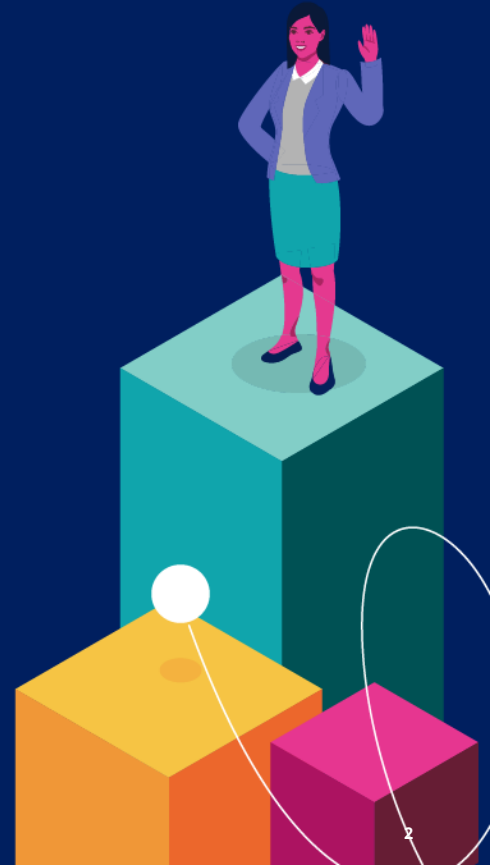


Introductions

Paul Barnes. Senior Director Business Excellence IA, Pega

Lex Ruijter. Global Pega Application Manager, LeasePlan

Marco Duizer. Lead System Architect and Consulting Manager, Pega



Agenda

Welcome & Intros – Paul, Lex and Marco

Constellation Overview – Paul

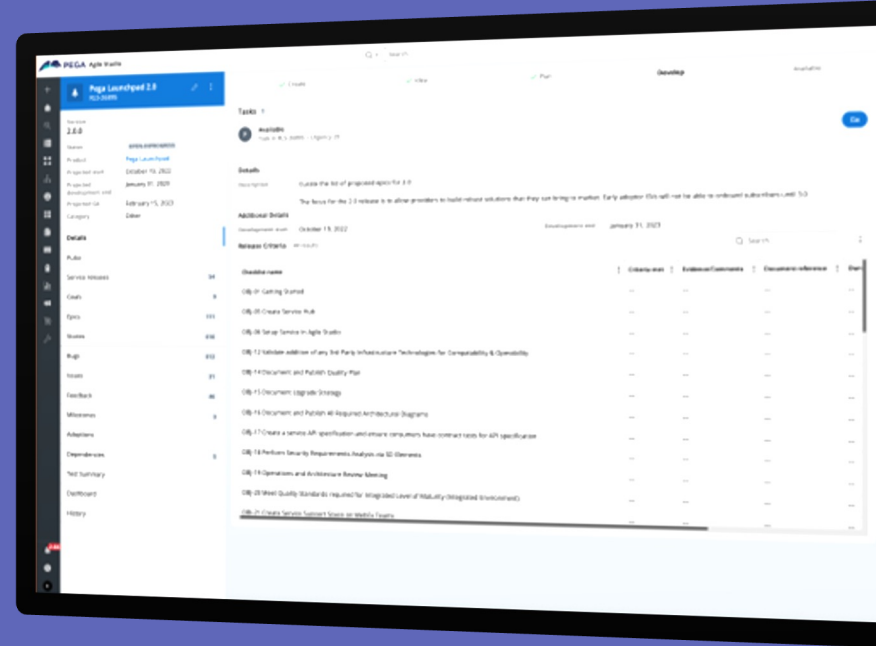
Solution Story Overview – Lex

Solution 1: UI Overview – Lex, Marco

Solution 2: Internal Facing– Lex, Marco

Solution 3: External Facing – Lex, Marco

Q&A



Constellation overview





Users are the exception

User experiences are exceptional



Work from the center out

A modular architecture that separates business logic from UI



Build fast and maintain with ease

Form-based UI configuration that ensures standards compliance



Provide intuitive back-office experiences

Prescriptive and configurable design system optimized for back-office



Enable seamless self-service

Web embed Pega workflows into existing customer portals and applications



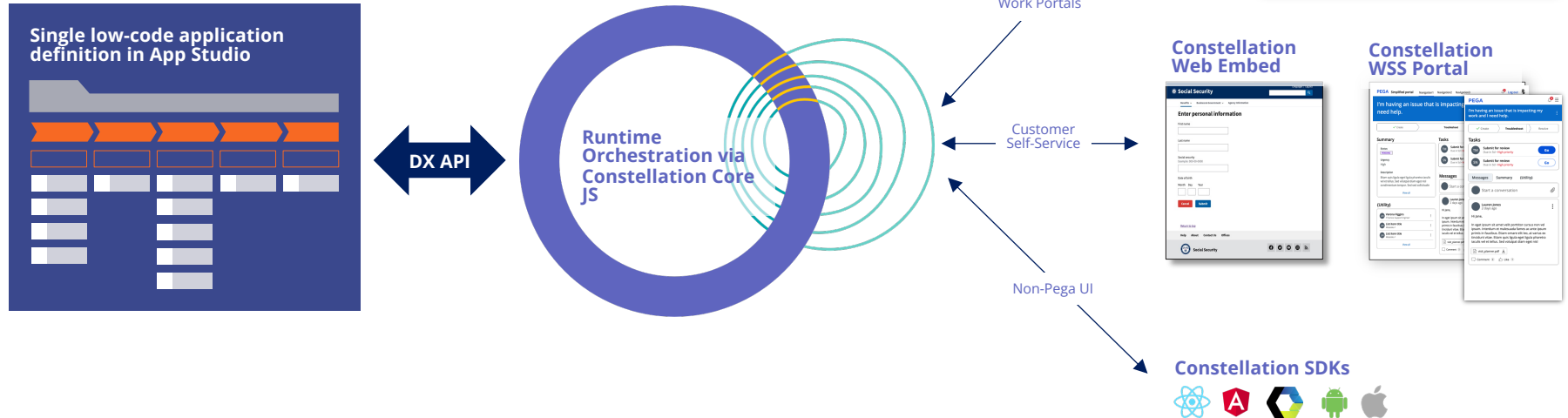
Create consistent customer experiences

Drive Pega workflows with non-Pega UI via Constellation SDKs

Work From The Center Out

A modular architecture that separates business logic from UI

- ✓ Easier maintenance and upgrades
- ✓ Drive Pega Workflows with non-Pega UI
- ✓ Embed AI-powered decisioning without affecting business logic
- ✓ Improved performance, scalability, and resilience



Build Fast and Maintain with Ease

Form-based UI configuration in App Studio

50%

