vehicle | Contract | Customer | Quote | Sales | Document |
|---|---|---|---|---|---|

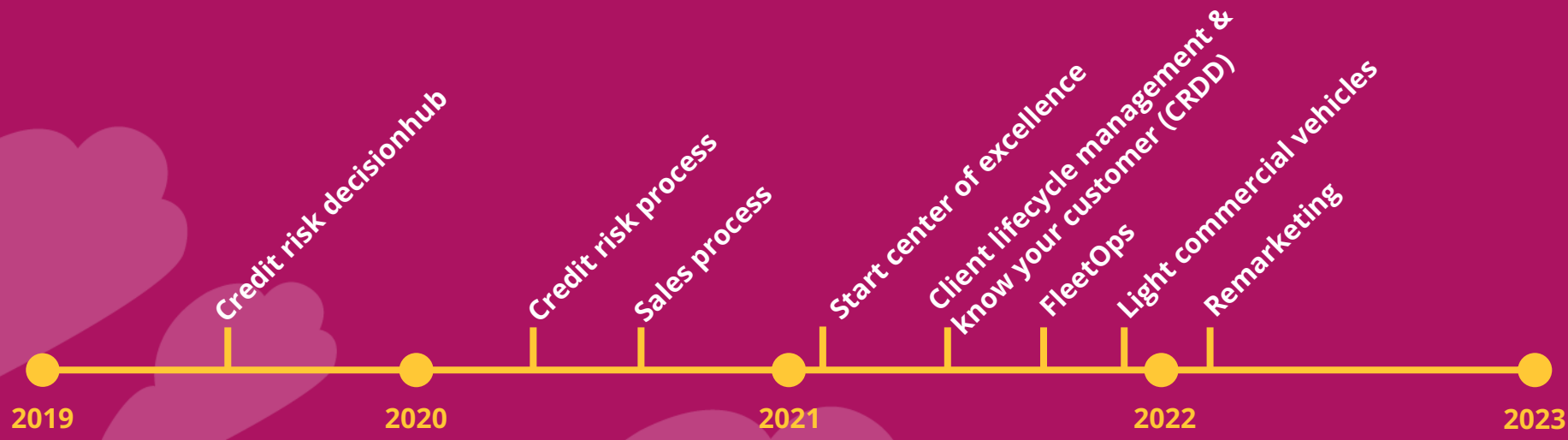
## Leaseplan enterprise layer

# Our layered architecture platform design

Designed for scalability to 29 countries and reuse maximization



# History of Pega @ LeasePlan



# LeasePlan NGDA Landscape

PEGA

# LeasePlan NGDA Landscape

PEGA

# LeasePlan NGDA Landscape

Customer order

Order to delivery

Contract management

Service transaction

KYC/CDD

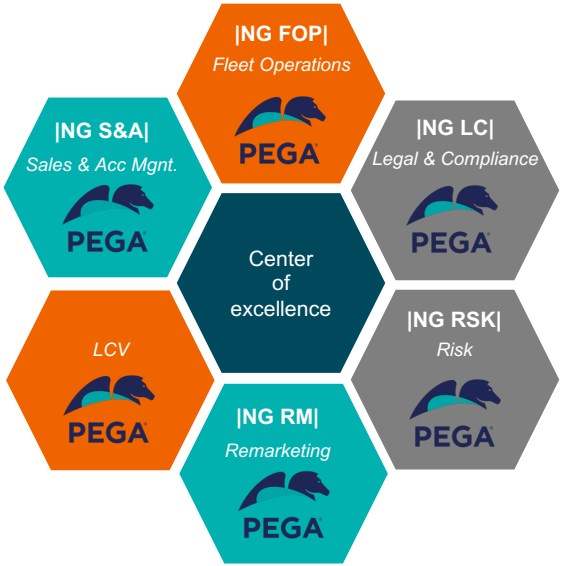
Risk decisioning

Credit risk

Corporate risk

Remarketing

# LeasePlan NGDA Landscape



# Why we are successful with Pega

- Build for change
- Scalable
- Low code
- Dx Api
- Headless
- Partnership

© Tim Wright

PEGA

# PegaWorldiNspire