Business Process Optimization with Pega 7
Possibilities for Adaptive Enterprises
Pega services at Mindtree

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 addresses these needs.

Value Proposition

<table>
<thead>
<tr>
<th>Domain-focused tool experts (CoE)</th>
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<tbody>
<tr>
<td>Pega skill “Provisioning Factory Model”</td>
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<tr>
<td>Situational Layer Cake Design Guide</td>
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<td>Scrum Agile methodology for Pega</td>
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**Mindtree Pega—One Step ahead with customized accelerators and frameworks to suit our clients business needs and provide a quick time to market**

Pega Platform Experience

<table>
<thead>
<tr>
<th>Direct Capture of Objectives (DCO) approach</th>
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<td>Case management</td>
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<td>Decision management</td>
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<td>Automated unit testing</td>
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**Pega Business Partner**

- **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 predicts and helps 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.
and the customer’s response is recorded, the business can determine the best action to take. Once the action is taken, it is possible to build a mini business case to better understand the quality of the customer experience. With Next-Best-Action, businesses can adapt to the Next-Best-Action for a specific customer. These feedbacks predict and help in making decisions that improve the customer experience across all channels, including mobile and social. The essence is in the continuous improvement of customer interactions such as risk mitigation, remedial actions for arrears, surveys and so forth. The cornerstone of Mindtree’s Social, Mobile, Analytics, and Cloud (SMAC)-enabled enterprises through Pega BPM technology makes the end-to-end business processes highly visible and in multiple form factors. Pega technology makes the end-to-end business processes adaptable to the customer’s needs and preferences. In the below example, 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 mobile device. A hand-held device can be used to receive real-time feedback from the customer and the process reacts to the feedback in real-time.

### 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

#### 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.
Agile delivery framework

Our agile BPM delivery processes, templates and frameworks coupled with in-depth engineering capabilities enable our clients to realize benefits within 90 days. Our incremental value-driven approach de-risks challenges associated with BPM implementations and provides immediate benefits, while ensuring that long term goals are met within stipulated budgets. The factors that help us deliver value:

- Service Oriented Architecture (SOA) and BPM products-specific estimation and requirements tools
- Single team for all process, rules, analytics and integration needs
- Minimum rework and reduced project overhead for maximum value

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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.