Faster to develop
compared to traditional
drag and drop UI builders

Based on early adopter feedback

The image displays three overlapping screenshots of the Pega App Studio interface. The top screenshot shows the 'Workflow' configuration for a 'Service' case type, featuring a 'Case life cycle' diagram with stages: '1. New Service', '2. Connected', and '3. Resolved'. Below the diagram, there are configuration options for 'New Service' (including '1. Customer') and 'Connected' (including '1. Service Connect'). The middle screenshot shows the 'Branding and Themes' configuration for a 'C11n Gallery' application, with a 'Constellation' theme selected. It lists various UI elements like 'App background', 'Card background', 'Nav background', 'Interactive items', 'Link', 'Main text', 'Border', 'Input border', 'Avatar background', 'Base font', 'Font family', 'Card border radius', 'Button border radius', and 'Input border radius', each with a color or font selection control. The bottom screenshot shows an 'AXE Report' for accessibility compliance, listing standards like 'wcag2.1aaa', 'wcag2.1aa', 'wcag2.1a', and 'best-practice'. It shows 155 violations, 1295 tests, and 85 components. A table of violations is visible:

Component	Category	Count
color-contrast-enhanced		41
color-contrast		17
nested-interactive		6
aria-allowed-attr		6
landmark-one-main		5
page-has-heading-one		5
duplicate-id-aria		4

Provide Intuitive Back-office Experiences

A prescriptive and configurable design system optimized for back-office efficiency

