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PEGA

PegaWorldiNspire

Building for the Total User Experience with Pega Constellation

Paul Barnes. Senior Director Business Excellence, Pega
Lex Ruijter. Global Pega Application Manager, LeasePlan
Marco Duizer. Consulting Manager, Pega

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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

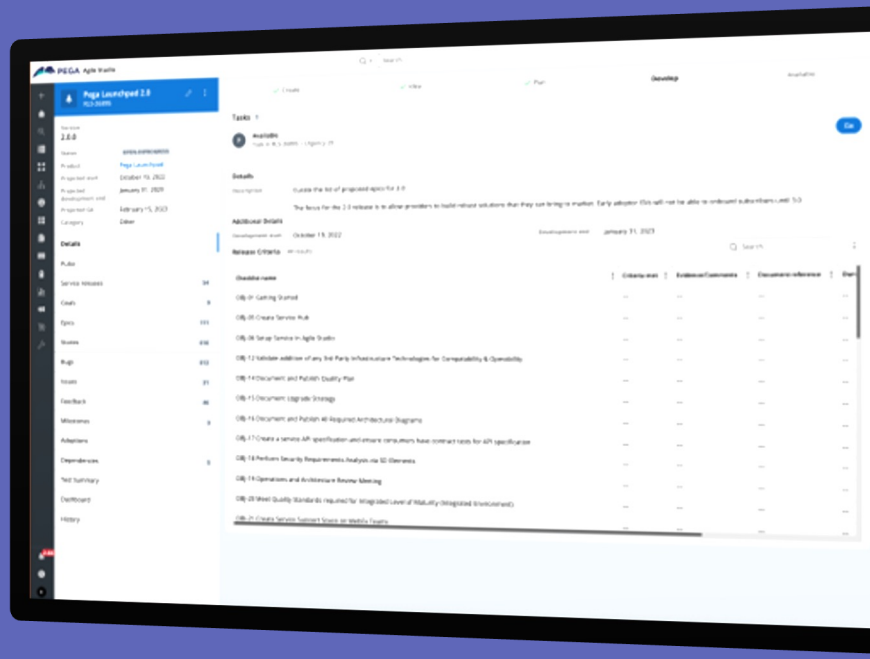
Solution Story Overview – Lex

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

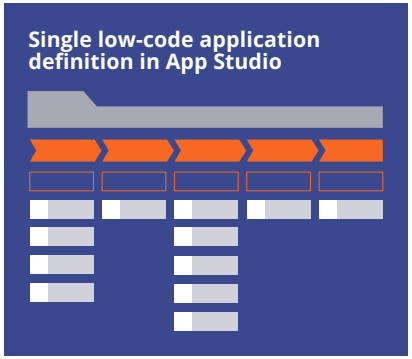
Enable seamless self-service
Web embed Pega workflows into existing customer portals and applications

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



DX API

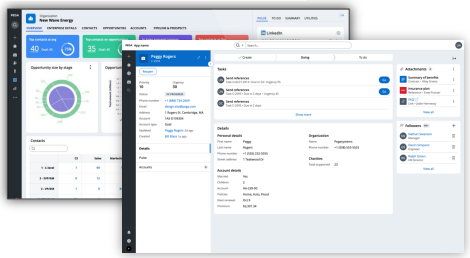
Runtime Orchestration via Constellation Core JS

