

# Introducing Pega Catalyst: Embrace Digital Transformation Through Design Thinking

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# PW 18



**Limitless  
possibilities.  
Real results.**

CRM on the cloud

Opening an innovation lab

Building a mobile app

Designing an open workspace

Implementing a chatbot

Architecting microservices

Deploying a bunch of RPA bots

# Chasing Digital Transformation...

*"It gives me the power to see around corners."*  
Tom Siebel, Jan 21, 2001

*"Every question I could possibly have I'm able to ask Einstein."*  
Mark Benioff, May 18, 2017



CHEF



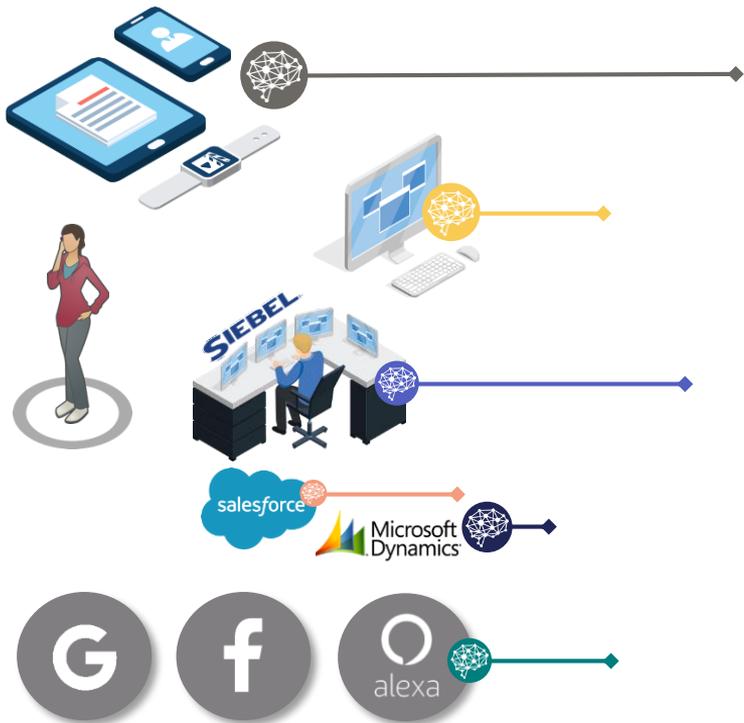
... in a world of digital chaos



# Three Well-Intentioned Mistakes

- 1 **Channels**, not journeys
- 2 **Tasks**, not outcomes
- 3 **Silos**, not end-to-end





# 1 Channels, Not Journeys

## Symptoms

- Customers can't move between channels
- Siloed development teams custom-coding logic into channels

## Results

- Bad, inconsistent experiences
- Frustrated employees and inefficiency
- Lack of reuse drives increased costs and freezes innovation