The screenshot displays the PEGA Agile Studio interface, divided into three main sections: Summary panel, Work area, and Utilities panel. The interface is annotated with numbered callouts (1-8) pointing to specific features:

- 1** Case header: Located at the top left of the Summary panel, showing the case name 'Pega Launchpad 2.0' and ID 'RLS-26895'.
- 2** Case actions: Located below the case header, showing a 'Create' button.
- 3** Summary data: Located in the left sidebar, showing a list of project details such as Version (2.0.0), Status (OPEN-INPROGRESS), Product (Pega Launchpad), and Projected start/end dates.
- 4** Tabs: Located in the left sidebar, showing a list of project categories like Details, Pulse, Service releases, Goals, Epics, Stories, Bugs, Issues, Feedback, Milestones, Adoptions, Dependencies, Test Summary, Dashboard, and History.
- 5** Lifecycle widget: Located at the top of the Work area, showing a progress bar with stages: Create, Idea, Plan, Develop, and Available.
- 6** Assignment list: Located in the center of the Work area, showing a task list with columns for Task ID, Status, and Priority. The current task is 'Available' with ID 'Task ID: RLS-26895 - Urgency 20'.
- 7** Details tab: Located in the center of the Work area, showing a detailed view of the selected task, including Description, Additional Details, Release Criteria, and a Checklist table.
- 8** Utilities list: Located in the right sidebar, showing a list of utility items such as Attachments, Followers, Stakeholders, and Tags.

Checklist name	Criteria met	Evidence/Comments	Document reference	Own
Obj-01 Getting Started	--	--	--	--
Obj-05 Create Service Hub	--	--	--	--
Obj-06 Setup Service in Agile Studio	--	--	--	--
Obj-12 Validate addition of any 3rd Party Infrastructure Technologies for Compatibility & Openness	--	--	--	--
Obj-14 Document and Publish Quality Plan	--	--	--	--
Obj-15 Document Upgrade Strategy	--	--	--	--
Obj-16 Document and Publish All Required Architectural Diagrams	--	--	--	--
Obj-17 Create a service API specification and ensure consumers have contract tests for API specification	--	--	--	--
Obj-18 Perform Security Requirements Analysis via SD Elements	--	--	--	--
Obj-19 Operations and Architecture Review Meeting	--	--	--	--
Obj-20 Meet Quality Standards required for Integrated Level of Maturity (Integrated Environment)	--	--	--	--
Obj-21 Create Service Support Team on WebEx Teams	--	--	--	--

Enable Seamless Self-service

Web embed into existing customer portals and applications

- ✓ Embed Constellation workflows in other web applications
- ✓ Style to match site design via “Branding and Themes” in App Studio
- ✓ Fully integrated with OAuth2 flow “Authorization Code with PKCE”

The screenshot displays the App Studio interface for configuring a new web embed interface. The left sidebar contains navigation options: Overview, Case types, Data, Channels, App Data, Maps, and Settings. The main configuration area is titled 'New Web Embed Interface' and includes the following sections:

- Basic options:** Fields for Name, Web Embed, and Description.
- URLs:** Fields for URL, Static server URL, and Authentication service.
- Configuration:** A dropdown menu for 'Action' (set to 'Create a case'), a 'Case type' dropdown, a 'Select case type...' dropdown, a 'Display option' dropdown (set to 'Assignment only'), and a 'Defer embed load' checkbox.