Backoffice Work Portals

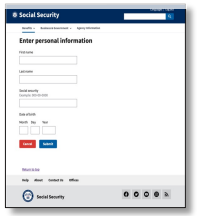
Customer Self-Service

Non-Pega UI

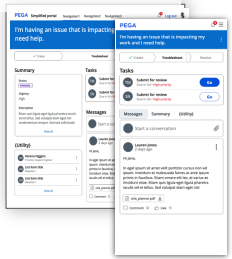
Constellation Work Portals



Constellation Web Embed



Constellation WSS Portal



Constellation SDKs

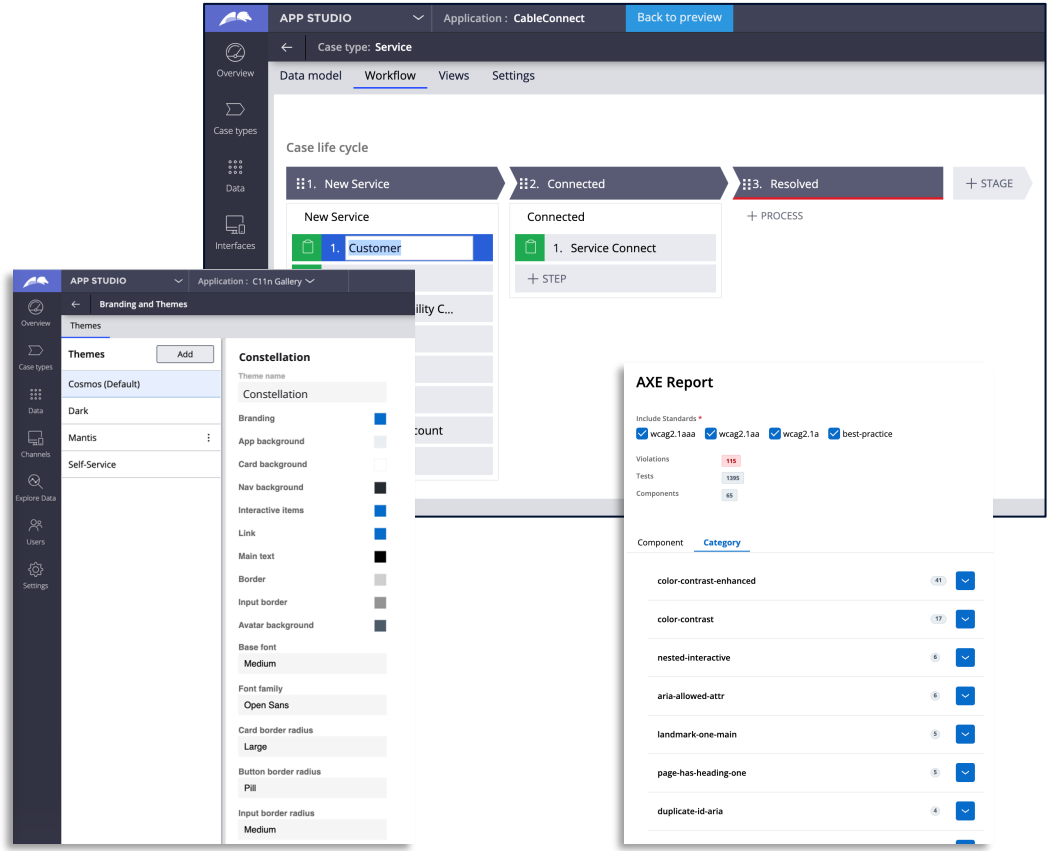
Build Fast and Maintain with Ease

Form-based UI configuration in App Studio

50%

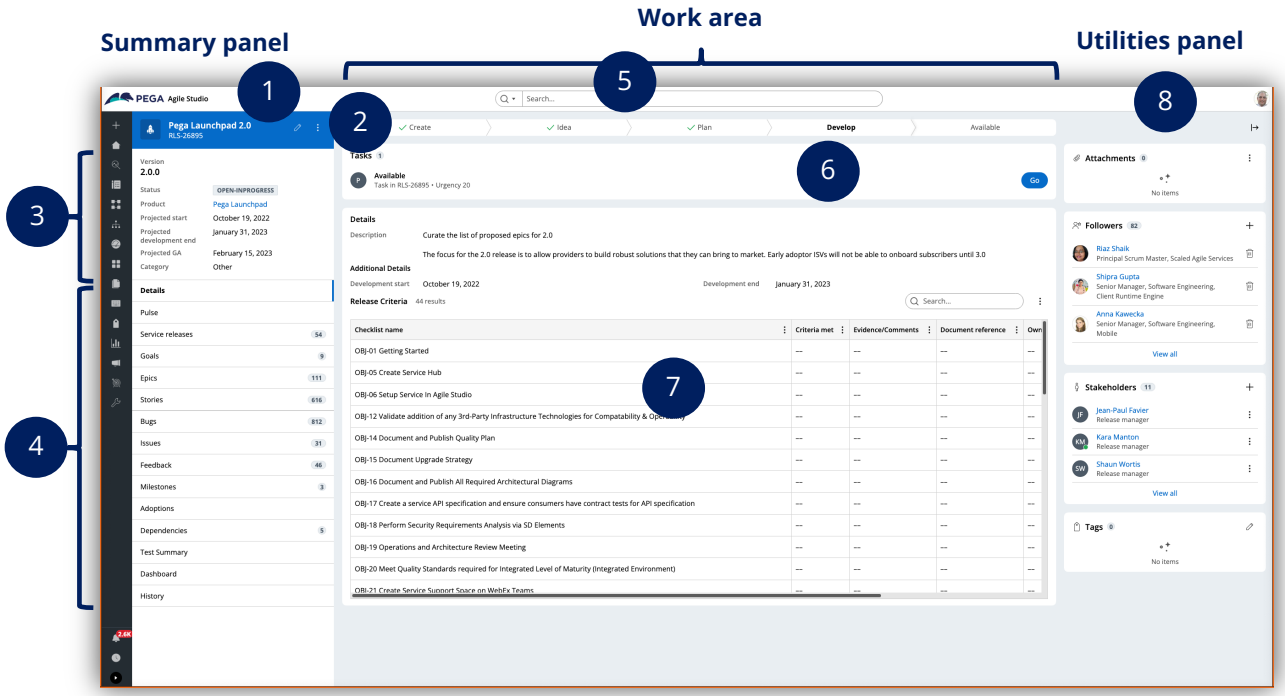
Faster to develop compared to traditional drag and drop UI builders