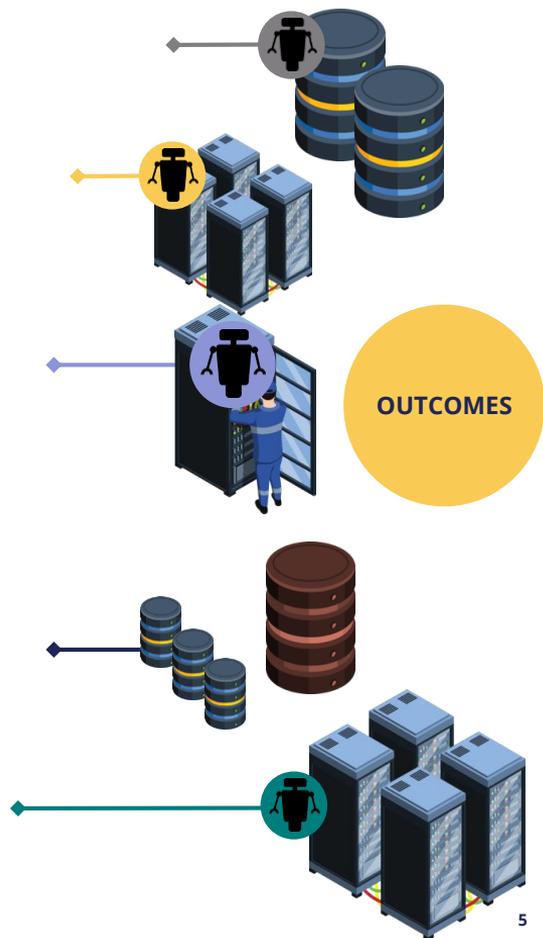
## 2 Tasks, Not Outcomes

### Symptoms

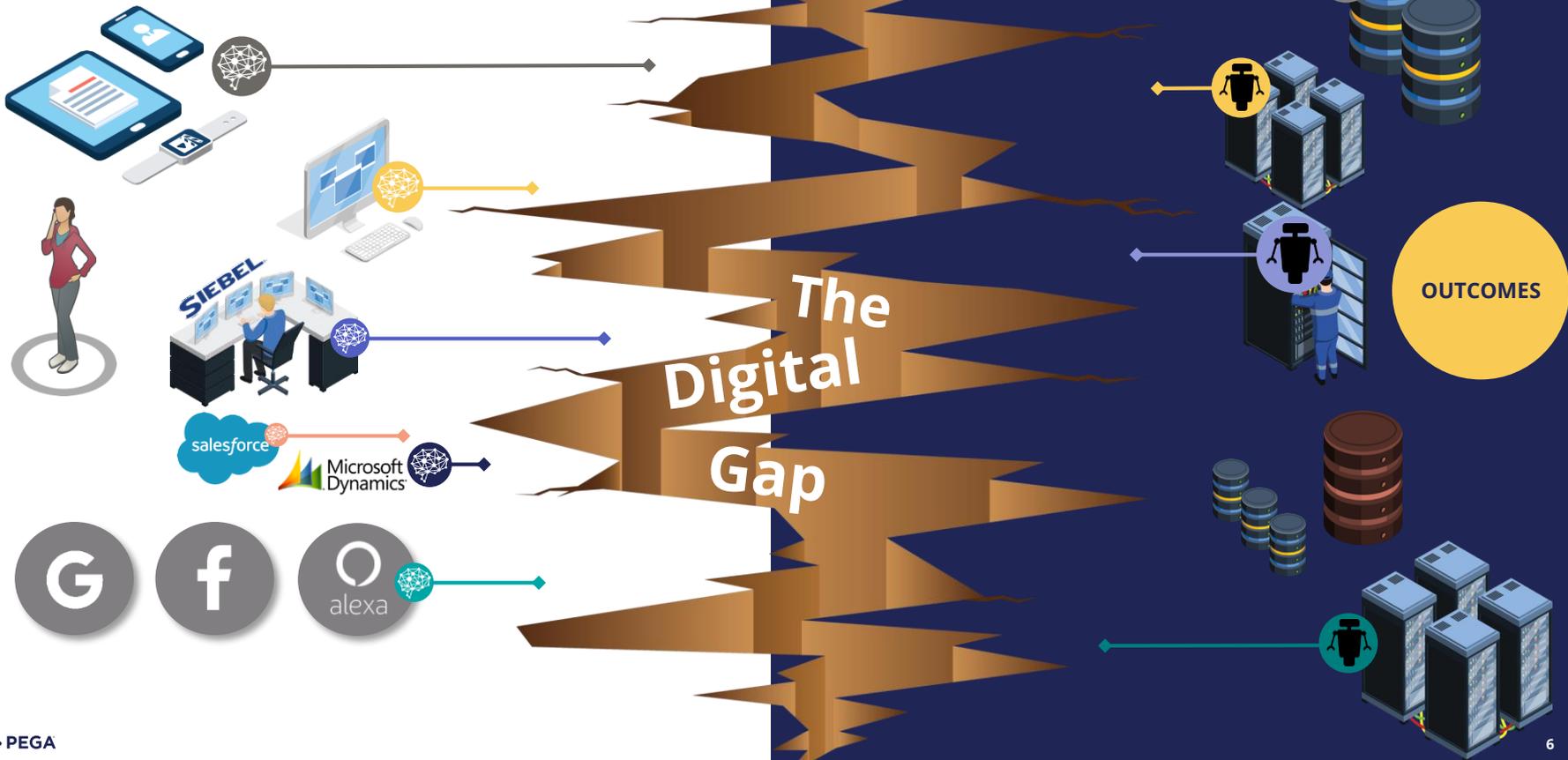
- Lack of common processes across systems, regions, and LOBs
- Siloed investments in robotic band-aids

### Results

- Disjointed customer experience
- Proliferation of unmanaged bots
- Little visibility into improvement opportunities



# 3 Silos, Not End-to-end



# Pega's Digital Transformation Strategy

Digital Transformation dramatically improves the ease of how companies achieve outcomes – through Digital Intents that are tied to overall business strategies.