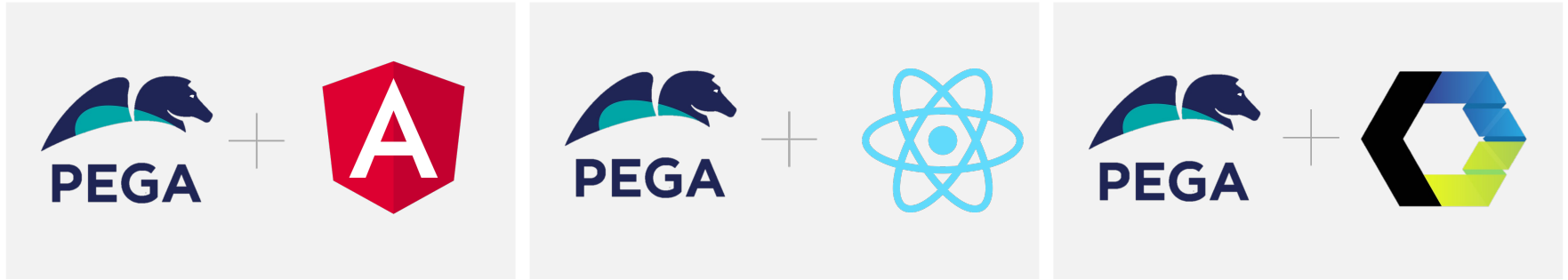
Below the configuration area, a 'What is Web embedding?' section explains that web embedding allows content or functionality to be embedded in a website and viewed on any device. It features three icons representing a desktop monitor, a tablet, and a smartphone. A 'Generate Web embed code' button is provided.

The right side of the screenshot shows a preview of a bank's account overview page. The page header includes the UBank logo and navigation links for CHECKING & SAVINGS, CREDIT CARDS, LOANS, and INVESTMENT. The main content area is titled 'Account overview' and features:

- Items for review:** A list of five 'rtr collect' items, each with a 'Begin' button.
- Accounts:** Three account cards: Savings (***1234), Checking (***5678), and Credit (***7890).
- Credit card balance:** A section showing a current balance of \$164.80, a due date of Sep 15, 2019, and CardProtect status (On). It includes buttons for 'Pay now', 'View statement', and 'Suspend CardProtect'.
- Quick links:** A sidebar with links for 'Create a case rtr', 'Submit a claim', 'Build your care', 'Proof of insurance', and 'Update your profile'.

Create Consistent Customer Experiences

Drive Pega workflows with non-Pega UI via Constellation SDKs



94%

of US consumers over 18 said they were “very likely” to buy from businesses with “very good CX”

Qualtrics

9%

of client-facing companies provide a consistent customer experience across ALL touchpoints

CM Group

Solution story overview



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

founded

29

countries served
worldwide

8,600

employees

1.8m

total serviced
fleet

1.3m

total funded fleet

Corporate
SME
Private

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**

What is NGDA

Next **G**eneration **D**igital **A**rchitecture

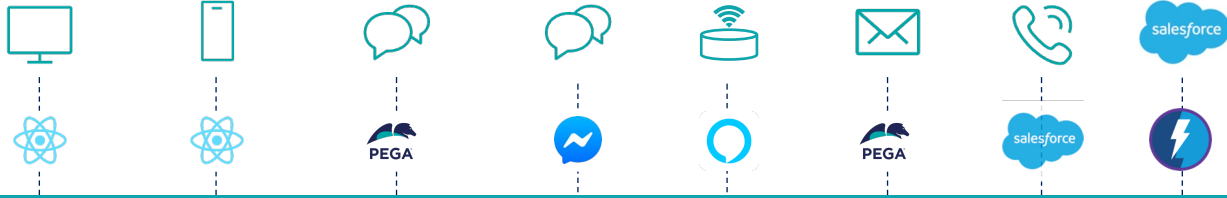
Harmonised global data, application and systems infrastructure