Based on early adopter feedback



Provide Intuitive Back-office Experiences

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

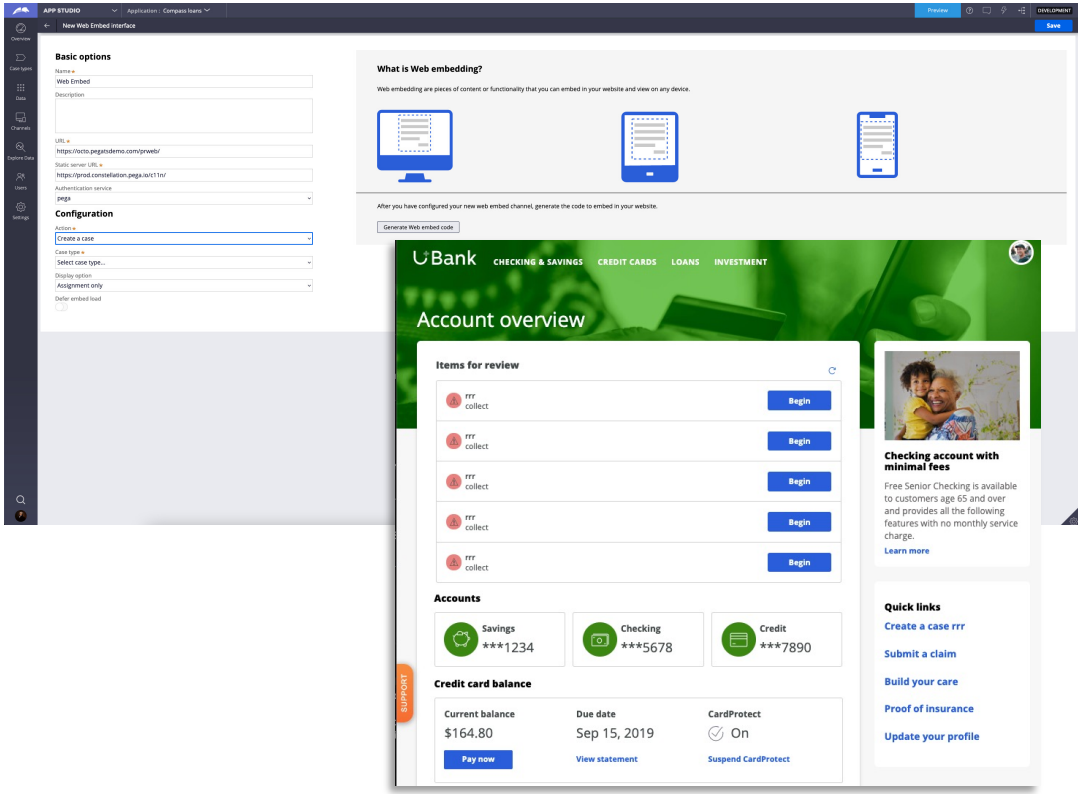


1. Case header
2. Case actions
3. Summary data
4. Tabs
5. Lifecycle widget
6. Assignment list
7. Details tab
8. Utilities list

Enable Seamless Self-service

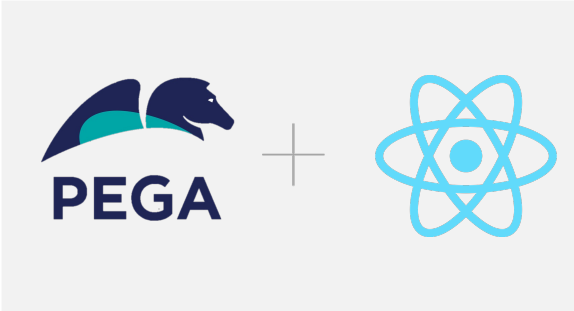
Web embed into existing customer portals and applications

- ✓ 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”



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	29	8,600	1.8m	1.3m	**Corporate** **SME** **Private**
founded	countries served worldwide	employees	total serviced fleet	total funded fleet	Market segments

Our NextGen Strategy

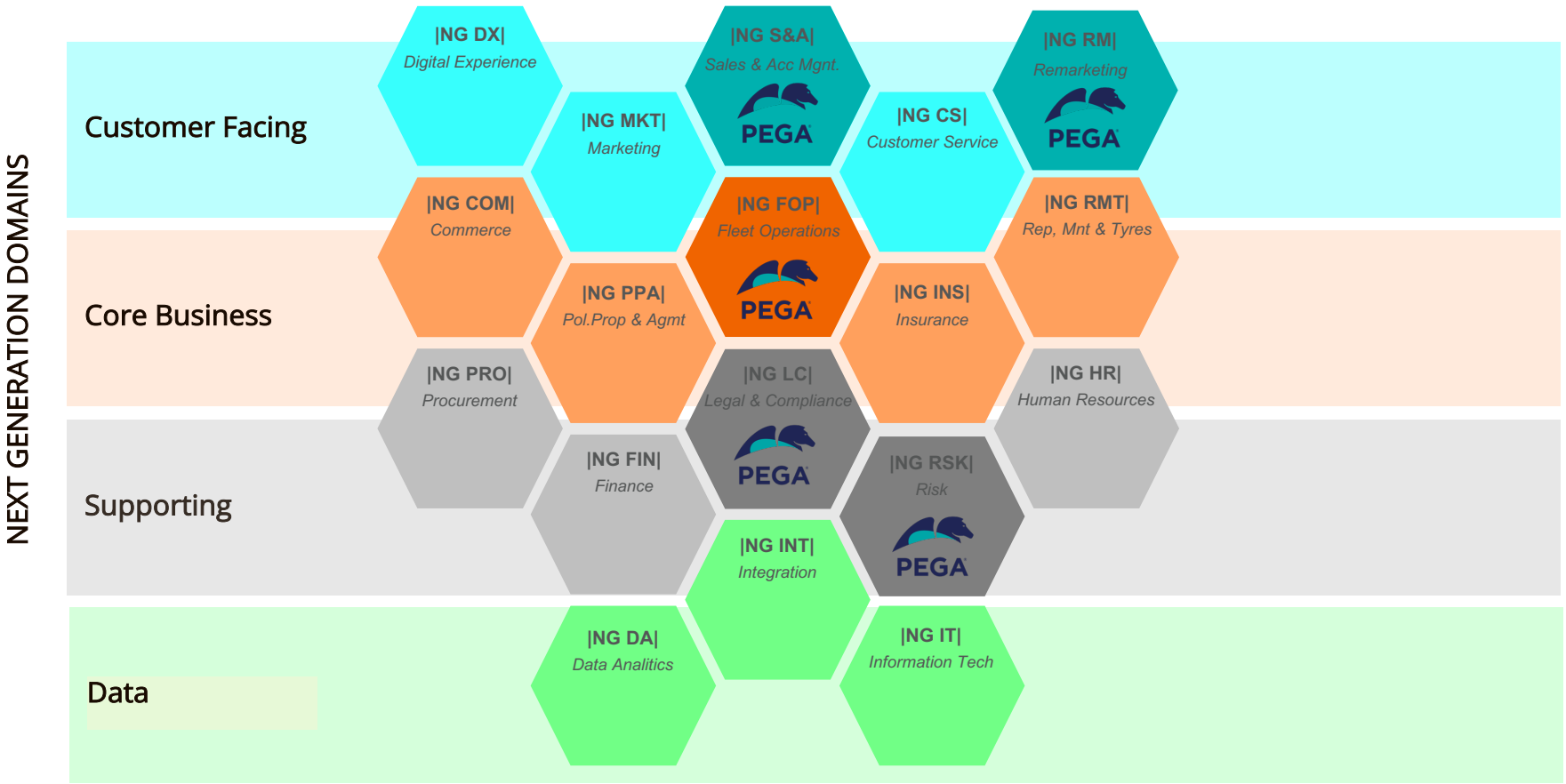
LeasePlan will compete for the accelerated growth we see in our market by **becoming the world's first fully digital Car-as-a-Service company**