Pega accomplishes this via design thinking and using our technology to both optimize and transform end to end processes, allowing companies to improve customer experience while establishing new business models and capturing net-new revenue.



# Pega Catalyst is a journey-at-a-time design thinking approach that empowers organizations to create working software in as little as a few days.

This takes the form of a structured workshop, scalable from 2 days to a few weeks, that brings together business and IT to identify the opportunity, design the solution, and build experiences.

Organizations will build a compelling business case for improving customer engagement and operational efficiency by harnessing the power of Pega's AI, robotic automation, and no-code technology.

# Catalyst Offering

- **Fully Embraces Design Approach** – leverages industry standard and Pega best practices
- **Common Approach** – can be delivered by anyone
- **Fully Scalable** – 2 day, 1 week, or Custom

Design	Learn Fast		Deliver
Design Thinking	Lean Experience Building		Rapid Delivery
Opportunity scoping Design/Journey workshops MLP definition	Discovery Workflows Experience definition	Rapid designs Pattern definition Pega Express	Agile sprints Feedback/Test Iterate

# Scalable Engagement Sizes

## Small – 2 Day

### DESIGN

- Introduction to Design Thinking/Digital Intent
- Identify strategic challenges
- Define the right problem to solve

### EXPERIMENT

- Customer journey mapping
- Idea refining, critiquing and selection
- Rapid Prototype Session w/Pega Express

### DELIVER

- 1 Challenge/Solution Vision
- Plan next steps for ideation
- Decide on next Design Intent to tackle

## Medium – 1 Week

### DESIGN

- Introduction to Design Thinking/Digital Intent
- Identify strategic challenges
- Define the right problem to solve

### EXPERIMENT

- Customer journey mapping
- Customer Interviews
- Idea refining, critiquing and selection
- Rapid Prototype Session w/Pega Express
- Minimal lovable product testing

### DELIVER

- 2 Challenge/Solution Visions
- Plan next steps for ideation
- Decide on next Design Intent to tackle

## Large – Custom

### DESIGN

- Introduction to Design Thinking/Digital Intent
- Identify strategic challenges
- Define the right problem to solve

### EXPERIMENT

- Customer journey mapping
- Customer Interviews
- Team reflection of interview data
- Idea refining, critiquing and selection
- Rapid Prototype Session w/Pega Express
- Minimal lovable product testing

### DELIVER

- 3-4 Challenge/Solution Visions
- Plan next steps for ideation
- Decide on next Design Intent to tackle

# Engagement Outputs

- **Digital Intents**

A way of translating “How might we...” design challenges into design solutions. Rapidly developed design concepts that can be shared.

- **Customer Journey Maps**

Exploring typical journey customers will experience when attempting to extract value from our services. Their motivations, goals and fears and how these define “**Digital Intents**” in their journeys. Or more simply, “How might we...” add real value for our customers.

- **Business Case**

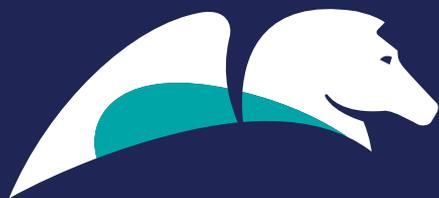
A definition of who our customers are, what value we will be delivering to them, and how the business will deliver this value – framing the business drivers / objectives and resource required by the project.

The **Digital Intents** are the real deliverable of these workshops. They represent a great starting point for either writing stories for estimation, or as a clear brief for a experience designer to develop an interactive prototype in Pega for testing and business validation.

# Questions

# There's More...

- See us today at the Tech Pavilion
  - 5:45-6:00PM: What's New in Pega UI
- Learn more at **[design.pega.com](https://design.pega.com)**



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Build for Change<sup>®</sup>