LeasePlan NGDA Landscape

NEXT GENERATION DOMAINS



Front-end & channels



PEGA Digital Experience API (DX API) with Constellation



PEGA Live Data



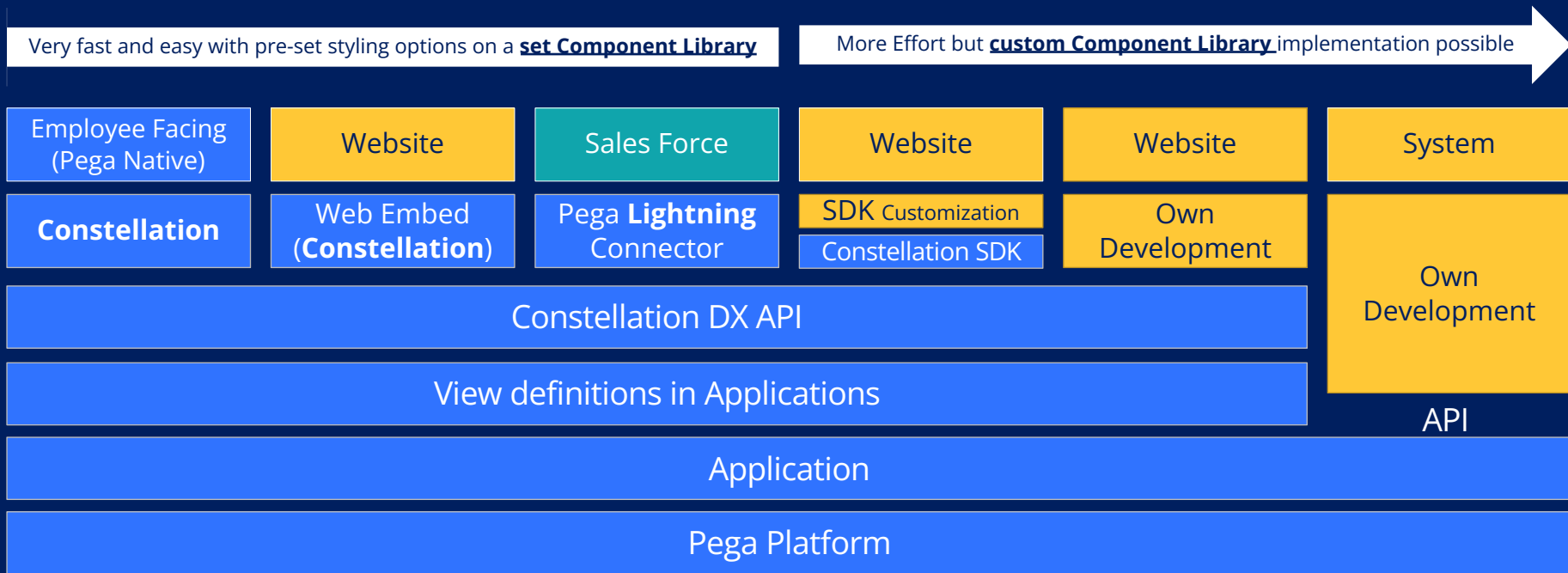
Systems of record

UI overview

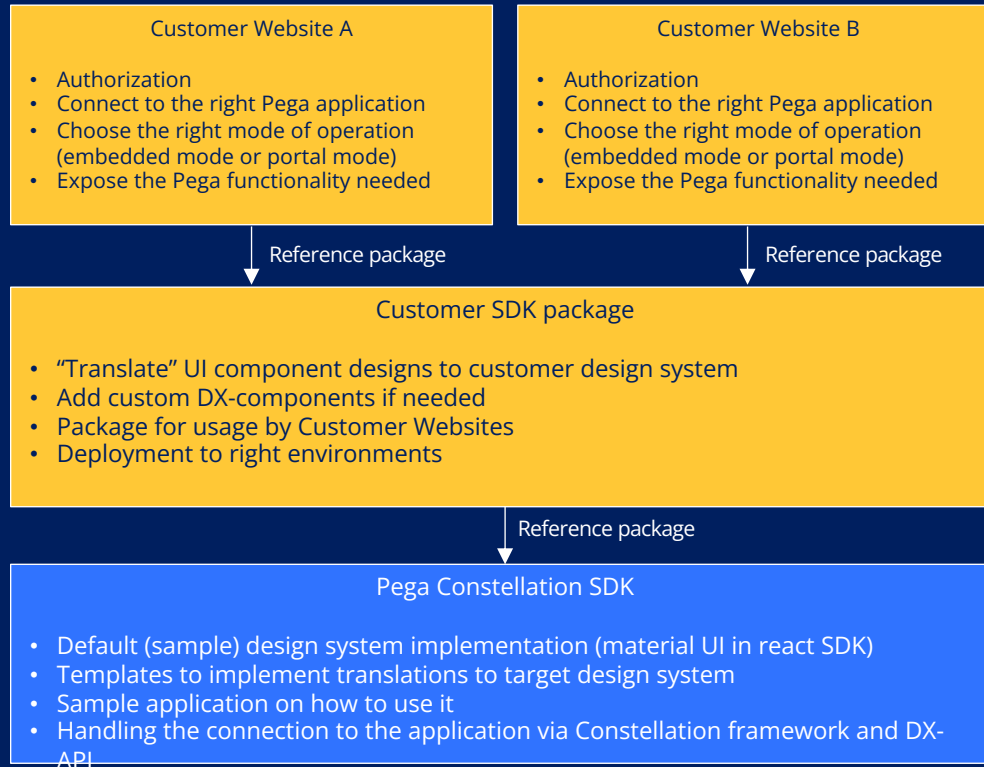


UI Stack Constellation

There is a UI for everyone, external, internal or through partners. There are different approaches to choose from, all benefitting from the definitions in the application



What is the SDK



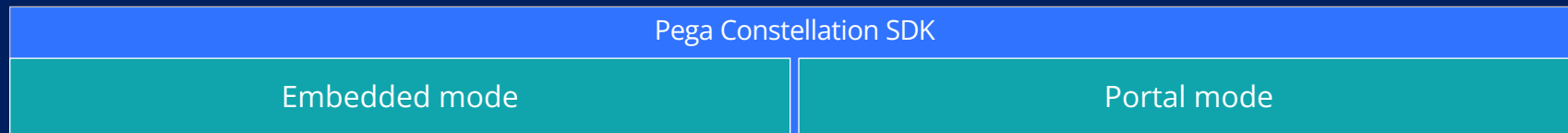
Project team (Use)

COE team (Enable)

Pega

Constellation SDK

Mode of operation



Behaves the same as web-embed. but with more options to match the design system

Use when:

- User creates and finalizes a single case
- Case can be handled within a single transaction (user doesn't need to return)