What is NGDA

Next Generation Digital Architecture

Harmonised global data, application and systems infrastructure

LeasePlan NGDA Landscape



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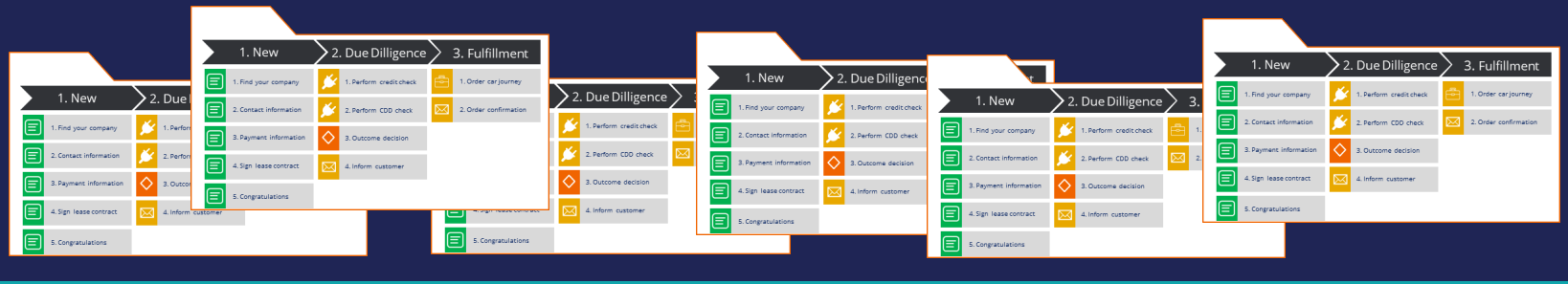
Front-end & channels

PEGA Digital Experience API (DX API) with Constellation



PEGA Live Data

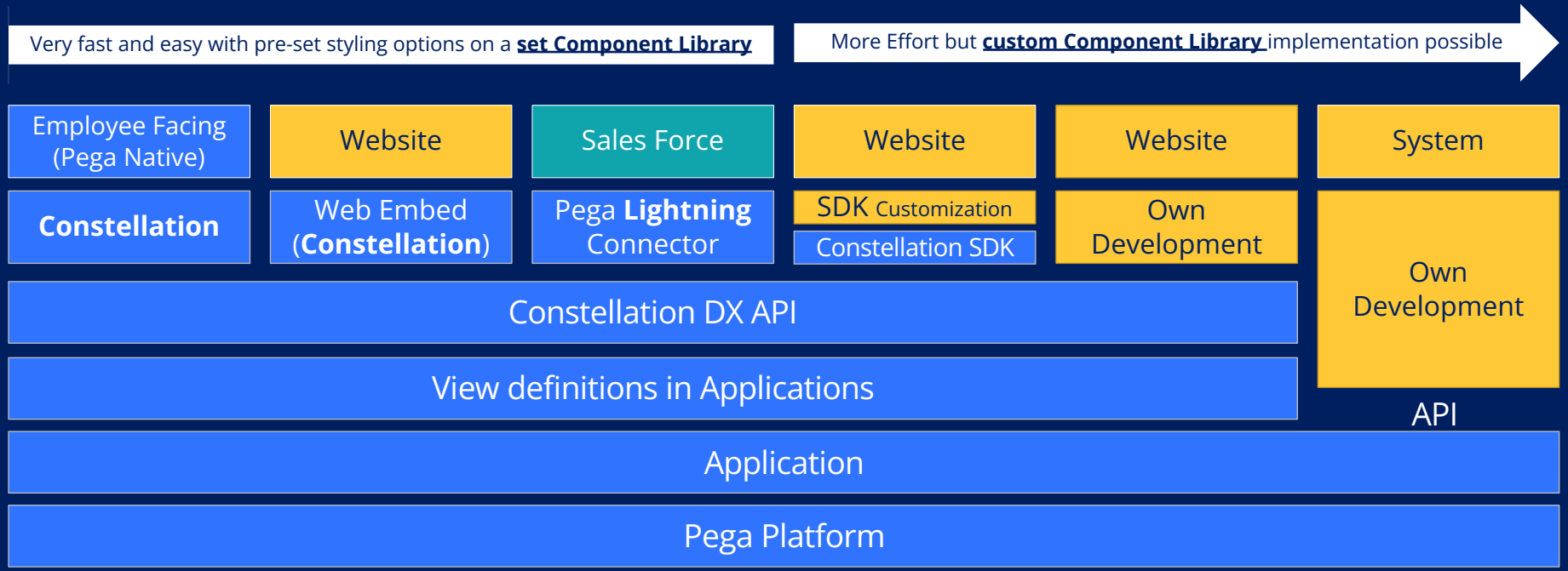
APIs / ESBs | Micro-services | Data lakes | Products | Legacy | CRM | 3rd party

