Business Process Optimization with Pega 7
Possibilities for Adaptive Enterprises
Mindtree has helped large enterprises achieve significant productivity improvements and growth by transforming their business processes with Business Process Management (BPM) capabilities and cutting-edge Pega BPM technology. We have also helped our customers in predicting risks, assessing competition, and understanding the trends to create new products and services and deliver a compelling proposition to their consumers. Mindtree’s BPM approach is pragmatic, with a focus on understanding client needs and creating solutions that address these needs.

**Value Proposition**
- Domain-focused tool experts (CoE)
- Pega skill “Provisioning Factory Model”
- Situational Layer Cake Design Guide
- Scrum Agile methodology for Pega

**Pega Platform Experience**
- Direct Capture of Objectives (DCO) approach
- Case management
- Decision management
- Automated unit testing

**Mindtree Pega—One Step ahead with customized accelerators and frameworks to suit our clients business needs and provide a quick time to market**

**Data-centric process**
- Global exposure management for largest insurer, integrating 130+ countries

**Content-centric process**
- Leveraged Pega rules capabilities to provide advanced content management

**Process collaboration**
- CPG-Retail collaboration process framework

**BPM**
- Consulting for strategy, adoption roadmap and architecture
- Process governance and performance management with analytics
- Business process discovery, optimization and automation
- Rule harvesting and mining

**SOA**
- SOA assessment, architecture definition and governance setup
- Process-centric SOA enablement and transformation
- SOA domain model implementation
- Services enablement and middleware implementation leveraging Enterprise Service Buses (ESBs)

**SMAC-enabled enterprises through Pega BPM**

The cornerstone of Mindtree’s Social, Mobile, Analytics and Cloud (SMAC)-enabled intelligent platform is the PegaRULES Process Commander (PRPC) SmartBPM engine responsible for process orchestrations. In the below architecture PRPC SmartBPM engine is plugged to social media channels to receive real-time feedback from the customers. These feedbacks predict and help in adapting to the Next-Best-Action for a specific customer. Pega’s Next-Best-Action is a new approach to customer interactions such as risk mitigation, remedial actions for churn and fraud, service provisioning, data collection, arrears, surveys, and so forth. The essence is in the sophistication of the interaction and the corresponding quality of the customer experience. With Next-Best-Action, it is now possible to build a mini business case to determine the best action to take. Once the action is taken and the customer’s response is recorded, the business case is immediately recalculated and the Next-Best-Action is recommended. The insight into customer interests is calculated through predicted models, determining the likelihood of interest in each of the propositions.

Next-Best-Action advises processes to adjust behavior according to customer behavior and improves the overall customer experience.

Pega technology makes the end-to-end business processes highly visible and in multiple form factors. Pega BPM’s design-once, access-anywhere UI reduces the time and cost to deliver consistent, attractive, and intuitive customer experience across all channels, including mobile and social. Mindtree’s SMAC architecture integrates information across all channels and enables customers to transition from one channel to the other easily. For instance, a customer can initiate a support ticket via email and the resolution can be pushed as a notification to the customer’s hand-held device.

**Contact us**
- Haleem Vaince
  - Program Director, Sales
  - Email: Muhammad_Vaince@mindtree.com
  - Phone: +1 832 630 8297
- Sunil Tufchi
  - General Manager, EAI / BPM
  - Email: Sunil_Tufchi@mindtree.com
  - Phone: + 91 99807 77422
and the customer's response is recorded, the business can determine the best action to take. Once the action is taken, it is now possible to build a mini business case to analyze the quality of the customer experience. With Next-Best-Action, the business can adapt to the sophistication of the interaction and the corresponding changes in the business environment, such as arrears, surveys, and so forth. The essence is in the ability to predict churn and fraud, service provisioning, data collection, and feedback from customers. These feedbacks are used to predict customer behavior and help in making decisions that improve the overall customer experience.

The architecture of PRPC SmartBPM engine is plugged into social media channels to receive real-time feedback from the customers. This feedback is then processed by the Analytics Engine, which is responsible for process orchestrations. In the below diagram, the flow of data from various channels is shown, with each channel providing feedback to the Analytics Engine. The engine then processes this feedback and triggers actions such as risk mitigation, remedial actions for churn and fraud, service provisioning, and data collection.

Industry solutions in Pega

**Global Underwriting Risk Management Platform**
- Platform enables insurers to have a complete understanding of location-based risk by capturing more frequent, more complete, and more accurate data.
- Creates account and portfolio level aggregate views of the risk in order to increase return on capital through better risk management, especially catastrophic risk.
- Allows insurers to better manage their reinsurance negotiations with more accurate rating / pricing data.
- Helps insurers to meet increasing regulatory / investor / government security obligations and streamline operation processes.

**Integrated Credit Management System (ICMS)**
- ICMS integrates with all transactional systems within a banking enterprise.
- Acts as prime system for corporate lending decisions and corporate exposure monitoring.
- Loan Origination System (LOS) and Loan Monitoring System (LMS) are components of ICMS which deal with corporate loan origination and monitoring respectively.

**Framework to streamline CPG-Retail Business Processes**
- Solution platform for Consumer Packaged Goods (CPG) and retail industry intended to automate collaborative business processes between CPG and retail firms.
- Wide range of pre-built process templates for various processes such as:
  - New item introduction and maintenance
  - Omni-channel sales order processing
  - Campaign management workflow
  - End-to-end integration to optimize interaction between CPG and retailers for quick BPM adoption.

**Customer On-Boarding for Capital Markets**
- Solution streamlines the process of requesting for account creation, amendment and closure across a unified platform which provides complete visibility into each client across multiple accounts, channels and geographies.
- Seamlessly captures the new account details and classification information and processes the approvals with an ability to route the request to specified account owners including manager approvals and department authorizations.
About Mindtree

Mindtree [NSE: MINDTREE] delivers technology services and accelerates growth for Global 1000 companies by solving complex business challenges with breakthrough technical innovations. Mindtree specializes in e-commerce, mobility, cloud enablement, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We are among the fastest growing technology firms globally with more than 200 clients and offices in 14 countries.