- Case details do not need to be displayed on the UI
- No optional tasks or parallel processing

A portal representation of the case, full case view

Use when:

- Customer will return regularly (worklist)
- Case details are to be presented next to the assignment
- Multiple assignments for the same case
- Optional tasks are possible during processing

Internal facing



Internal Facing

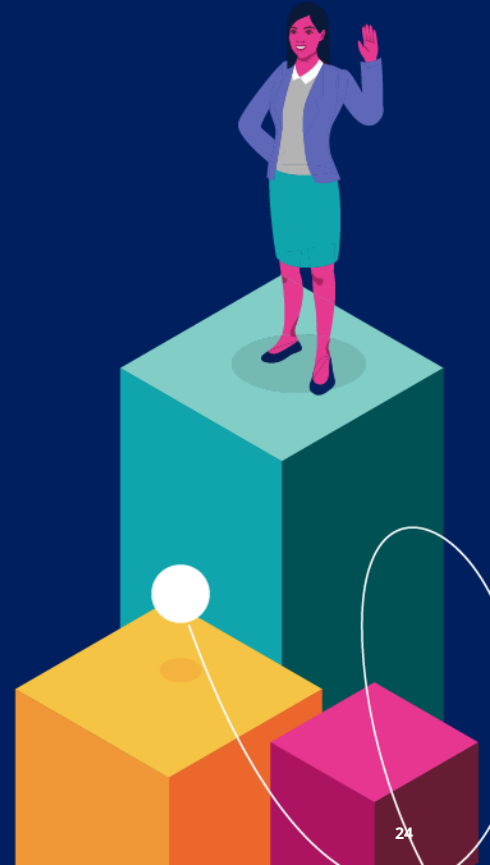
Employee Facing (Pega Native)	Sales Force
Constellation	Pega Lightning Connector

Pega native

- Back-office employees, specialists
- Internal facing applications, no need to specialize
- Apply style configuration to the Pega portal

Lightning connector

- Sales agents working from Sales Force
- Embedded view of Pega cases in Sales Force