Systems of record

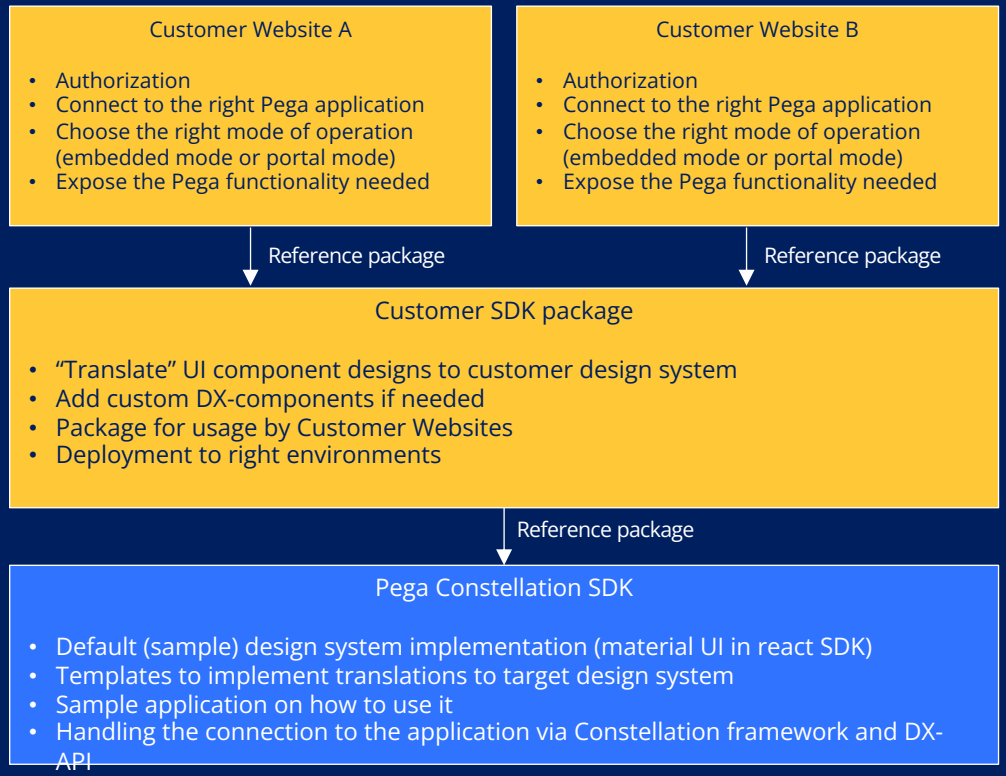
UI overview

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

Pega Constellation SDK	
Embedded mode	Portal mode

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

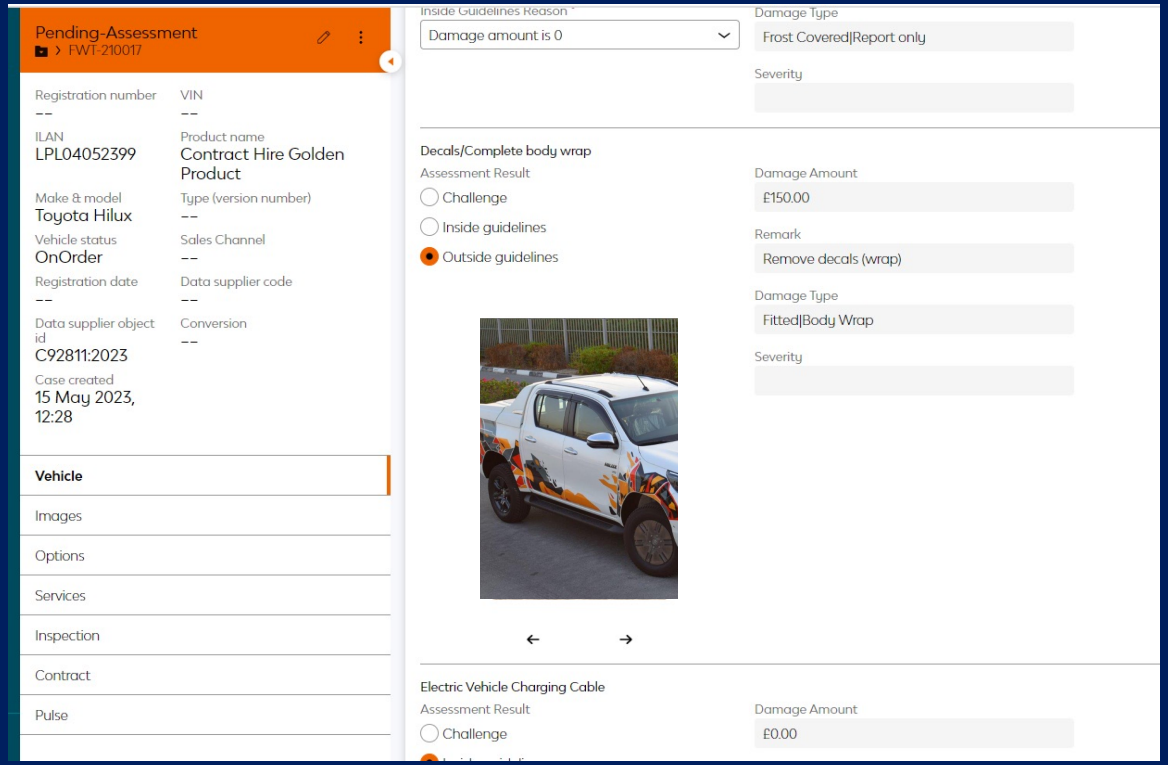
- Back-office employees, specialists
- Internal facing applications, no need to specialize
- Apply style configuration to the Pega portal

Lightning connector

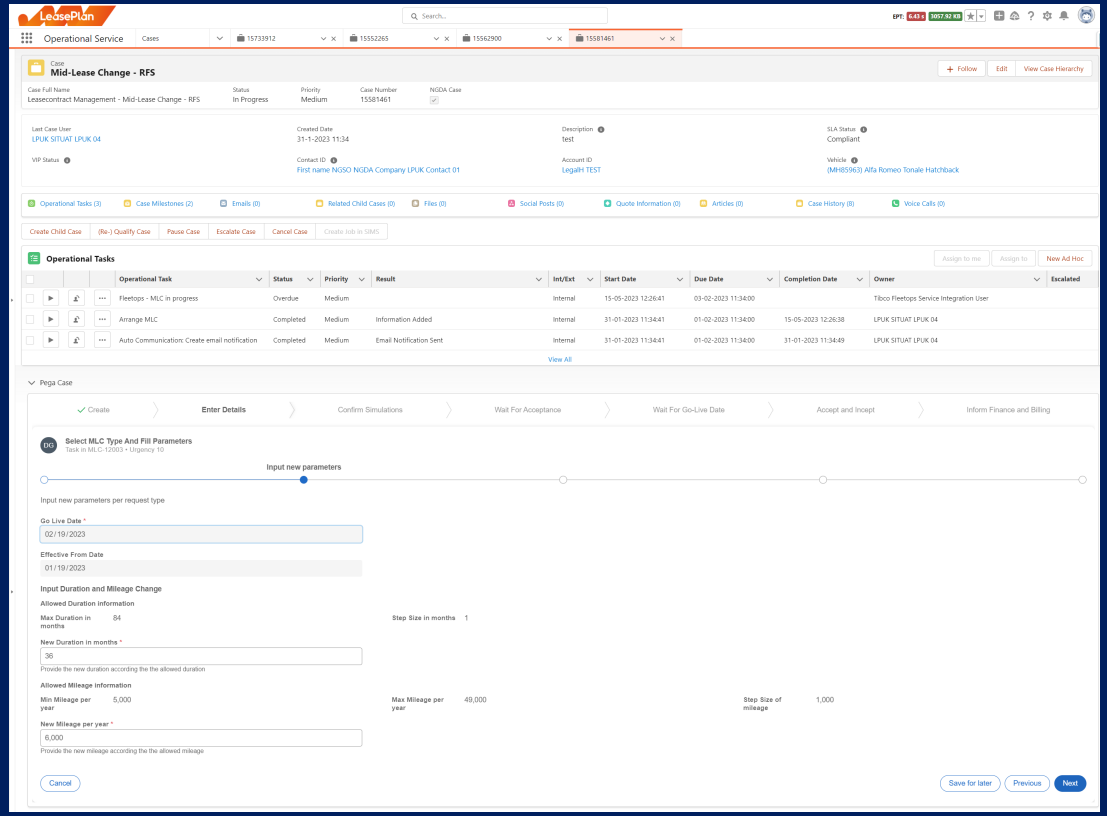
- Sales agents working from Sales Force
- Embedded view of Pega cases in Sales Force

Internal Portal

Damage assessment for re-marketing of the car



Sales Force Lightning Portal



External facing

External Facing

Website	Website
Web Embed (**Constellation**)	SDK Customization
	Constellation SDK