Internal Portal

Damage assessment for re-marketing of the car

Pending-Assessment FWT-210017

Registration number VIN
-- --

ILAN Product name
LPL04052399 Contract Hire Golden Product

Make & model Type (version number)
Toyota Hilux --

Vehicle status Sales Channel
OnOrder --

Registration date Data supplier code
-- --

Data supplier object Conversion
id --
C92811:2023

Case created
15 May 2023, 12:28

Vehicle

Images

Options

Services

Inspection

Contract


Pulse

Inside Guidelines Reason
Damage amount is 0

Damage Type
Frost Covered|Report only

Severity

Decals/Complete body wrap
Assessment Result
 Challenge
 Inside guidelines
 Outside guidelines



← →

Damage Amount
£150.00

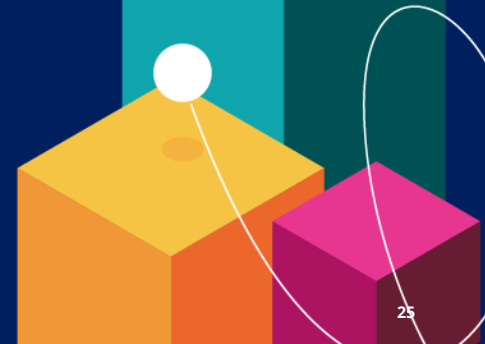
Remark
Remove decals (wrap)

Damage Type
Fitted|Body Wrap

Severity

Electric Vehicle Charging Cable
Assessment Result
 Challenge

Damage Amount
£0.00



Sales Force Lightning Portal

Case: Mid-Lease Change - RFS

Case Full Name: Leasecontract Management - Mid-Lease Change - RFS | Status: In Progress | Priority: Medium | Case Number: 15581461 | NEDA Case:

Last Case User: LPUK SITUAT LPUK 04 | Owned Date: 31-01-2023 11:34 | Description: TEST | SLA Status: Compliant

VP Status: | Contact ID: First name: NCSO NCSO Company LPUK Contact 01 | Account ID: Legatit TEST | Vehicle: Alfa Romeo Tonale Hatchback

Operational Tasks

Operational Task	Status	Priority	Result	Int/Ext	Start Date	Due Date	Completion Date	Owner	Escalated
Fleetops - MLC in progress	Overdue	Medium		Internal	15-05-2023 12:26:41	01-02-2023 11:34:00		Tbcys Fleetops Service Integration User	
Arrange MLC	Completed	Medium	Information Added	Internal	31-01-2023 11:34:41	01-02-2023 11:34:00	15-05-2023 12:26:38	LPUK SITUAT LPUK 04	
Auto Communication: Create email notification	Completed	Medium	Email Notification Sent	Internal	31-01-2023 11:34:41	01-02-2023 11:34:00	31-01-2023 11:34:49	LPUK SITUAT LPUK 04	

Pega Case

Progress: Create > Enter Details > Confirm Simulations > Wait For Acceptance > Wait For Go-Live Date > Accept and Incept > Inform Finance and Billing

Select MLC Type And Fill Parameters
Task in MLC-12003 - Urgency 10

Input new parameters

Input new parameters per request type

Go Live Date *
02/19/2023

Effective From Date
01/19/2023

Input Duration and Mileage Change

Allowed Duration Information

Max Duration in months * 64 | Step Size in months 1

New Duration in months * 36

Provide the new duration according to the allowed duration

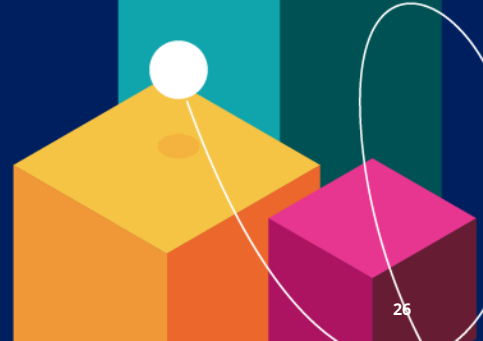
Allowed Mileage Information

Max Mileage per year * 49,000 | Step Size of mileage 1,000

New Mileage per year * 6,000

Provide the new message according to the allowed mileage

Buttons: Cancel, Save for later, Previous, Next



External facing



External Facing



Web Embed

- End clients for ordering new lease cars
- Starting solution to go live quickly with first functionality

Constellation SDK

- End clients and partners for ordering and self service
- Design system from LeasePlan (Velocity)
- Handle more complex processes (more context data to be shown)