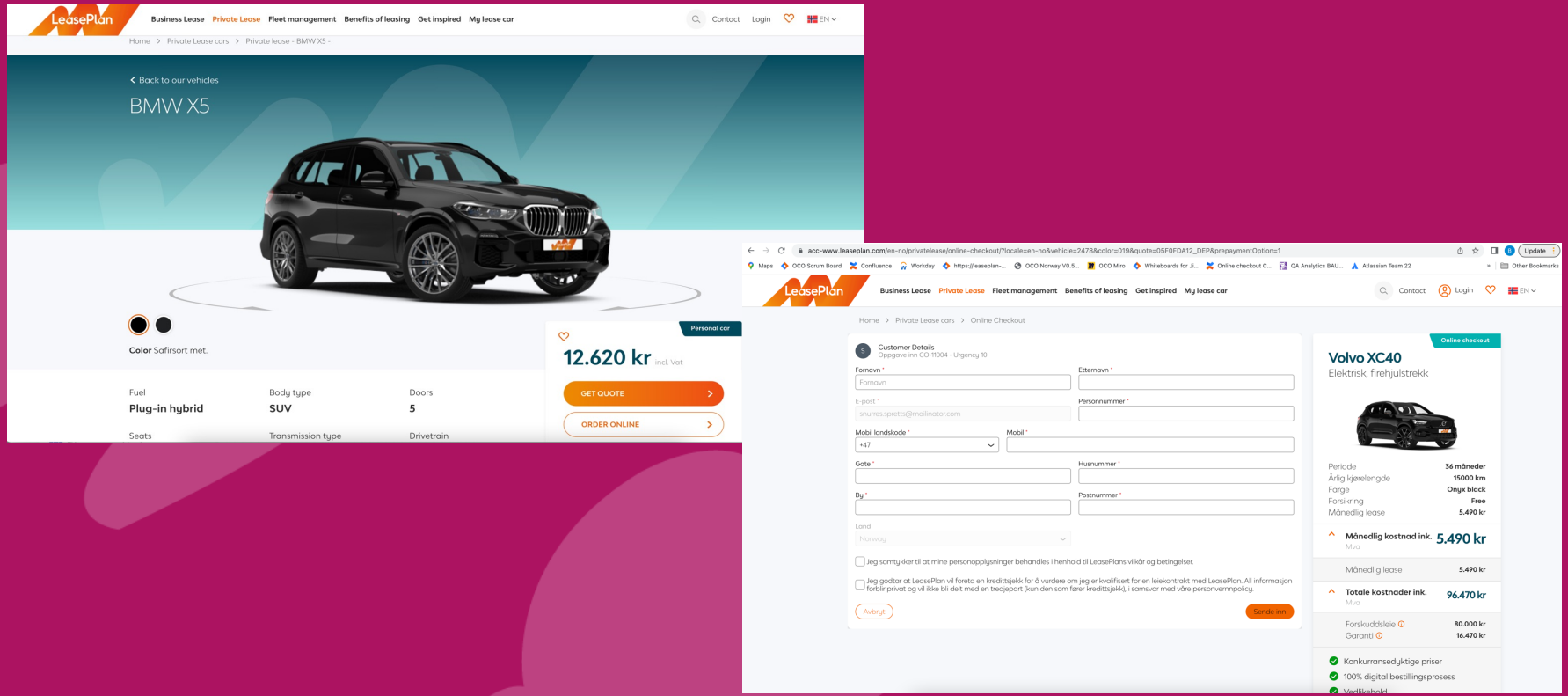
Web Embed

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

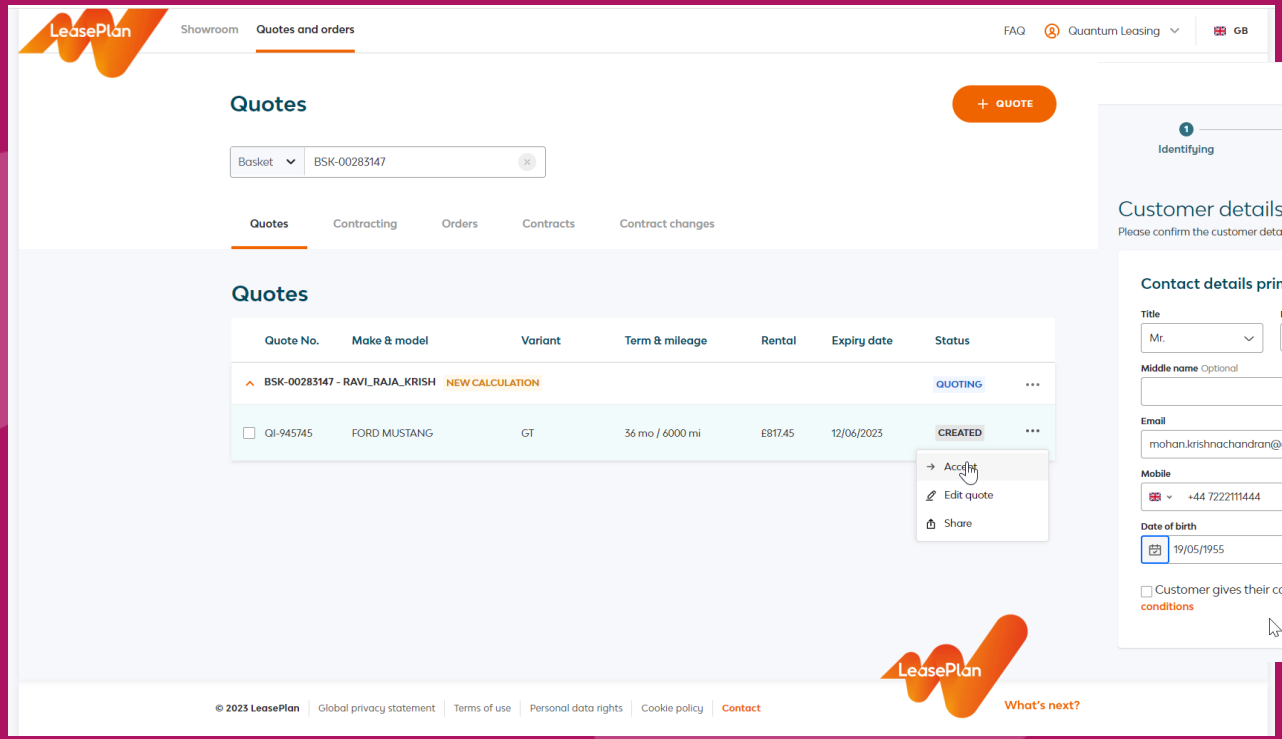
Constellation SDK

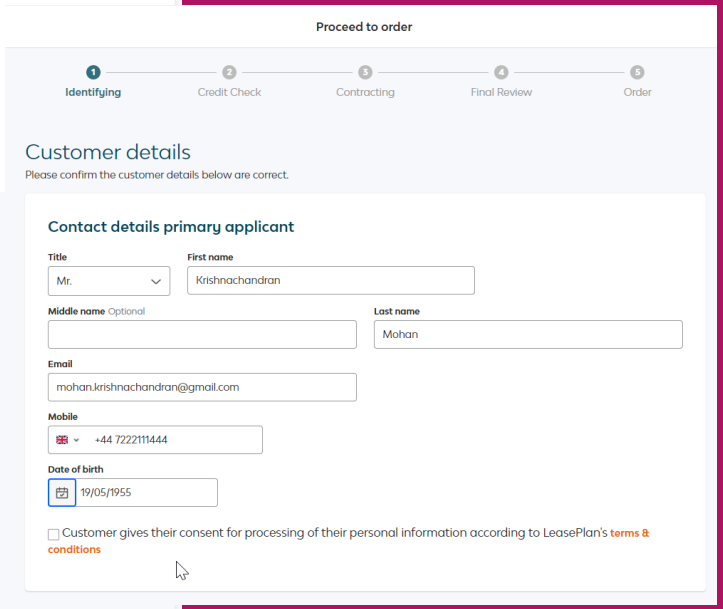
- End clients and partners for ordering and self service
- Design system from LeasePlan (Velocity)
- Handle more complex processes (more context data to be shown)

Web Embed Solution

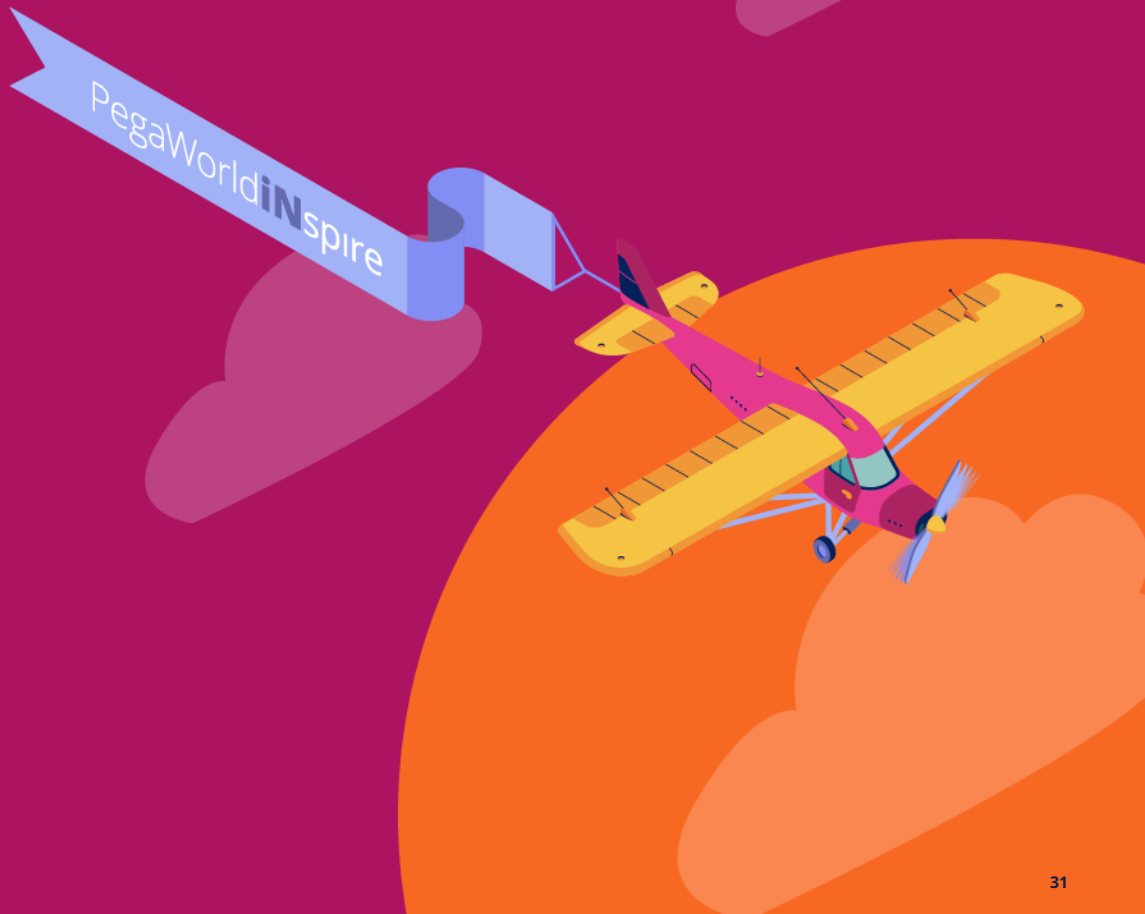


React SDK Result





Questions & answers



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