Web Embed Solution

The screenshot shows the LeasePlan website interface for a BMW X5. The navigation bar includes links for Business Lease, Private Lease, Fleet management, Benefits of leasing, Get inspired, and My lease car. The breadcrumb trail is Home > Private Lease cars > Private lease - BMW X5. The main content area features a large image of a black BMW X5 SUV with a 360-degree view indicator. Below the image, there are two color selection circles and the text "Color Safirsort met.". A table of specifications is displayed:

Fuel	Body type	Doors
Plug-in hybrid	SUV	5
Seats	Transmission type	Drivetrain

At the bottom right of the vehicle listing, there is a price tag of 12.620 kr (incl. Vat) and two buttons: "GET QUOTE" and "ORDER ONLINE".

This screenshot shows a different page on the LeasePlan website, likely for a Volvo XC40. The navigation bar is identical to the previous screenshot. The breadcrumb trail is Home > Private Lease cars > Online Checkout. The page is divided into two main sections:

Customer Details Form:

- Customer Details: Gispagave em CD-11004 - Urgency 10
- Form fields: Fødselsnr, E-post, Mobil landkode, Mobil, Gate, Husnummer, By, Postnummer, Land (set to Norway), Etternavn, Personnummer.
- Checkboxes: "Jeg samtykker til at mine personoplysninger behandles i henhold til LeasePlans vilkår og betingelser." and "Jeg godkender at LeasePlan vil foreta en kreditteknisk for- og vurdering om jeg er kvalifisert for en leasekontrakt med LeasePlan. All informasjon forblir privat og vil ikke bli delt med en tredjepart (unntatt dem som fører kreditteknisk informasjon med våre personvernpolitikker)." (unchecked).
- Buttons: "Avbryt" and "Send inn".

Volvo XC40 Vehicle Listing:

- Model: Volvo XC40 Elektrisk, firehjulstrekk
- Image of the Volvo XC40.
- Specifications table:

Periode	14 måneder
Årlig kjørelengde	15000 km
Farge	Onyx black
Forsikring	Free
Månedlig lease	5.490 kr

Cost Summary:

- Månedlig kostnad inkl. MVA: 5.490 kr
- Månedlig lease: 5.490 kr
- Totale kostnader inkl. MVA: 96.470 kr
- Forsikringskostnad: 80.000 kr
- Garanti: 16.470 kr

Additional information at the bottom:

- ✓ Konkurransedyktige priser
- ✓ 100% digital bestillingsprosess
- ✓ Utdrivingsbøtte

React SDK Result

The screenshot displays the LeasePlan web application interface. The main page is titled 'Quotes and orders' and features a navigation bar with 'LeasePlan', 'Showroom', 'Quotes and orders', 'FAQ', 'Quantum Leasing', and 'GB'. A '+ QUOTE' button is visible in the top right.

The 'Quotes' section contains a search bar with 'Basket' and 'BSK-00283147'. Below it are tabs for 'Quotes', 'Contracting', 'Orders', 'Contracts', and 'Contract changes'. A table lists quotes with columns: Quote No., Make & model, Variant, Term & mileage, Rental, Expiry date, and Status.

Quote No.	Make & model	Variant	Term & mileage	Rental	Expiry date	Status
BSK-00283147 - RAVI RAJA KRISH						QUOTING
QI-945745	FORD MUSTANG	GT	36 mo / 6000 mi	£817.45	12/06/2023	CREATED

A context menu is open over the 'CREATED' status of the second quote, showing options: 'Accept', 'Edit quote', and 'Share'.

The 'Proceed to order' modal is overlaid on the right, showing a progress bar with steps: 1. Identifying, 2. Credit Check, 3. Contracting, 4. Final Review, 5. Order. The 'Customer details' section includes a confirmation message and a form for 'Contact details primary applicant' with fields for Title, First name, Middle name, Last name, Email, Mobile, and Date of birth. A checkbox for consent is also present.

The footer contains copyright information for 2023 LeasePlan, links for privacy and terms, and a 'What's next?' link.

Questions & answers





PegaWorldiNspire

